File Ref.No.20980/GA - IV - B3/2015/Admn

UNIVERSITY OF CALICUT

Abstract

General and Academic IV- Faculty of Journalism- Modified Scheme and Syllabus of BA Journalism and Mass communication Honours Programme in tune with CUFYUGP Regulations 2024 - with effect from 2024 Admission onwards -implemented -Orders Issued.

G & A - IV - B

U.O.No. 13997/2024/Admn Dated, Calicut University.P.O, 12.09.2024

Read:-1. U.O.No.8944/2024/Admn dated 07.06.2024

2. Minutes of the meeting of the Board of Studies in Journalism UG held on 27.07.2024 (Item No.1)
3. Minutes of the meeting of the faculty of Journalism held on 31.07.2024 (Item No.11)
4. Item No.II.F of the minutes of the LXXXVIII meeting of the Academic Council held on 17.08.2024
5. Orders of Vice Chancellor in file No.25795/GA-IV-B1/2013/CU dated 06.09.2024

ORDER

1. The scheme and syllabus of BA Journalism and Mass Communication Honours programme, by incorporating the scheme and syllabus of Advertising part of BA Advertising and Sales Management (Double Major Pathway) and the Communication & Media part of the BA Communication & Media and History (Double Major Pathway) in tune with CUFYUGP Regulations 2024, has been implemented with effect from 2024 Admission onwards, vide paper read (1) above.
2. The meeting of the Board of Studies in Journalism UG, vide paper read (2) above, resolved to approve the modified scheme and syllabus of BA Journalism and Mass Communication Honours programme, in tune with the CUFYUGP regulations 2024, w.e.f 2024 Admission onwards.
3. The meeting of Faculty of Journalism, vide paper read (3) above and the Academic Council held on 17.08.2024, vide paper read (4) above, approved the minutes of the meeting of the Board of Studies in Journalism UG held on 27.07.2024.
4. The Vice Chancellor has accorded sanction to implement the above decision of the Academic Council, vide paper read (5) above..
5. The modified scheme and syllabus of BA Journalism and Mass Communication Honours programme by incorporating the scheme and syllabus of Advertising part of BA Advertising and Sales Management (Double Major Pathway) and the Communication & Media part of the BA Communication & Media and History (Double Major Pathway) in tune with CUFYUGP Regulations 2024, is therefore implemented with effect from 2024 Admission onwards.
6. Orders are issued accordingly. (Syllabus appended).

Arsad M

Deputy Registrar

To

1. The Principals of all Affiliated Colleges.
2. The Deputy Registrar, BA Branch

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Section Officer

UNIVERSITY OF CALICUT

B.A JOURNALISM AND MASS COMMUNICATION

HONOURS

(MAJOR, MINOR AND GENERAL FOUNDATION COURSES)

SYLLABUS and MODEL QUESTION PAPERS

w.e.f. 2024 admission onwards

(CUFYUGP Regulations 2024)

B.A JOURNALISM AND MASS COMMUNICATION

HONOURS

(MAJOR, MINOR AND GENERAL FOUNDATION COURSES)

SYLLABUS

PROGRAMME OUTCOMES (PO):

At the end of the graduate programme at Calicut University, a student would:

PO1	Knowledge Acquisition: Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study.
PO2	Communication, Collaboration, Inclusiveness, and Leadership: Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity.
PO3	Professional Skills: Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.
PO4	Digital Intelligence: Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information.
PO5	Scientific Awareness and Critical Thinking: Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions.
PO6	Human Values, Professional Ethics, and Societal and Environmental Responsibility: Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the well-being of society and the environment.
PO7	Research, Innovation, and Entrepreneurship: Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.

PROGRAMME SPECIFIC OUTCOMES (PSO):

At the end of the BA Journalism and Mass Communication Honours programme at Calicut University, a student would:

PSO1	Develop students' comprehensive understanding of various media and communication contexts through theoretical, historical, and practical exploration
PSO2	Equip with the ability to read and analyze complex texts, apply various theoretical and methodological frameworks to identify and address problems, and utilize research-based knowledge for academic and professional purposes.
PSO3	Develop competence in producing textual, verbal, and visual content across diverse genres and platforms while adhering to ethical and professional standards, enhancing employability in communication industries.
PSO4	Foster critical thinking skills and provide conceptual understanding of the relationship between society, communication, and culture, allowing students to analyze social dynamics in media with a reasoned and empathetic viewpoint.
PSO5	Execute and present a comprehensive project demonstrating practical application of learned concepts and skills, fostering critical thinking and problem-solving abilities and also be able to conceive, develop, and launch innovative projects and start-ups within communication and its allied domains
PSO6	Equip with the capability to seamlessly integrate their technical skills and theoretical knowledge to navigate diverse social contexts and thrive within multiple media environments.

MINIMUM CREDIT REQUIREMENTS OF THE DIFFERENT PATHWAYS IN THE THREE-YEAR PROGRAMME IN CUFYUGP

Sl. No.	Academic Pathway	Major	Minor/ Other Disciplines	Foundation Courses AEC: 4 MDC: 3 SEC: 3 VAC: 3	Intern-ship	Total Credits	Example
		Each course has 4 credits		Each course has 3 credits			
1	Single Major (A)	68 (17 course)	24 (6 courses)	39 (13 courses)	2	133	Major: Journalism and Mass Communication + Minor: six courses in different disciplines in different combinations
2	Major (A) with Multiple Disciplines (B, C)	68 (17 course)	12 + 12 (3 + 3 = 6 courses)	39 (13 courses)	2	133	Major: Journalism and Mass Communication + Minor: Political Science and English for Communication
3	Major (A) with Minor (B)	68 (17 course)	24 (6 courses)	39 (13 courses)	2	133	Major: Journalism and Mass Communication + Minor: Political Science
4	Major (A) with Vocational Minor (B)	68 (17 course)	24 (6 courses)	39 (13 courses)	2	133	Major: Journalism and Mass Communication + Minor: Vocational Minor offered by any

							department
5	Double Major (A, B)	A: 48 (12 course) B: 44 (11 course)	-	12 + 18 + 9	2	133	Journalism and Mass Communication and History double major
			The 24 credits in the Minor stream are distributed between the two Majors. 2 MDC, 2 SEC, 2 VAC and the Internship should be in Major A. Total credits in Major A should be 48 + 20 = 68 (50% of 133) 1 MDC, 1 SEC and 1 VAC should be in Major B. Total credits in Major B should be 44 + 9 = 53 (40% of 133)			
Exit with UG Degree / Proceed to Fourth Year with 133 Credits							

BA JOURNALISM and MASS COMMUNICATION HONOURS PROGRAMME

COURSE STRUCTURE FOR PATHWAYS 1 – 4

1. Single Major
2. Major with Multiple Disciplines
3. Major with Minor
4. Major with Vocational Minor

Semester	Course Code	Course Title	Total Hours	Hours/ Week	Credits	Marks		
						Internal	External	Total
1	JOU1CJ101/ JOU1MN100	Core Course 1 in Major – Understanding Mass Media	75	5	4	30	70	100
		Minor Course 1	60/ 75	4/ 5	4	30	70	100
		Minor Course 2	60/ 75	4/ 5	4	30	70	100
	ENG1FA 101(1B)	Ability Enhancement Course 1– English	60	4	3	25	50	75
		Ability Enhancement Course 2 – Additional Language	45	3	3	25	50	75
		Multi-Disciplinary Course 1 – Other than Major	45	3	3	25	50	75
		Total		**23/ 25**	**21**			**525**
	JOU2CJ101/ JOU2MN100	Core Course 2 in Major –	60	4	4	30	70	100

2		Communication: Concepts and Processes						
		Minor Course 3	60/ 75	4/ 5	4	30	70	100
		Minor Course 4	60/ 75	4/ 5	4	30	70	100
	ENG2FA 103(1B)	Ability Enhancement Course 3– English	60	4	3	25	50	75
		Ability Enhancement Course 4 – Additional Language	45	3	3	25	50	75
		Multi-Disciplinary Course 2 – Other than Major	45	3	3	25	50	75
		Total		**22/ 24**	**21**			**525**
3	JOU3CJ201/ JOU3MN200	Core Course 3 in Major – Reporting for Media	60	4	4	30	70	100
	JOU3CJ202	Core Course 4 in Major – Advertising Theory and Practice	60	4	4	30	70	100
		Minor Course 5	60/ 75	4/ 5	4	30	70	100
		Minor Course 6	60/ 75	4/ 5	4	30	70	100
		Multi-Disciplinary Course 3 – Kerala Knowledge System	45	3	3	25	50	75
	ENG3FV 108(1B)	Value-Added Course 1 – English	45	3	3	25	50	75
		Total		**22/ 24**	**22**			**550**
4	JOU4CJ 203	Core Course 5 in Major – Art and Craft of Copy Editing	60	4	4	30	70	100
	JOU4CJ 204	Core Course 6 in Major – Radio Journalism and Audio Production	75	5	4	30	70	100
	JOU4CJ 205	Core Course 7 in Major – Mass Communication Theories and Models -I	60	4	4	30	70	100
	ENG4FV 109(1B)	Value-Added Course 2 – English	45	3	3	25	50	75
		Value-Added Course 3 – Additional Language	45	3	3	25	50	75

	ENG4FS 111(1B)	Skill Enhancement Course 1 – English	60	4	3	25	50	75
		Total		**23**	**21**			**525**
5	JOU5CJ 301	Core Course 8 in Major – Television Journalism and Video Production	75	5	4	30	70	100
	JOU5CJ 302	Core Course 9 in Major – Mass Communication Theories and Models-II	60	4	4	30	70	100
	JOU5CJ 303	Core Course 10 in Major – Public Relations: Principles and Practices	60	4	4	30	70	100
		Elective Course 1 in Major	60	4	4	30	70	100
		Elective Course 2 in Major	60	4	4	30	70	100
		Skill Enhancement Course 2	45	3	3	25	50	75
		Total		**24**	**23**			**575**
6	JOU6CJ 304/ JOU8MN304	Core Course 11 in Major – Fundamentals of Cinema	60	4	4	30	70	100
	JOU6CJ 305/ JOU8MN305	Core Course 12 in Major– Media Laws and Ethics	60	4	4	30	70	100
	JOU6CJ 306/ JOU8MN306	Core Course 13 in Major – Mass Media History	60	4	4	30	70	100
		Elective Course 3 in Major	60	4	4	30	70	100
		Elective Course 4 in Major	60	4	4	30	70	100
	JOU6FS 113	Skill Enhancement Course 3 – News Anchoring and Presentation	45	3	3	25	50	75
	JOU6CJ 349	Internship in Major (Credit for internship to be awarded only at the end of Semester	60		2	50	-	50

		6)						
		Total		**23**	**25**			**625**
Total Credits for Three Years					**133**			**3325**
7	JOU7CJ 401	Core Course 14 in Major – Communication for Development and Social Change	75	5	4	30	70	100
	JOU7CJ 402	Core Course 15 in Major – Translation for Media	75	5	4	30	70	100
	JOU7CJ 403	Core Course 16 in Major – Specialized Reporting	75	5	4	30	70	100
	JOU7CJ 404	Core Course 17 in Major – Data Journalism	75	5	4	30	70	100
	JOU7CJ 405	Core Course 18 in Major – Gender and Media	75	5	4	30	70	100
		Total		**25**	**20**			**500**
8	JOU8CJ 406 / JOU8MN406	Core Course 19 in Major – Media , Culture and Society	60	4	4	30	70	100
	JOU8CJ 407 / JOU8MN407	Core Course 20 in Major – Journalism Studies	75	5	4	30	70	100
	JOU8CJ 408 / JOU8MN408	Core Course 21 in Major – Film Studies	60	4	4	30	70	100
	OR (instead of Core Courses 19 - 21 in Major)							
	JOU8CJ 449	Project (in Honours programme)	360*	13*	12	90	210	300
	JOU8CJ 499	Research Project (in Honours with Research programme)	360*	13*	12	90	210	300
		Elective Course 5 in Major / Minor Course 7	60	4	4	30	70	100
		Elective Course 6 in Major / Minor Course 8	60	4	4	30	70	100
		Elective Course 7 in	60	4	4			

		Major / Minor Course 9 / Major Course in any Other Discipline				30	70	100
	OR (instead of Elective Course 7 in Major, in the case of Honours with Research Programme)							
	JOU8CJ 489	Communication Research	60	4	4	30	70	100
		Total		**25**	**24**			**600**
Total Credits for Four Years					**177**			**4425**

* The teacher should have 13 hrs/week of engagement (the hours corresponding to the three core courses) in the guidance of the Project(s) in Honours programme and Honours with Research programme, while each student should have 24 hrs/week of engagement in the Project work. Total hours are given based on the student's engagement.

CREDIT DISTRIBUTION FOR PATHWAYS 1 – 4

1. Single Major
2. Major with Multiple Disciplines
3. Major with Minor
4. Major with Vocational Minor

Semester	**Major Courses**	**Minor Courses**	**General Foundation Courses**	**Internship/ Project**	**Total**
1	4	4 + 4	3 + 3 + 3	-	21
2	4	4 + 4	3 + 3 + 3	-	21
3	4 + 4	4 + 4	3 + 3	-	22
4	4 + 4 + 4	-	3 + 3 + 3	-	21
5	4 + 4 + 4 + 4 + 4	-	3	-	23
6	4 + 4 + 4 + 4 + 4	-	3	2	25
Total for Three Years	**68**	**24**	**39**	**2**	**133**
7	4 + 4 + 4 + 4 + 4	-	-	-	20
8	4 + 4 + 4	4 + 4 + 4	-	12*	24
* instead of three Major courses					
Total for Four Years	**88 + 12 = 100**	**36**	**39**	**2**	**177**

DISTRIBUTION OF MAJOR COURSES IN JOURNALISM AND MASS COMMUNICATION
FOR PATHWAYS 1 – 4

1. Single Major
2. Major with Multiple Disciplines
3. Major with Minor
4. Major with Vocational Minor

Semester	Course Code	Course Title	Hours/ Week	Credits
1	JOU1CJ101/ JOU1MN100	Core Course 1 in Major – Understanding Mass Media	5	4
2	JOU2CJ101/ JOU2MN100	Core Course 2 in Major –Communication: Concepts and Processes	4	4
3	JOU3CJ201/ JOU3MN200	Core Course 3 in Major – Reporting for Media	4	4
	JOU3CJ202	Core Course 4 in Major – Advertising Theory and Practice	4	4
4	JOU4CJ 203	Core Course 5 in Major – Art and Craft of Copy Editing	4	4
	JOU4CJ 204	Core Course 6 in Major – Radio Journalism and Audio Production	5	4
	JOU4CJ 205	Core Course 7 in Major – Mass Communication Theories and Models -I	4	4
5	JOU5CJ 301	Core Course 8 in Major – Television Journalism and Video Production	5	4
	JOU5CJ 302	Core Course 9 in Major – Mass Communication Theories and Models-II	4	4
	JOU5CJ 303	Core Course 10 in Major – Public Relations : Principles and Practices	4	4
		Elective Course 1 in Major	4	4
		Elective Course 2 in Major	4	4
6	JOU6CJ 304/ JOU8MN304	Core Course 11 in Major – Fundamentals of Cinema	4	4
	JOU6CJ 305/ JOU8MN305	Core Course 12 in Major– Media Laws and Ethics	4	4
	JOU6CJ 306/ JOU8MN306	Core Course 13 in Major – Mass Media History	4	4
		Elective Course 3 in Major	4	4

		Elective Course 4 in Major	4	4
	JOU6CJ 349	Internship in Major	-	2
Total for the Three Years				**70**
7	JOU7CJ 401	Core Course 14 in Major – Communication for Development and Social Change	5	4
	JOU7CJ 402	Core Course 15 in Major – Translation for Media	5	4
	JOU7CJ 403	Core Course 16 in Major – Specialized Reporting	5	4
	JOU7CJ 404	Core Course 17 in Major – Data Journalism	5	4
	JOU7CJ 405	Core Course 18 in Major – Gender and Media	5	4
8	JOU8CJ 406 / JOU8MN406	Core Course 19 in Major – Media , Culture and Society	4	4
	JOU8CJ 407 / JOU8MN407	Core Course 20 in Major – Journalism Studies	5	4
	JOU8CJ 408 / JOU8MN408	Core Course 21 in Major – Film Studies	4	4
	OR (instead of Core Courses 19 – 21 in Major)			
	JOU8CJ 449	Project (in Honours programme)	13	12
	JOU8CJ 499	Research Project (in Honours with Research programme)	13	12
		Elective Course 5 in Major	4	4
		Elective Course 6 in Major	4	4
		Elective Course 7 in Major	4	4
	OR (instead of Elective course 7 in Major, in Honours with Research programme)			
	JOU8CJ 489	Communication Research	4	4
Total for the Four Years				**114**

ELECTIVE COURSES IN JOURNALISM AND MASS COMMUNICATION WITH SPECIALIZATION

Group No.	Sl. No.	Course Code	Title	Semester	Total Hrs	Hrs/ Week	Credits	Marks		
								Internal	External	Total
1		**CORPORATE COMMUNICATION**								
	1	JOU5EJ 301(1)	Strategic Corporate Communication	5	60	4	4	30	70	100
	2	JOU5EJ 302(1)	Integrated Marketing Communication	5	60	4	4	30	70	100
	3	JOU6EJ 301(1)	Crisis Communication	6	60	4	4	30	70	100
	4	JOU6EJ 302(1)	Corporate Content Production	6	60	4	4	30	70	100
2		**DIGITAL MEDIA PRACTICES**								
	1	JOU5EJ 303(2)	Digital Media Literacy	5	60	4	4	30	70	100
	2	JOU5EJ 304(2)	Digital Newsrooms	5	60	4	4	30	70	100
	3	JOU6EJ 303(2)	Digital PhotoJournalism	6	60	4	4	30	70	100
	4	JOU6EJ 304(2)	Digital Storytelling-Emerging Trends	6	60	4	4	30	70	100
3		**ADVERTISING**								
	1	JOU5EJ 305(3)	Advertising Design and Aesthetics	5	60	4	4	30	70	100
	2	JOU5EJ 306(3)	Global Advertising and Cultural Dynamics	5	60	4	4	30	70	100
	3	JOU6EJ 305(3)	Digital Media Marketing	6	60	4	4	30	70	100
	4	JOU6EJ 306(3)	Advertising Ethics and Regulations	6	60	4	4	30	70	100

ELECTIVE COURSES IN JOURNALISM AND MASS COMMUNICATION WITH NO SPECIALIZATION

Sl. No.	Course Code	Title	Semester	Total Hrs	Hrs/ Week	Credits	Marks		
							Internal	External	Total
1	JOU5EJ 307	Feature Writing and Magazine Journalism	5	60	4	4	30	70	100
2	JOU5EJ 308	Technical Writing	5	60	4	4	30	70	100
3	JOU6EJ 307	Fundamentals of Design	6	60	4	4	30	70	100
4	JOU6EJ 308	Rural Reporting	6	60	4	4	30	70	100
5	JOU8EJ 401	Documentary Film Production	8	75	5	4	30	70	100
6	JOU8EJ 402	Global Media and Politics	8	60	4	4	30	70	100
7	JOU8EJ 403	Indian Society and Media	8	60	4	4	30	70	100
8	JOU8EJ 404	Folk and Community Media	8	60	4	4	30	70	100
9	JOU8EJ 405	Media Economics	8	60	4	4	30	70	100
10	JOU8EJ 406	Commercial Photography	8	60	4	4	30	70	100

GROUPING OF MINOR COURSES IN JOURNALISM and MASS COMMUNICATION

Note: Minor Courses Given Below should not be offered to students who have taken Journalism and Mass Communication as the Major Discipline. These courses should be offered to students from ***other Major Disciplines only***

Group No.	Sl. No.	Course Code	Title	Semester	Total Hrs	Hrs/ Week	Credits	Marks		
								Internal	External	Total
1		**PROFESSIONAL JOURNALISM** (preferable for BA English, BA Political Science, BA Malayalam, BA History)								
	1	JOU1MN 101	Basics of Communication	1	60	4	4	30	70	100
	2	JOU2MN 101	News Reporting and Editing	2	60	4	4	30	70	100
	3	JOU3MN 201	Corporate Communication	3	60	4	4	30	70	100

2		**ELECTRONIC MEDIA** (preferable for BA English, BA Political Science, BA Malayalam, BA History)								
	1	JOU1MN 102	Introduction to Electronic Media	1	60	4	4	30	70	100
	2	JOU2MN 102	Radio and Television	2	60	4	4	30	70	100
	3	JOU3MN 202	Digital Media	3	60	4	4	30	70	100
3		**MEDIA SKILLS** (preferable for BA West Asian Studies)								
	1	JOU1MN 103	Introduction to Mass Communication	1	60	4	4	30	70	100
	2	JOU2MN 103	Broadcast and Digital Journalism	2	60	4	4	30	70	100
	3	JOU3MN 203	Film and Television Production	3	60	4	4	30	70	100
4		**INTEGRATED MEDIA** (preferable for BA Multimedia, BA Visual Communication and BA Graphics Animation, B.Des)								
	1	JOU1MN 104	Mass Media Essentials	1	75	5	4	30	70	100
	2	JOU2MN 104	Convergent Journalism	2	75	5	4	30	70	100
	3	JOU3MN 204	Advertising and Copy writing	3	75	5	4	30	70	100
5		മാധ്യമപഠനം [preferable for BA Malayalam Students]								
	1	JOU1MN 105	മലയാള പത്രപ്രവർത്തനം	1	60	4	4	30	70	100
	2	JOU2MN 105	മലയാള സിനിമ: ചരിത്രവും വർത്തമാനവും	2	60	4	4	30	70	100
	3	JOU3MN 205	ഡിജിറ്റൽ മാധ്യമപ്രവർത്തനം	3	60	4	4	30	70	100
6		**SCIENCE JOURNALISM** (preferable for Science Students)								
	1	JOU1MN 106	Science Communication	1	60	4	4	30	70	100
	2	JOU2MN 106	Health and Environment Reporting	2	60	4	4	30	70	100
	3	JOU3MN 206	Scientific Photography	3	60	4	4	30	70	100

GROUPING OF VOCATIONAL MINOR COURSES IN JOURNALISM AND MASS COMMUNICATION

Note: Minor Courses Given Below should not be offered to students who have taken Journalism and Mass Communication as the Major Discipline. These courses should be offered to students ***from other major disciplines only***

Group No.	Sl. No.	Course Code	Title	Semester	Total Hrs	Hrs/ Week	Credits	Marks		
								Internal	External	Total
1		**NEWS PRODUCTION**								
	1	JOU1VN 101	News Reporting : Principles and Techniques	1	60	4	4	30	70	100
	2	JOU2VN 101	News Editing: Principles and Techniques	2	60	4	4	30	70	100
	3	JOU3VN 201	Broadcast News : Principles and Techniques	3	60	4	4	30	70	100
	4	JOU8VN 301	Digital News Production	8	60	4	4	30	70	100
2		**FILM PRODUCTION**								
	1	JOU1VN 102	Introduction to film Production	1	60	4	4	30	70	100
	2	JOU2VN 102	Script Writing and Storyboarding	2	60	4	4	30	70	100
	3	JOU3VN 202	Cinematography and Lighting	3	60	4	4	30	70	100
	4	JOU8VN 302	Film Management and Marketing	8	60	4	4	30	70	100

(i). Students in Single Major pathway can choose course/courses from any of the Minor/ Vocational Minor groups offered by a discipline other than their Major discipline.

(ii). Students in Major with Multiple Disciplines pathway can choose as one of the multiple disciplines, all the three courses from any one of the Minor/ Vocational Minor groups offered by any discipline, other than their Major discipline.

(iii). Students in Major with Minor pathway can choose all the courses from any two Minor groups offered by any discipline other than their major discipline. If the students choose any two Minor groups in Journalism and Mass Communication as given above, then the title of the Minor will be **Journalism and Mass Communication**

(iv). Students in Major with Vocational Minor pathway can choose all the courses from any two Vocational Minor groups offered by a discipline other than their major discipline. If the students choose any two Vocational Minor groups in Journalism and Mass Communication as given above, then the title of the Vocational Minor will be **Journalism and Mass Communication**

DISTRIBUTION OF GENERAL FOUNDATION COURSES IN JOURNALISM AND MASS COMMUNICATION

Semester	Course Code	Course Title	Total Hours	Hours/ Week	Credits	Marks		
						Internal	External	Total
1	JOU1FM 105	Multi-Disciplinary Course 1 – The Art of Photography	45	3	3	25	50	75
2	JOU2FM 106	Multi-Disciplinary Course 2 – Film Appreciation and Review	45	3	3	25	50	75
3	JOU3FV 108	Value-Added Course 1 – Introduction to AI	45	3	3	25	50	75
4	JOU4FV 110	Value-Added Course 2 – Understanding Indian Polity and Media	45	3	3	25	50	75
5	JOU5FS 112	Skill Enhancement Course 2 – Multimedia Content Creation	45	3	3	25	50	75
6	JOU6FS 113	Skill Enhancement Course 3 – News Anchoring and Presentation	45	3	3	25	50	75

DOUBLE MAJOR PATHWAY
MINIMUM CREDIT REQUIREMENTS OF THE DOUBLE MAJOR PATHWAYS

Sl. No.	Academic Pathway	Major	Minor/ Other Disciplines	Foundation Courses AEC: 4 MDC: 3 SEC: 3 VAC: 3	Intern -ship	Total Credits	Example
		Each course has 4 credits		Each course has 3 credits			
1	Double Major (A, B)	A: 48 (12 courses) B: 44 (11 courses)	-	12 + 18 + 9	2	133	Journalism and Mass Communication and History
			The 24 credits in the Minor stream are distributed between the two Majors. 2 MDC, 2 SEC, 2 VAC and the Internship should be in Major A. Total credits in Major A should be 48 + 20 = 68 (50% of 133) 1 MDC, 1 SEC and 1 VAC should be in Major B. Total credits in Major B should be 44 + 9 = 53 (40% of 133)				
Exit with UG Degree / Proceed to Fourth Year with 133 Credits							

COURSE STRUCTURE FOR BATCH A1(B2)
IN PATHWAY 5: DOUBLE MAJOR

A1: 68 credits in Journalism and Mass Communication (Major A) ***B1: 68 credits in Major B***

A2: 53 credits in Journalism and Mass Communication (Major A) ***B2: 53 credits in Major B***

The combinations available to the students: (A1 and B2), (B1 and A2)

A1: 68 Credits in Journalism and Mass Communication (Major A)

B2: 53 Credits in (Major B)

Note: Unless the batch is specified, the course is for all the students of the class

Semester	Course Code	Course Title	Total Hours	Hours/ Week	Credits	Marks		
						Internal	External	Total
1	JOU1CJ101/ JOU1MN100	Core Course 1 in Major-***Journalism and Mass Communication*** – Understanding Mass Media	75	5	4	30	70	100
	BBB1CJ101	Core Course 1 in Major B –	60/ 75	4/ 5	4	30	70	100

	JOU1CJ 102 / JOU2CJ 102 / JOU4CJ 205*	Core Course 2 in Major ***Journalism and Mass Communication***– Mass Communication Theories and Models -I (for batch A1 only)	60	4	4	30	70	100
		Ability Enhancement Course 1 – English	60	4	3	25	50	75
		Ability Enhancement Course 2 – Additional Language	45	3	3	25	50	75
	JOU1FM 105	Multi-Disciplinary Course 1 in ***Journalism and Mass Communication*** – The Art of Photography (for batch A1 only)	45	3	3	25	50	75
		Total		**23/ 24**	**21**			**525**
2	JOU2CJ101/ JOU2MN 100	Core Course 3 in Major ***Journalism and Mass Communication*** – Communication: Concepts and Processes	60	4	4	30	70	100
	BBB2CJ 101	Core Course 2 in Major B –	60/ 75	4/ 5	4	30	70	100
	BBB2CJ 102 / BBB1CJ 102	Core Course 3 in Major B – (for batch B2 only)	60/ 75	4/ 5	4	30	70	100
		Ability Enhancement Course 3 – English	60	4	3	25	50	75
		Ability Enhancement Course 4 – Additional Language	45	3	3	25	50	75
	JOU2FM 106 /JOU3FM 106	Multi-Disciplinary Course 2 in ***Journalism and Mass Communication***– Film Appreciation and Review	45	3	3	25	50	75
		Total		**22/24**	**21**			**525**
3	JOU3CJ201/ JOU3MN 200	Core Course 4 in Major ***Journalism and Mass Communication***– Reporting for Media	60	4	4	30	70	100

	JOU3CJ 202	Core Course 5 in Major ***Journalism and Mass Communication*** – Advertising Theory and Practice	60	4	4	30	70	100
	BBB3CJ 201	Core Course 4 in Major B-	60/ 75	4/ 5	4	30	70	100
	BBB3CJ 202	Core Course 5 in Major B-	60/ 75	4/ 5	4	30	70	100
	BBB3FM 106 / BBB2FM 106	Multi-Disciplinary Course 1 in B –	45	3	3	25	50	75
	JOU3FV 108	Value-Added Course 1 in ***Journalism and Mass Communication*** – Introduction to AI (for batch A1 only)	45	3	3	25	50	75
		Total		**22/ 24**	**22**			**550**
4	JOU4CJ 203	Core Course 6 in Major ***Journalism and Mass Communication*** –Art and Craft of Copy Editing	60	4	4	30	70	100
		Core Course 6 in Major B	60/ 75	4/ 5	4	30	70	100
	JOU4CJ 204	Core Course 7 in Major ***Journalism and Mass Communication*** – Radio Journalism and Audio Production (for batch A1 only)	75	5	4	30	70	100
	JOU4FV 110	Value-Added Course 2 in ***Journalism and Mass Communication*** – Understanding Indian Polity and Media	45	3	3	25	50	75
	BBB4FV 110	Value-Added Course 1 in B –	45	3	3	25	50	75
	JOU4FS 112 / JOU5FS 112	Skill Enhancement Course 1 in ***Journalism and Mass Communication***- Multimedia Content Creation	45	3	3	25	50	75
		Total		**22/ 23**	**21**			**525**
5	JOU5CJ 301	Core Course 8 in Major ***Journalism and Mass Communication*** – Television Journalism and Video Production	75	5	4	30	70	100
		Core Course 7 in Major B –	60/ 75	4/ 5	4	30	70	100

	JOU5CJ 302	Core Course 9 in Major ***Journalism and Mass Communication*** – Mass Communication Theories and Models -II (for batch A1 only)	60	4	4	30	70	100
		Elective Course 1 in Major ***Journalism and Mass Communication***	60	4	4	30	70	100
		Elective Course 1 in Major B	60	4	4	30	70	100
	BBB5FS 112 / BBB4FS 112	Skill Enhancement Course 1 in B	45	3	3	25	50	75
		Total		**24/ 25**	**23**			**575**
6	JOU6CJ 305/ JOU8MN 305	Core Course 10 in Major ***Journalism and Mass Communication*** – Media Laws and Ethics	60	4	4	30	70	100
		Core Course 8 in Major B –	60/ 75	4/ 5	4	30	70	100
	BBB6CJ 305	Core Course 9 in Major B – (for batch B2 only)	60	4	4	30	70	100
		Elective Course 2 in Major - ***Journalism and Mass Communication-***	60	4	4	30	70	100
		Elective Course 2 in Major B-	60	4	4	30	70	100
	JOU6FS 113	Skill Enhancement Course 2 in ***Journalism and Mass Communication*** –News Anchoring and Presentation (for batch A1 only)	45	3	3	25	50	75
	JOU6CJ 349	Internship in Major ***Journalism and Mass Communication*** (Credit for internship to be awarded only at the end of Semester 6)	60		2	50	-	50
		Total		**23/ 24**	**25**			**625**
Total Credits for Three Years					**133**			**3325**

For batch A1(B2), the course structure in semesters 7 and 8 is the same as for pathways 1 – 4 of Journalism and Mass Communication, except that the number of the core and elective courses is in continuation of the number of courses in the two categories completed at the end of semester 6.

* The course code of the same course as used for the pathways 1 – 4

Note:

- *If Students Proceeds to Honours or Honours with research in the fourth year as per the regulations, they will be awarded Honours/ Honours with research programme in Journalism and Mass Communication.(Degree as same as for pathways 1 – 4)*
- *In the case of a Double Major pathway involving Major disciplines belonging to two different streams, the students can choose to take the Ability Enhancement Courses offered to one of the streams by English and Additional Language disciplines.*

CREDIT DISTRIBUTION FOR BATCH A1(B2)
IN PATHWAY 5: DOUBLE MAJOR

Semester	Major Courses in ***Journalism and Mass Communication***	General Foundation Courses in ***Journalism and Mass Communication***	Internship/ Project in ***Journalism and Mass Communication***	Major Courses in B	General Foundation Courses in B	AEC	Total
1	4 + 4	3	-	4	-	3 + 3	21
2	4	3	-	4 + 4	-	3 + 3	21
3	4 + 4	3	-	4 + 4	3	-	22
4	4 + 4	3 + 3	-	4	3	-	21
5	4 + 4 + 4	-	-	4 + 4	3	-	23
6	4 + 4	3	2	4 + 4 + 4	-	-	25
Total for Three Years	**48**	**18**	**2**	**44**	**9**	**12**	**133**
	68			**53**		**12**	**133**
	Major Courses in ***Journalism and Mass Communication***	Minor Courses					
7	4 + 4 + 4 + 4 + 4	-			-	-	20
8	4 + 4 + 4	4 + 4 + 4	12*		-	-	24
* instead of three Major courses							
Total for Four Years	**88 + 12 = 100**	**12**					**177**

COURSE STRUCTURE FOR BATCH B1(A2)
IN PATHWAY 5: DOUBLE MAJOR

A1: 68 credits in Journalism and Mass Communication(Major A) ***B1: 68 credits in Major B***
A2: 53 credits in Journalism and Mass Communication (Major A) ***B2: 53 credits in Major B***

The combinations available to the students: (A1 and B2), (B1 and A2)

B1: 68 Credits in (Major B)

B2: 53 Credits in Journalism and Mass Communication (Major A)

Note: Unless the batch is specified, the course is for all the students of the class

Semester	Course Code	Course Title	Total Hours	Hours/ Week	Credits	Marks		
						Internal	External	Total
1	JOU1CJ 101 / JOU1MN 100	Core Course 1 in Major ***Journalism and Mass Communication*** – Understanding Mass Media	75	5	4	30	70	100
	BBB1CJ 101	Core Course 1 in Major B –	60/ 75	4/ 5	4	30	70	100
	BBB1CJ 102 / BBB2CJ 102	Core Course 2 in Major B – (for batch B1 only)	60/ 75	4/ 5	4	30	70	100
		Ability Enhancement Course 1 – English	60	4	3	25	50	75
		Ability Enhancement Course 2 – Additional Language	45	3	3	25	50	75
	BBB1FM 105	Multi-Disciplinary Course 1 in B – (for batch B1 only)	45	3	3	25	50	75
		Total		**23 – 25**	**21**			**525**
2	JOU2CJ 101 / JOU2MN 100	Core Course 2 in Major ***Journalism and Mass Communication*** – Communication: Concepts and Processes	60	4	4	30	70	100
	BBB2CJ 101	Core Course 3 in Major B –	60/ 75	4/ 5	4	30	70	100
	JOU2CJ 102 / JOU1CJ 102 / JOU4CJ 205*	Core Course 3 in Major ***Journalism and Mass Communication*** – Mass Communication Theories and Models -I (for batch A2 only)	60	4	4	30	70	100
		Ability Enhancement Course 3 – English	60	4	3	25	50	75
		Ability Enhancement Course 4 – Additional Language	45	3	3	25	50	75

	JOU2FM 106 / JOU3FM 106	Multi-Disciplinary Course 1 in ***Journalism and Mass Communication***– Film Appreciation and Review	45	3	3	25	50	75
		Total		**24/ 25**	**21**			**525**
3	JOU3CJ201/ JOU3MN200	Core Course 4 in Major ***Journalism and Mass Communication***– Reporting for Media	60	4	4	30	70	100
	JOU3CJ202	Core Course 5 in Major ***Journalism and Mass Communication*** – Advertising Theory and Practice	60	4	4	30	70	100
	BBB3CJ 201	Core Course 4 in Major B-	60/ 75	4/ 5	4	30	70	100
	BBB3CJ 202	Core Course 5 in Major B-	60/ 75	4/ 5	4	30	70	100
	BBB3FM 106 / BBB2FM 106	Multi-Disciplinary Course 2 in B –	45	3	3	25	50	75
	BBB3FV 108	Value-Added Course 1 in B – (for batch B1 only)-	45	3	3	25	50	75
		Total		**23 – 25**	**22**			**550**
4	JOU4CJ 203	Core Course 6 in Major ***Journalism and Mass Communication*** –Art and Craft of Copy Editing	60	4	4	30	70	100
		Core Course 6 in Major B-	60/ 75	4/ 5	4	30	70	100
		Core Course 7 in Major B – (for batch B1 only)	60/ 75	4/ 5	4	30	70	100
	JOU4FV 110	Value-Added Course 2 in ***Journalism and Mass Communication*** – Understanding Indian Polity and Media	45	3	3	25	50	75
	BBB4FV 110	Value-Added Course 2 in B –	45	3	3	25	50	75
	JOU4FS 112 / JOU5FS 112	Skill Enhancement Course 1 in ***Journalism and Mass Communication***- Multimedia Content Creation	45	3	3	25	50	75
		Total		**22 – 24**	**21**			**525**
5	JOU5CJ 301	Core Course 7 in Major ***Journalism and Mass***	75	5	4	30	70	100

		Communication – Television Journalism and Video Production						
		Core Course 8 in Major B –	60/ 75	4/ 5	4	30	70	100
		Core Course 9 in Major B – (for batch B1 only)	60	4	4	30	70	100
		Elective Course 1 in Major ***Journalism and Mass Communication***	60	4	4	30	70	100
		Elective Course 1 in Major B -	60	4	4	30	70	100
	BBB5FS 112 / BBB4FS 112	Skill Enhancement Course 1 in B-	45	3	3	25	50	75
		Total		**24/ 25**	**23**			**575**
6	JOU6CJ 305/ JOU8MN 305	Core Course 8 in Major ***Journalism and Mass Communication*** – Media Laws and Ethics	60	4	4	30	70	100
		Core Course 10 in Major B –	60/ 75	4/ 5	4	30	70	100
	JOU6CJ 306/ JOU8MN 306	Core Course 9 in Major ***Journalism and Mass Communication*** – Mass Media History	60	4	4	30	70	100
		Elective Course 2 in Major ***Journalism and Mass Communication-***	60	4	4	30	70	100
		Elective Course 2 in Major B-	60	4	4	30	70	100
	BBB6FS 113	Skill Enhancement Course 2 in B – (for batch B1 only)	45	3	3	25	50	75
	BBB6CJ 349	Internship in Major B (Credit for internship to be awarded only at the end of Semester 6)	60		2	50	-	50
		Total		**23/ 24**	**25**			**625**
Total Credits for Three Years					**133**			**3325**

To continue to study Journalism and Mass Communication (Honours) in semesters 7 and 8, batch B1(A2) needs to earn additional 15 credits in Journalism and Mass Communication to make the total credits of 68. Suppose this condition is achieved, and the student of batch B1(A2) proceeds to the next semesters to study Journalism and Mass Communication. The course structure in semesters 7 and 8 is the same as for pathways 1 – 4, except that the number of the core and elective courses is in continuation of the number of courses in the two categories completed at the end of semester 6, taking into account the number of courses in Journalism and Mass Communication taken online to earn the additional 15 credits.

* The course code of the same course as used for the pathways 1 – 4

Note:

- *If Students Proceeds to Honours or Honours with research in the fourth year as per the regulations, they will be awarded Honours/ Honours with research degree in Journalism and Mass Communication.(Degree as same* as for pathways 1 – 4)
- In the case of a Double Major pathway involving Major disciplines belonging to two different streams, the students can choose to take the Ability Enhancement Courses offered to one of the streams by English and Additional Language disciplines.

CREDIT DISTRIBUTION FOR BATCH B1(A2) IN PATHWAY 5: DOUBLE MAJOR

Semester	Major Courses in B	General Foundation Courses in B	Internship/ Project in B	Major Courses in ***Journalism and Mass Communication***	General Foundation Courses in ***Journalism and Mass Communication***	AEC	Total
1	4 + 4	3	-	4	-	3 + 3	21
2	4	-	-	4 + 4	3	3 + 3	21
3	4 + 4	3 + 3	-	4 + 4	-	-	22
4	4 + 4	3	-	4	3 + 3	-	21
5	4 + 4 + 4	3	-	4 + 4	-	-	23
6	4 + 4	3	2	4 + 4 + 4	-	-	25
Total for Three Years	**48**	**18**	**2**	**44**	**9**	**12**	**133**
	68			**53**		**12**	**133**
	Major Courses in B	Minor Courses					
7	4 + 4 + 4 + 4 + 4	-			-	-	20
8	4 + 4 + 4	4 + 4 + 4	12*		-	-	24
* instead of three Major courses							
Total for Four Years	**88 + 12 = 100**	**12**					**177**

Communication and Media and History Programme(Double Major)
Scheme for COMMUNICATION AND MEDIA Part of the Double Major

Note: *The **Communication and Media** part of the double major encompasses the required courses and credits from the curriculum designed for the double major pathway in Journalism and Mass Communication . It is important to note that students who successfully acquire the necessary credits within this pathway have the option to progress to the fourth year of the BA Journalism and Mass Communication Honours/Honours with Research Degree, in accordance with university regulations. While the nomenclature may vary, the course codes and content remain identical to those specified for the Journalism and Mass Communication program. Therefore, students pursuing the double major pathway will cover the same foundational material and meet the requirements equivalent to those of the BA Journalism and Mass Communication Degree.*

COURSE STRUCTURE FOR BATCH A1(B2)
IN PATHWAY 5: DOUBLE MAJOR

A1: 68 credits in *Cand M (Major A) ***B1: 68 credits in Major B***
A2: 53 credits in *Cand M (Major A) ***B2: 53 credits in Major B***

The combinations available to the students: (A1 and B2), (B1 and A2)

A1: 68 Credits in Communication and Media (Major A)
B2: 53 Credits in (Major B)

****Cand M is Communication and Media***

Note: Unless the batch is specified, the course is for all the students of the class

Semester	Course Code	Course Title	Total Hours	Hours/ Week	Credits	Marks		
						Internal	External	Total
1	JOU1CJ101/ JOU1MN100	Core Course 1 in Major Communication and Media – Understanding Mass Media	75	5	4	30	70	100
	BBB1CJ101	Core Course 1 in Major B –	60/ 75	4/ 5	4	30	70	100
	JOU1CJ102 / JOU2CJ102 / JOU4CJ205*	Core Course 2 in Major Communication and Media – Mass Communication Theories and Models -I (for batch A1 only)	60	4	4	30	70	100

		Ability Enhancement Course 1 – English	60	4	3	25	50	75
		Ability Enhancement Course 2 – Additional Language	45	3	3	25	50	75
	JOU1FM 105	Multi-Disciplinary Course 1 in Communication and Media – The Art of Photography (for batch A1 only)	45	3	3	25	50	75
		Total		**23/ 24**	**21**			**525**
2	JOU2CJ101/ JOU2MN100	Core Course 3 in Major Communication and Media – Communication: Concepts and Processes	60	4	4	30	70	100
	BBB2CJ 101	Core Course 2 in Major B –	60/ 75	4/ 5	4	30	70	100
	BBB2CJ 102 / BBB1CJ 102	Core Course 3 in Major B – (for batch B2 only)	60/ 75	4/ 5	4	30	70	100
		Ability Enhancement Course 3 – English	60	4	3	25	50	75
		Ability Enhancement Course 4 – Additional Language	45	3	3	25	50	75
	JOU2FM 106 /JOU3FM 106	Multi-Disciplinary Course 2 in Communication and Media– Film Appreciation and Review	45	3	3	25	50	75
		Total		**22/24**	**21**			**525**
3	JOU3CJ201/ JOU3MN200	Core Course 4 in Major Communication and Media– Reporting for Media	60	4	4	30	70	100
	JOU3CJ202	Core Course 5 in Major Communication and Media – Advertising Theory and Practice	60	4	4	30	70	100
	BBB3CJ 201	Core Course 4 in Major B-	60/ 75	4/ 5	4	30	70	100
	BBB3CJ 202	Core Course 5 in Major B-	60/ 75	4/ 5	4	30	70	100
	BBB3FM 106 / BBB2FM 106	Multi-Disciplinary Course 1 in B –	45	3	3	25	50	75
	JOU3FV 108	Value-Added Course 1 in Communication and Media – Introduction to AI (for batch A1	45	3	3	25	50	75

		only)						
		Total		**22/ 24**	**22**			**550**
4	JOU4CJ 203	Core Course 6 in Major Communication and Media –Art and Craft of Copy Editing	60	4	4	30	70	100
		Core Course 6 in Major B	60/ 75	4/ 5	4	30	70	100
	JOU4CJ 204	Core Course 7 in Major Communication and Media – Radio Journalism and Audio Production (for batch A1 only)	75	5	4	30	70	100
	JOU4FV 110	Value-Added Course 2 in Communication and Media – Understanding Indian Polity and Media	45	3	3	25	50	75
	BBB4FV 110	Value-Added Course 1 in B –	45	3	3	25	50	75
	JOU4FS 112 / JOU5FS 112	Skill Enhancement Course 1 in Communication and Media- Multimedia Content Creation	45	3	3	25	50	75
		Total		**22/ 23**	**21**			**525**
5	JOU5CJ 301	Core Course 8 in Major Communication and Media – Television Journalism and Video Production	75	5	4	30	70	100
		Core Course 7 in Major B –	60/ 75	4/ 5	4	30	70	100
	JOU5CJ 302	Core Course 9 in Major Communication and Media – Mass Communication Theories and Models -II (for batch A1 only)	60	4	4	30	70	100
		Elective Course 1 in Major Communication and Media	60	4	4	30	70	100
		Elective Course 1 in Major B	60	4	4	30	70	100
	BBB5FS 112 / BBB4FS 112	Skill Enhancement Course 1 in B	45	3	3	25	50	75
		Total		**24/ 25**	**23**			**575**
6	JOU6CJ 305/ JOU8MN 305	Core Course 10 in Major Communication and Media – Media Laws and Ethics	60	4	4	30	70	100
		Core Course 8 in Major B –	60/ 75	4/ 5	4	30	70	100

	BBB6CJ 305	Core Course 9 in Major B – (for batch B2 only)	60	4	4	30	70	100
		Elective Course 2 in Major - Communication and Media-	60	4	4	30	70	100
		Elective Course 2 in Major B-	60	4	4	30	70	100
	JOU6FS 113	Skill Enhancement Course 2 in Communication and Media –News Anchoring and Presentation (for batch A1 only)	45	3	3	25	50	75
	JOU6CJ 349	Internship in Major Communication and Media (Credit for internship to be awarded only at the end of Semester 6)	60		2	50	-	50
		Total		**23/ 24**	**25**			**625**
Total Credits for Three Years					**133**			**3325**
For batch A1(B2), the course structure in semesters 7 and 8 is the same as for pathways 1 – 4 of Journalism and Mass Communication, except that the number of the core and elective courses is in continuation of the number of courses in the two categories completed at the end of semester 6.								

* The course code of the same course as used for the pathways 1 – 4

Note:

- *If Students Proceeds to Honours or Honours with research in the fourth year as per the regulations, they will be awarded Honours/ Honours with research programme in Journalism and Mass Communication.(Degree as same as for pathways 1 – 4)*
- *In the case of a Double Major pathway involving Major disciplines belonging to two different streams, the students can choose to take the Ability Enhancement Courses offered to one of the streams by English and Additional Language disciplines.*

CREDIT DISTRIBUTION FOR BATCH A1(B2)
IN PATHWAY 5: DOUBLE MAJOR

Semester	Major Courses in Communication and Media	General Foundation Courses in Communication and Media	Internship/ Project in Communication and Media	Major Courses in B	General Foundation Courses in B	AEC	Total
1	4 + 4	3	-	4	-	3 + 3	21
2	4	3	-	4 + 4	-	3 + 3	21
3	4 + 4	3	-	4 + 4	3	-	22
4	4 + 4	3 + 3	-	4	3	-	21
5	4 + 4 + 4	-	-	4 + 4	3	-	23
6	4 + 4	3	2	4 + 4 + 4	-	-	25
Total for Three Years	**48**	**18**	**2**	**44**	**9**	**12**	**133**
	68			**53**		**12**	**133**
	Major Courses in Communication and Media	Minor Courses					
7	4 + 4 + 4 + 4 + 4	-			-	-	20
8	4 + 4 + 4	4 + 4 + 4	12*		-	-	24
* instead of three Major courses							
Total for Four Years	**88 + 12 = 100**	**12**					**177**

COURSE STRUCTURE FOR BATCH B1(A2)
IN PATHWAY 5: DOUBLE MAJOR

A1: 68 credits in *C and M (Major A) ***B1: 68 credits in Major B***

A2: 53 credits in *C and M (Major A) ***B2: 53 credits in Major B***

The combinations available to the students: (A1 and B2), (B1 and A2)

B1: 68 Credits in (Major B)

B2: 53 Credits in Communication and Media(Major A)

****C and M is Communication and Media***

Note: Unless the batch is specified, the course is for all the students of the class

Semester	Course Code	Course Title	Total Hours	Hours/ Week	Credits	Marks		
						Internal	External	Total
1	JOU1CJ 101 / JOU1MN 100	Core Course 1 in Major Communication and Media – Understanding Mass Media	75	5	4	30	70	100
	BBB1CJ 101	Core Course 1 in Major B –	60/ 75	4/ 5	4	30	70	100
	BBB1CJ 102 / BBB2CJ 102	Core Course 2 in Major B – (for batch B1 only)	60/ 75	4/ 5	4	30	70	100
		Ability Enhancement Course 1 – English	60	4	3	25	50	75
		Ability Enhancement Course 2 – Additional Language	45	3	3	25	50	75
	BBB1FM 105	Multi-Disciplinary Course 1 in B – (for batch B1 only)	45	3	3	25	50	75
		Total		**23 – 25**	**21**			**525**
2	JOU2CJ 101 / JOU2MN 100	Core Course 2 in Major Communication and Media – Communication: Concepts and Processes	60	4	4	30	70	100
	BBB2CJ 101	Core Course 3 in Major B –	60/ 75	4/ 5	4	30	70	100
	JOU2CJ 102 / JOU1CJ 102 / JOU4CJ 205*	Core Course 3 in Major Communication and Media – Mass Communication Theories and Models -I (for batch A2 only)	60	4	4	30	70	100
		Ability Enhancement Course 3 – English	60	4	3	25	50	75

		Ability Enhancement Course 4 – Additional Language	45	3	3	25	50	75
	JOU2FM 106 / JOU3FM 106	Multi-Disciplinary Course 1 in Communication and Media– Film Appreciation and Review	45	3	3	25	50	75
		Total		**24/ 25**	**21**			**525**
3	JOU3CJ201/ JOU3MN200	Core Course 4 in Major Communication and Media– Reporting for Media	60	4	4	30	70	100
	JOU3CJ202	Core Course 5 in Major Communication and Media – Advertising Theory and Practice	60	4	4	30	70	100
	BBB3CJ 201	Core Course 4 in Major B-	60/ 75	4/ 5	4	30	70	100
	BBB3CJ 202	Core Course 5 in Major B-	60/ 75	4/ 5	4	30	70	100
	BBB3FM 106 / BBB2FM 106	Multi-Disciplinary Course 2 in B –	45	3	3	25	50	75
	BBB3FV 108	Value-Added Course 1 in B – (for batch B1 only)-	45	3	3	25	50	75
		Total		**23 – 25**	**22**			**550**
4	JOU4CJ 203	Core Course 6 in Major Communication and Media –Art and Craft of Copy Editing	60	4	4	30	70	100
		Core Course 6 in Major B-	60/ 75	4/ 5	4	30	70	100
		Core Course 7 in Major B – (for batch B1 only)	60/ 75	4/ 5	4	30	70	100
	JOU4FV 110	Value-Added Course 2 in Communication and Media – Understanding Indian Polity and Media	45	3	3	25	50	75
	BBB4FV 110	Value-Added Course 2 in B –	45	3	3	25	50	75
	JOU4FS 112 / JOU5FS 112	Skill Enhancement Course 1 in Communication and Media- Multimedia Content Creation	45	3	3	25	50	75
		Total		**22 – 24**	**21**			**525**
5	JOU5CJ 301	Core Course 7 in Major Communication and Media – Television Journalism and Video Production	75	5	4	30	70	100

		Core Course 8 in Major B –	60/ 75	4/ 5	4	30	70	100
		Core Course 9 in Major B – (for batch B1 only)	60	4	4	30	70	100
		Elective Course 1 in Major Communication and Media	60	4	4	30	70	100
		Elective Course 1 in Major B -	60	4	4	30	70	100
	BBB5FS 112 / BBB4FS 112	Skill Enhancement Course 1 in B-	45	3	3	25	50	75
		Total		**24/ 25**	**23**			**575**
6	JOU6CJ 305/ JOU8MN 305	Core Course 8 in Major Communication and Media – Media Laws and Ethics	60	4	4	30	70	100
		Core Course 10 in Major B –	60/ 75	4/ 5	4	30	70	100
	JOU6CJ 306/ JOU8MN 306	Core Course 9 in Major Communication and Media – Mass Media History	60	4	4	30	70	100
		Elective Course 2 in Major Communication and Media-	60	4	4	30	70	100
		Elective Course 2 in Major B-	60	4	4	30	70	100
	BBB6FS 113	Skill Enhancement Course 2 in B – (for batch B1 only)	45	3	3	25	50	75
	BBB6CJ 349	Internship in Major B (Credit for internship to be awarded only at the end of Semester 6)	60		2	50	-	50
		Total		**23/ 24**	**25**			**625**
Total Credits for Three Years					**133**			**3325**

To continue to study Journalism and Mass Communication (Honours) in semesters 7 and 8, batch B1(A2) needs to earn additional 15 credits in Journalism and Mass Communication to make the total credits of 68. Suppose this condition is achieved, and the student of batch B1(A2) proceeds to the next semesters to study Journalism and Mass Communication. The course structure in semesters 7 and 8 is the same as for pathways 1 – 4, except that the number of the core and elective courses is in continuation of the number of courses in the two categories completed at the end of semester 6, taking into account the number of courses in Journalism and Mass Communication taken online to earn the additional 15 credits.

* The course code of the same course as used for the pathways 1 – 4

Note:

- *If Students Proceeds to Honours or Honours with research in the fourth year as per the regulations, they will be awarded Honours/ Honours with research degree in Journalism and Mass Communication.(Degree as same* as for pathways 1 – 4)
- *In the case of a Double Major pathway involving Major disciplines belonging to two different streams, the students can choose to take the Ability Enhancement Courses offered to one of the streams by English and Additional Language disciplines.*

CREDIT DISTRIBUTION FOR BATCH B1(A2) IN PATHWAY 5: DOUBLE MAJOR

Semester	Major Courses in B	General Foundation Courses in B	Internship/ Project in B	Major Courses in Communication and Media	General Foundation Courses in Communication and Media	AEC	Total
1	4 + 4	3	-	4	-	3 + 3	21
2	4	-	-	4 + 4	3	3 + 3	21
3	4 + 4	3 + 3	-	4 + 4	-	-	22
4	4 + 4	3	-	4	3 + 3	-	21
5	4 + 4 + 4	3	-	4 + 4	-	-	23
6	4 + 4	3	2	4 + 4 + 4	-	-	25
Total for Three Years	**48**	**18**	**2**	**44**	**9**	**12**	**133**
	68			**53**		**12**	**133**
	Major Courses in B	Minor Courses					
7	4 + 4 + 4 + 4 + 4	-			-	-	20
8	4 + 4 + 4	4 + 4 + 4	12*		-	-	24
* instead of three Major courses							
Total for Four Years	**88 + 12 = 100**	**12**					**177**

ADVERTISING and SALES MANAGEMENT (DOUBLE MAJOR)
Scheme for ADVERTISING Part of the Double Major

Note:

Upon completion of the three-year undergraduate program in Advertising and Sales Management, students who meet the required credit criteria and show that the course content of the advertising component of the double major has a similarity of 60% or above to the content covered in the three-year BA Journalism and Mass Communication Degree, (as per the university's course equivalency guidelines), will be eligible to progress to the fourth year Honours Program or Honours with Research Program in Journalism and Mass Communication.The intake of students for this progression will adhere to the FYUGP Regulations, 2024.

MINIMUM CREDIT REQUIREMENTS OF THE DOUBLE MAJOR PATHWAYS

<table>
<tr><th rowspan="2">Sl. No.</th><th rowspan="2">Academic Pathway</th><th>Major</th><th>Minor/ Other Disciplines</th><th rowspan="2">Foundation Courses
AEC: 4
MDC: 3
SEC: 3
VAC: 3</th><th rowspan="2">Intern-ship</th><th rowspan="2">Total Credits</th><th rowspan="2">Example</th></tr>
<tr><td colspan="2">Each course has 4 credits</td></tr>
<tr><td rowspan="2">1</td><td rowspan="2">Double Major (A, B)</td><td rowspan="2">A: 48 (12 courses)

B: 44 (11 courses)</td><td>-</td><td>12 + 18 + 9
Each course has 3 credits</td><td>2</td><td rowspan="2">133</td><td rowspan="2">Advertising and Sales Management</td></tr>
<tr><td colspan="4">The 24 credits in the Minor stream are distributed between the two Majors.

2 MDC, 2 SEC, 2 VAC and the Internship should be in Major A. Total credits in Major A should be 48 + 20 = 68 (50% of 133)

1 MDC, 1 SEC and 1 VAC should be in Major B. Total credits in Major B should be 44 + 9 = 53 (40% of 133)</td></tr>
<tr><td colspan="8">Exit with UG Degree / Proceed to Fourth Year with 133 Credits</td></tr>
</table>

Programme Specific Outcomes

PSO1	Develop a comprehensive understanding of media and communication contexts, including advertising principles, consumer behavior, and sales strategies, to analyze market trends effectively, demonstrating comprehension and analysis skills at the application level.
PSO2	Equip students with the ability to collaborate effectively in teams, demonstrating transformative leadership and employing effective communication skills to drive positive change in media projects, exhibiting synthesis and evaluation abilities at the creation and evaluation levels
PSO3	Cultivate professional skills and confidence necessary to navigate diverse career paths in mass communication, demonstrating adaptability and resilience in dynamic industry settings, applying knowledge and skills to new situations at the application level.
PSO4	Develop proficiency in utilizing digital and technological tools to produce textual, verbal, and visual content across diverse genres and platforms in mass communication, while adhering to ethical and professional standards, enhancing employability in communication industries
PSO5	Foster critical thinking skills and provide conceptual understanding of the relationship between society, communication, and culture, allowing students to analyze social dynamics in media with a reasoned and empathetic viewpoint, demonstrating comprehension and evaluation skills at the analysis and synthesis levels.
PSO6	Execute and present a comprehensive project demonstrating practical application of learned concepts and skills in mass communication, fostering critical thinking and problem-solving abilities, and also be able to conceive, develop, and launch innovative projects and start-ups within communication and its allied domains especially advertising, exhibiting synthesis and evaluation abilities at the creation and evaluation levels.

COURSE STRUCTURE FOR BATCH A1(B2) IN PATHWAY 5: DOUBLE MAJOR

A1: 68 credits in Advertising(Major A) ***B1: 68 credits in Major B (Sales Management)***

A2: 53 credits in Advertising (Major A) ***B2: 53 credits in Major B(Sales Management)***

The combinations available to the students: (A1 and B2), (B1 and A2)

A1: 68 Credits in Advertising (Major A)

B2: 53 Credits in Sales Management (Major B)

Note: Unless the batch is specified, the course is for all the students of the class

Semester	Course Code	Course Title	Total Hours	Hours/ Week	Credits	Marks		
						Internal	External	Total
1	JOA1CJ101/ JOA1MN100	Core Course 1 in Major Advertising – Fundamentals of Mass Media	60	4	4	30	70	100
	BBB1CJ	Core Course 1 in Major B –	60/ 75	4/ 5	4	30	70	100

	101	Sales Management						
	JOA1CJ 102 / JOA2CJ 102	Core Course 2 in Major Advertising- Introduction to Advertising– (for batch A1 only)	60	4	4	30	70	100
		Ability Enhancement Course 1 – English	60	4	3	25	50	75
		Ability Enhancement Course 2 – Additional Language	45	3	3	25	50	75
	JOA1FM 105	Multi-Disciplinary Course 1 in Advertising – Introduction to Photography (for batch A1 only)	45	3	3	25	50	75
		Total		**22/ 23**	**21**			**525**
2	JOA2CJ101/ JOA2MN100	Core Course 3 in Major Advertising – Introduction to Communication	60	4	4	30	70	100
	BBB2CJ 101	Core Course 2 in Major B – Sales Management	60/ 75	4/ 5	4	30	70	100
	BBB2CJ 102 / BBB1CJ 102	Core Course 3 in Major B – Sales Management (for batch B2 only)	60/ 75	4/ 5	4	30	70	100
		Ability Enhancement Course 3 – English	60	4	3	25	50	75
		Ability Enhancement Course 4 – Additional Language	45	3	3	25	50	75
	JOA2FM 106 /JOA3FM 106	Multi-Disciplinary Course 2 in Advertising– Art of Film Criticism	45	3	3	25	50	75
		Total		**22/24**	**21**			**525**
3	JOA3CJ201/ JOA3MN200	Core Course 4 in Major Advertising– News Reporting	60	4	4	30	70	100
	JOA3CJ202	Core Course 5 in Major Advertising – Advertising Theories	60	4	4	30	70	100
	BBB3CJ 201	Core Course 4 in Major B-	60/ 75	4/ 5	4	30	70	100
	BBB3CJ 202	Core Course 5 in Major B-	60/ 75	4/ 5	4	30	70	100
	BBB3FM 106 / BBB2FM 106	Multi-Disciplinary Course 1 in B – Sales Management	45	3	3	25	50	75
	JOA3FV	Value-Added Course 1 in	45	3	3			

	108	Advertising – AI and Advertising (for batch A1 only)				25	50	75
		Total		**22/ 24**	**22**			**550**
4	JOA4CJ 203	Core Course 6 in Major Advertising –News Editing	60	4	4	30	70	100
		Core Course 6 in Major B	60/ 75	4/ 5	4	30	70	100
	JOA4CJ 204	Core Course 7 in Major Advertising – Radio News Production (for batch A1 only)	75	5	4	30	70	100
	JOA4FV 110	Value-Added Course 2 in Advertising –Media and Indian Democracy	45	3	3	25	50	75
	BBB4FV 110	Value-Added Course 1 in B – (Sales Management)	45	3	3	25	50	75
	JOA4FS 112 / JOA5FS 112	Skill Enhancement Course 1 in Advertising- Creative Content Production	45	3	3	25	50	75
		Total		**22/ 23**	**21**			**525**
5	JOA5CJ 301	Core Course 8 in Major Advertising – Television News Production	75	5	4	30	70	100
		Core Course 7 in Major B – (Sales Management)	60/ 75	4/ 5	4	30	70	100
	JOA5CJ 302	Core Course 9 in Major Advertising – Mass Communication Theories (for batch A1 only)	60	4	4	30	70	100
		Elective Course 1 in Major Advertising	60	4	4	30	70	100
		Elective Course 1 in Major B- Sales Management	60	4	4	30	70	100
	BBB5FS 112 / BBB4FS 112	Skill Enhancement Course 1 in B (Sales Management)	45	3	3	25	50	75
		Total		**24/ 25**	**23**			**575**
6	JOA6CJ 303/ JOA8MN303	Core Course 10 in Major Advertising – Mass Media Ethics	60	4	4	30	70	100
		Core Course 8 in Major B – Sales Management	60/ 75	4/ 5	4	30	70	100

	BBB6CJ 305	Core Course 9 in Major B Sales Management– (for batch B2 only)	60	4	4	30	70	100
		Elective Course 2 in Major - Advertising-	60	4	4	30	70	100
		Elective Course 2 in Major B- Sales Management	60	4	4	30	70	100
	JOA6FS 113	Skill Enhancement Course 2 in Advertising –News Presentation Skills (for batch A1 only)	45	3	3	25	50	75
	JOA6CJ 349	Internship in Major Advertising (Credit for internship to be awarded only at the end of Semester 6)	60		2	50	-	50
		Total		**23/ 24**	**25**			**625**
Total Credits for Three Years					**133**			**3325**
For batch A1(B2), the course structure in semesters 7 and 8 is the same as for pathways 1 – 4 of Journalism and Mass Communication, except that the number of the core and elective courses is in continuation of the number of courses in the two categories completed at the end of semester 6.								

Note:

- *Students proceed to Honours or Honours with research in the fourth year as per the regulations will be awarded an Honours/Honours with Research degree in Journalism and Mass Communication, which is the same degree awarded for pathways 1 – 4."*
- *In the case of a Double Major pathway involving Major disciplines belonging to two different streams, the students can choose to take the Ability Enhancement Courses offered to one of the streams by English and Additional Language disciplines.*

CREDIT DISTRIBUTION FOR BATCH A1(B2)
IN PATHWAY 5: DOUBLE MAJOR

Semester	Major Courses in Advertising	General Foundation Courses in Advertising	Internship/ Project in Advertising	Major Courses in B (Sales Management)	General Foundation Courses in B (Sales Management)	AEC	Total
1	4 + 4	3	-	4	-	3 + 3	21
2	4	3	-	4 + 4	-	3 + 3	21
3	4 + 4	3	-	4 + 4	3	-	22
4	4 + 4	3 + 3	-	4	3	-	21
5	4 + 4 + 4	-	-	4 + 4	3	-	23
6	4 + 4	3	2	4 + 4 + 4	-	-	25
Total for Three Years	**48**	**18**	**2**	**44**	**9**	**12**	**133**
	68			**53**		**12**	**133**
	Major Courses in Advertising	Minor Courses					
7	4 + 4 + 4 + 4 + 4	-			-	-	20
8	4 + 4 + 4	4 + 4 + 4	12*		-	-	24
* instead of three Major courses							
Total for Four Years	**88 + 12 = 100**	**12**					**177**

COURSE STRUCTURE FOR BATCH B1(A2)
IN PATHWAY 5: DOUBLE MAJOR

A1: 68 credits in Advertising(Major A) ***B1: 68 credits in Major B (Sales Management)***

A2: 53 credits in Advertising (Major A) ***B2: 53 credits in Major B(Sales Management)***

The combinations available to the students: (A1 and B2), (B1 and A2)

B1: 63 Credits in Sales Management (Major B)

A2: 53 Credits in Advertising (Major A)

Note: Unless the batch is specified, the course is for all the students of the class

Semester	Course Code	Course Title	Total Hours	Hours/ Week	Credits	Marks		
						Internal	External	Total
1	JOA1CJ101/ JOA1MN100	Core Course 1 in Major Advertising – Fundamentals of Mass Media	60	4	4	30	70	100
	BBB1CJ 101	Core Course 1 in Major B – (Sales Management)	60/ 75	4/ 5	4	30	70	100
	BBB1CJ 102 / BBB2CJ 102	Core Course 2 in Major B –(Sales Management) (for batch B1 only)	60/ 75	4/ 5	4	30	70	100
		Ability Enhancement Course 1 – English	60	4	3	25	50	75
		Ability Enhancement Course 2 – Additional Language	45	3	3	25	50	75
	BBB1FM 105	Multi-Disciplinary Course 1 in B –(Sales Management) (for batch B1 only)	45	3	3	25	50	75
		Total		**22 / 24**	**21**			**525**
2	JOA2CJ101/ JOA2MN100	Core Course 2 in Major Advertising – Introduction to Communication	60	4	4	30	70	100
	BBB2CJ 101	Core Course 3 in Major B –(Sales Management)	60/ 75	4/ 5	4	30	70	100
	JOA2CJ 102 / JOA1CJ 102	Core Course 3 in Major Advertising- Introduction to Advertising	60	4	4	30	70	100
		Ability Enhancement Course 3 – English	60	4	3	25	50	75

		Ability Enhancement Course 4 – Additional Language	45	3	3	25	50	75
	JOA2FM 106 / JOU3FM 106	Multi-Disciplinary Course 1 in Advertising– Art of Film Criticism	45	3	3	25	50	75
		Total		**24/ 25**	**21**			**525**
3	JOA3CJ201/ JOA3MN200	Core Course 4 in Major Advertising– News Reporting	60	4	4	30	70	100
	JOA3CJ202	Core Course 5 in Major Advertising – Advertising Theories	60	4	4	30	70	100
	BBB3CJ 201	Core Course 4 in Major B-(Sales Management)	60/ 75	4/ 5	4	30	70	100
	BBB3CJ 202	Core Course 5 in Major B-(Sales Management)	60/ 75	4/ 5	4	30	70	100
	BBB3FM 106 / BBB2FM 106	Multi-Disciplinary Course 2 in B – (Sales Management)	45	3	3	25	50	75
	BBB3FV 108	Value-Added Course 1 in B – (for batch B1 only)- (Sales Management)	45	3	3	25	50	75
		Total		**22/ 24**	**22**			**550**
4	JOA4CJ 203	Core Course 6 in Major Advertising –News Editing	60	4	4	30	70	100
		Core Course 6 in Major B-(Sales Management)	60/ 75	4/ 5	4	30	70	100
		Core Course 7 in Major B – (Sales Management) (for batch B1 only)	60/ 75	4/ 5	4	30	70	100
	JOA4FV 110	Value-Added Course 2 in Advertising – Media and Indian Democracy	45	3	3	25	50	75
	BBB4FV 110	Value-Added Course 2 in B – (Sales Management)	45	3	3	25	50	75
	JOA4FS 112 / JOA5FS 112	Skill Enhancement Course 1 in Advertising- Creative Content Production	45	3	3	25	50	75

		Total		**22 / 24**	**21**			**525**
5	JOA5CJ 302	Core Course 7 in Major Advertising – Mass Communication Theories	60	4	4	30	70	100
		Core Course 8 in Major B – (Sales Management)	60/ 75	4/ 5	4	30	70	100
		Core Course 9 in Major B – (Sales Management) (for batch B1 only)	60	4	4	30	70	100
		Elective Course 1 in Major - Advertising	60	4	4	30	70	100
		Elective Course 1 in Major B -Sales Management	60	4	4	30	70	100
	BBB5FS 112 / BBB4FS 112	Skill Enhancement Course 1 in B-Sales Management	45	3	3	25	50	75
		Total		**24/ 25**	**23**			**575**
6	JOA6CJ303/ JOA8MN303	Core Course 8 in Major Advertising – Mass Media Ethics	60	4	4	30	70	100
		Core Course 10 in Major B – Sales Management	60/ 75	4/ 5	4	30	70	100
	JOA6CJ304/ JOA8MN304	Core Course 9 in Major Advertising –Media History (for batch A2 only)	60	4	4	30	70	100
		Elective Course 2 in Major Advertising	60	4	4	30	70	100
		Elective Course 2 in Major B- Sales Management	60	4	4	30	70	100
	BBB6FS 113	Skill Enhancement Course 2 in B – Sales Management (for batch B1 only)	45	3	3	25	50	75
	BBB6CJ 349	Internship in Major B - Sales Management (Credit for internship to be awarded only at the end of Semester 6)	60		2	50	-	50
		Total		**23/ 24**	**25**			**625**

Total Credits for Three Years	133			3325
To continue to study Journalism and Mass Communication (Honours) in semesters 7 and 8, batch B1(A2) needs to earn additional 15 credits in Journalism and Mass Communication to make the total credits of 68. Suppose this condition is achieved, and the student of batch B1(A2) proceeds to the next semesters to study Journalism and Mass Communication. The course structure in semesters 7 and 8 is the same as for pathways 1 – 4, except that the number of the core and elective courses is in continuation of the number of courses in the two categories completed at the end of semester 6, taking into account the number of courses in Journalism and Mass Communication taken online to earn the additional 15 credits.				

* The course code of the same course as used for the pathways 1 – 4

Note:

- *Students proceed to Honours or Honours with research in the fourth year as per the regulations will be awarded an Honours/Honours with Research degree in Journalism and Mass Communication, which is the same degree awarded for pathways 1 – 4."*
- *In the case of a Double Major pathway involving Major disciplines belonging to two different streams, the students can choose to take the Ability Enhancement Courses offered to one of the streams by English and Additional Language disciplines.*

CREDIT DISTRIBUTION FOR BATCH B1(A2) IN PATHWAY 5: DOUBLE MAJOR

Semester	Major Courses in B (Sales Management)	General Foundation Courses in B (Sales Management)	Internship/ Project in B	Major Courses in Advertising	General Foundation Courses in Advertising	AEC	Total
1	4 + 4	3	-	4	-	3 + 3	21
2	4	-	-	4 + 4	3	3 + 3	21
3	4 + 4	3 + 3	-	4 + 4	-	-	22
4	4 + 4	3	-	4	3 + 3	-	21
5	4 + 4 + 4	3	-	4 + 4	-	-	23
6	4 + 4	3	2	4 + 4 + 4	-	-	25
Total for Three Years	**48**	**18**	**2**	**44**	**9**	**12**	**133**
	68			**53**		**12**	**133**
	Major Courses in B	Minor Courses					
7	4 + 4 + 4 + 4 + 4	-			-	-	20
8	4 + 4 + 4	4 + 4 + 4	12*		-	-	24
* instead of three Major courses							
Total for Four Years	**88 + 12 = 100**	**12**					**177**

DISTRIBUTION OF MAJOR COURSES IN ADVERTISING PART OF THE DOUBLE MAJOR PROGRAMME ADVERTISING AND SALES MANAGEMENT

Semester	Course Code	Course Title	Hours/ Week	Credits
1	JOA1CJ101/ JOA1MN100	Core Course 1 in Major – Fundamentals of Mass Media	4	4
1/2	JOA1CJ102 / JOA2CJ102	Core Course 2 in Major –Introduction to Advertising	4	4
2	JOA2CJ101/ JOA2MN100	Core Course 3 in Major – Introduction to Communication	4	4
3	JOA3CJ201/ JOA3MN200	Core Course 4 in Major – News Reporting	4	4
	JOA3CJ202	Core Course 5 in Major –Advertising Theories	4	4
4	JOA4CJ 203	Core Course 6 in Major Advertising – News Editing	4	4
	JOA4CJ 204	Core Course 7 in Major Advertising – Radio News Production	5	4
5	JOA5CJ 301	Core Course 8 in Major – Television News Production	5	4
	JOA5CJ 302	Core Course 9 in Major Advertising – Mass Communication Theories	4	4
		Elective Course 1 in Major Advertising	4	4
6	JOA6CJ 303	Core Course 10 in Major Advertising– Mass Media Ethics	4	4
	JOA6CJ 304	Core Course 11 in Major Advertising– Media History	4	4
		Elective Course 2 in Major Advertising	4	4
	JOA6CJ 349	Internship in Major Advertising	-	2

Scheme of the Fourth Year-
Honours Program or Honours with Research Program in Journalism and Mass Communication

7	JOU7CJ 401	Core Course 14 in Major – Communication for Development and Social Change	5	4
	JOU7CJ 402	Core Course 15 in Major – Translation for Media	5	4
	JOU7CJ 403	Core Course 16 in Major – Specialized Reporting	5	4
	JOU7CJ 404	Core Course 17 in Major – Data Journalism	5	4
	JOU7CJ 405	Core Course 18 in Major – Gender and Media	5	4
8	JOU8CJ406 / JOU8MN406	Core Course 19 in Major – Media , Culture and Society	4	4
	JOU8CJ407 / JOU8MN407	Core Course 20 in Major – Journalism Studies	5	4
	JOU8CJ408 / JOU8MN408	Core Course 21 in Major – Film Studies	4	4
	OR (instead of Core Courses 19 – 21 in Major)			
	JOU8CJ 449	Project (in Honours programme)	13	12
	JOU8CJ 499	Research Project (in Honours with Research programme)	13	12
		Elective Course 5 in Major	4	4
		Elective Course 6 in Major	4	4
		Elective Course 7 in Major	4	4
	OR (instead of Elective course 7 in Major, in Honours with Research programme)			
	JOU8CJ 489	Communication Research	4	4

ELECTIVE COURSES IN MAJOR ADVERTISING

Sl. No.	Course Code	Title	Semester	Total Hrs	Hrs/ Week	Credits	Marks		
							Internal	External	Total
1	JOA5EJ301	Media Advertising	5	60	4	4	30	70	100
2	JOA5EJ302	Advertising Ethics	5	60	4	4	30	70	100
3	JOA5EJ303	Advertising Design	5	60	4	4	30	70	100
5	JOA6EJ304	Global Advertising Strategies	6	60	4	4	30	70	100
6	JOA6EJ305	Political Advertising Strategies	6	60	4	4	30	70	100

DISTRIBUTION OF GENERAL FOUNDATION COURSES IN ADVERTISING

Semester	Course Code	Course Title	Total Hours	Hours / Week	Credits	Marks		
						Internal	External	Total
1	JOA1FM 105	Multi-Disciplinary Course 1 – Introduction to Photography	45	3	3	25	50	75
2	JOA2FM 106 /JOA3FM 106	Multi-Disciplinary Course 2 – Art of Film Criticism	45	3	3	25	50	75
3	JOA3FV 108	Value-Added Course 1 – AI and Advertising	45	3	3	25	50	75
4	JOA4FV 110	Value-Added Course 2 – Media and Indian Democracy	45	3	3	25	50	75
5	JOA5FS 112	Skill Enhancement Course2- Creative Content Production	45	3	3	25	50	75
6	JOA6FS 113	Skill Enhancement Course 3 – News Presentation Skills	45	3	3	25	50	75

EVALUATION SCHEME

1. The evaluation scheme for each course contains two parts: internal evaluation (about 30%) and external evaluation (about 70%). Each of the Major and Minor courses is of 4-credits. It is evaluated for 100 marks, out of which 30 marks is from internal evaluation and 70 marks, from external evaluation. Each of the General Foundation course is of 3-credits. It is evaluated for 75 marks, out of which 25 marks is from internal evaluation and 50 marks, from external evaluation.

2. The 4-credit courses (Major and Minor courses) are of two types: (i) courses with only theory and (ii) courses with 3-credit theory and 1-credit practical.

- In 4-credit courses with only theory component, out of the total 5 modules of the syllabus, one open-ended module with 20% content is designed by the faculty member teaching that course, and it is internally evaluated for 10 marks. The internal evaluation of the remaining 4 theory modules is for 20 marks.
- In 4-credit courses with 3-credit theory and 1-credit practical components, out of the total 5 modules of the syllabus, 4 modules are for theory and the fifth module is for practical. The practical component is internally evaluated for 20 marks. The internal evaluation of the 4 theory modules is for 10 marks.

3. All the 3-credit courses (General Foundational Courses) in Journalism and Mass Communication are with only theory component. Out of the total 5 modules of the syllabus, one open-ended module with 20% content is designed by the faculty member teaching that course, and it is internally evaluated for 5 marks. The internal evaluation of the remaining 4 theory modules is for 20 marks.

Sl. No.	Nature of the Course		Internal Evaluation in Marks (about 30% of the total)		External Exam on 4 modules (Marks)	Total Marks
			Open-ended module / Practical	On the other 4 modules		
1	4-credit course	only theory (5 modules)	10	20	70	100
2	4-credit course	Theory (4 modules) + Practical	20	10	70	100
3	3-credit course	only theory (5 modules)	5	20	50	75

1. MAJOR AND MINOR COURSES

1.1. INTERNAL EVALUATION OF THEORY COMPONENT

Sl. No.	Components of Internal Evaluation of Theory Part of a Major / Minor Course	Internal Marks for the Theory Part of a Major / Minor Course of 4-credits			
		Theory Only		Theory + Practical	
		4 Theory Modules	Open-ended Module	4 Theory Modules	Practical
1	Test paper/ Mid-semester Exam	10	4	5	-
2	Seminar/ Viva/ Quiz	6	4	3	-
3	Assignment	4	2	2	-
		20	10	10	20*
	Total	30		30	

* Refer the table in section 1.2 for the evaluation of practical component

1.2. EVALUATION OF PRACTICAL COMPONENT

The evaluation of practical component in Major and Minor courses is completely by internal evaluation.

- Continuous evaluation of practical by the teacher-in-charge shall carry a weightage of 50%.
- The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.
- The process of continuous evaluation of practical courses shall be completed before 10 days from the commencement of the end-semester examination.
- Those who passed in continuous evaluation alone will be permitted to appear for the end-semester examination and viva-voce.

The scheme of continuous evaluation and the end-semester examination and viva-voce of practical component shall be as given below:

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical	Weightage
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10	50%
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7	35%
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3	15%
	Total Marks	20	

1.3. EXTERNAL EVALUATION OF THEORY COMPONENT

External evaluation carries 70% marks. Examinations will be conducted at the end of each semester. Individual questions are evaluated in marks and the total marks are converted into grades by the University based on 10-point grading system (refer section 5).

PATTERN OF QUESTION PAPER FOR MAJOR AND MINOR COURSES

Duration	Type	Total No. of Questions	No. of Questions to be Answered	Marks for Each Question	Ceiling of Marks
2 Hours	Short Answer	10	8 – 10	3	24
	Paragraph/ Problem	8	6 – 8	6	36
	Essay	2	1	10	10
				Total Marks	70

2. INTERNSHIP

Internship are designed to actively involve students in the practical application of their theoretical knowledge. Through hands-on experience, students will refine their skills, deepen their understanding of industry practices, and enhance their employability prospects.The internship component aims to provide students with practical exposure to the field of Journalism and Mass Communication, enabling them to apply theoretical knowledge in real-world settings and develop essential skills necessary for their professional careers.

All students should undergo Internship of 2-credits during the first six semesters

2.1.GUIDELINES FOR INTERNSHIP

- Over the course of the three-year BA Journalism and Mass Communication program, students are required to complete a total of 60 internship hours. This internship carries two credits towards the degree.Internship can be in Journalism and Mass Communication or allied disciplines.
- The internship guidelines for the students of BA in Communication and Media and History double major program, in {A1(B2)}, are the same as those for BA in Journalism and Mass Communication.
- Over the course of the three-year BA in Advertising and Sales Management double major program, students in {A1(B2)}, are required to complete a total of 60 internship hours specifically in the field of Advertising.The rest of the guidelines are the same as those for the Journalism and Mass Communication program.
- Summer vacations and other holidays can be used for completing the Internship.
- Throughout their academic journey, students will have the opportunity to undertake internships with a diverse range of organizations. These may include media houses, digital media platforms, advertising agencies, public relations firms, NGOs focusing on social communication, governmental bodies related to media and communication, as well as industries pertinent to mass communication such as entertainment, health, and technology sectors.
- Students may engage Internship with community-based media initiatives, nonprofit organizations, and advocacy groups.
- Internship opportunities may include assisting with communication strategies, drafting press releases, preparing speeches, managing social media accounts, and conducting research on relevant policy issues with elected representatives in Lok Sabha, State Assemblies, Rajya Sabha, or other state or central apex organizations. This internship offers students the chance to gain insight into government operations, understand the media's role in political communication, and develop skills in public relations and strategic messaging. Department Councils are responsible for making timely additions to internship opportunities, ensuring alignment with evolving industry trends, student interests, and community needs.
- Attendance at seminars or workshops relevant to their field of skill development will also be considered as part of the internship hours.

- The Department Councils of the colleges will compile a list of recognized media organizations, encompassing newspapers, news agencies, advertising agencies, public relations departments, and other relevant media entities or opportunities. Students will select an organization from this list to fulfill their internship requirement.
- The institution at which the Internship will be carried out should be prior-approved by the Department Council of the college where the student has enrolled for the UG Honours programme.
- A senior media professional/ head of the Institution/ Heads of the respective Govt departments/ NGOs/ Community based organizations where the student does the Internship, should be the supervisor of the Internship.
- During the internship, students are required to maintain a daily record of their activities. All entries should be dated. These detailed entries will form the basis of their internship report, a mandatory submission for evaluation. This report should encompass their daily activity log, overall experience, and any credits earned, all subject to approval by their supervisor. Regular feedback sessions and reflections facilitated by the department council are encouraged .The Internship supervisor should periodically examine the daily record and countersign the Internship Report.
- In BA. Journalism and Mass Communication (Honours) programme, institute/ industry visit or study tour is a mandatory requirement for the completion of Internship. Visit to minimum one media organization should be part of the study tour. A brief report of the study tour has to be submitted with photos and analysis.
- Industrial visits or field trips may be conducted in colleges offering minor programs in Journalism.

2.2. EVALUATION OF INTERNSHIP

- The evaluation of Internship shall be done internally through continuous assessment mode by a committee internally constituted by the Department Council of the college where the student has enrolled for the UG (Honours) programme.
- The credits and marks for the Internship will be awarded only at the end of semester 6.
- The scheme of continuous evaluation and the end-semester viva-voce examination based on the submitted report shall be as given below:

Sl. No.	Components of Evaluation of Internship		Marks for Internship 2 Credits	Weightage
1	Continuous evaluation of internship through interim presentations and reports by the committee internally constituted by the Department Council	Acquisition of skill set	10	40%
2		Interim Presentation and Viva-voce	5	
3		Punctuality and Log/Daily Record Book	5	
4	Report of Institute Visit/ Study Tour		5	10%
5	End-semester viva-voce examination to be conducted by the committee internally constituted by the Department Council	Quality of the work	6	35%
6		Presentation of the work	5	
7		Viva-voce	6	
8	Evaluation of the day-to-day records, the report of internship supervisor, and final report submitted for the end semester viva–voce examination before the committee internally constituted by the Department Council		8	15%
	Total Marks		50	

3. PROJECT

3.1. PROJECT IN HONOURS PROGRAMME

- In Honours programme, the student has the option to do a Project of 12-credits instead of three Core Courses in Major in semester 8.
- The Project can be done in the same institution/ any other higher educational institution (HEI)/ research centre/ training centre.
- The Project in Honours programme can be a short research work or an extended internship or a skill-based training programme.
- A faculty member of the respective institution, where the student does the Project, should be the supervisor of the Project.

3.2. PROJECT IN HONOURS WITH RESEARCH PROGRAMME

- Students who secure 75% marks and above (equivalently, CGPA 7.5 and above) cumulatively in the first six semesters are eligible to get selected to Honours with Research stream in the fourth year.

- A relaxation of 5% in marks (equivalently, a relaxation of 0.5 grade in CGPA) is allowed for those belonging to SC/ ST/ OBC (non-creamy layer)/ Differently-abled/ Economically Weaker Section (EWS)/ other categories of candidates as per the decision of the UGC from time to time.
- In Honours with Research programme, the student has to do a mandatory Research Project of 12-credits instead of three Core Courses in Major in semester 8.
- The approved research centers of University of Calicut or any other university/ HEI can offer the Honours with Research programme. The departments in the affiliated colleges under University of Calicut, which are not the approved research centers of the University, should get prior approval from the University to offer the Honours with Research programme. Such departments should have minimum two faculty members with Ph.D., and they should also have the necessary infrastructure to offer Honours with Research programme.
- A faculty member of the University/ College with a Ph.D. degree can supervise the research project of the students who have enrolled for Honours with Research. One such faculty member can supervise maximum five students in Honours with Research stream.
- The maximum intake of the department for Honours with Research programme is fixed by the department based on the number of faculty members eligible for project supervision, and other academic, research, and infrastructural facilities available.
- If a greater number of eligible students are opting for the Honours with Research programme than the number of available seats, then the allotment shall be based on the existing rules of reservations and merits

3.3. GUIDELINES FOR THE PROJECT IN HONOURS PROGRAMME AND HONOURS WITH RESEARCH PROGRAMME

1. Project can be in Journalism and Mass Communication or allied disciplines.
2. Project should be done individually.
3. Project work can be of experimental/ theoretical/ computational in nature.
4. There should be minimum 360 hrs. of engagement from the student in the Project work in Honours programme as well as in Honours with Research programme.
5. There should be minimum 13 hrs./week of engagement (the hours corresponding to the three core courses in Major in semester 8) from the teacher in the guidance of the Project(s) in Honours programme and Honours with Research programme.

6. The various steps in project works are the following:
    - Wide review of a topic.
    - Investigation on a problem in systematic way using appropriate techniques.
    - Systematic recording of the work.
    - Reporting the results with interpretation in a standard documented form.
    - Presenting the results before the examiners.
7. During the Project the students should make regular and detailed entries in to a personal log book through the period of project/research. The log book will be a record of the progress of the Project/Research and the time spent on the work, and it will be useful in writing the final Project/Research Thesis. All works should be dated. The Project supervisor should periodically examine and countersign the book.
8. The log book and the typed report must be submitted at the end of the Project. A copy of the report should be kept for reference at the department. A soft copy of the report too should be submitted, to be sent to the external examiner in advance.
9. It is desirable, but not mandatory, to publish the research project in a peer reviewed journal.
10. The project report/research thesis shall have an undertaking from the student and a certificate from the research supervisor for originality of the work, stating that there is no plagiarism, and that the work has not been submitted for the award of any other degree/ diploma in the same institution or any other institution.
11. The project proposal, institution at which the project is being carried out, and the project supervisor should be prior-approved by the Department Council of the college where the student has enrolled for the UG Honours programme.

3.4. EVALUATION OF PROJECT

- The evaluation of Project will be conducted at the end of the eighth semester by both internal and external modes.
- The Project in Honours programme as well as that in Honours with Research programme will be evaluated for 300 marks. Out of this, 90 marks is from internal evaluation and 210 marks, from external evaluation.
- The internal evaluation of the Project work shall be done through continuous assessment mode by a committee internally constituted by the Department Council of

the college where the student has enrolled for the UG Honours programme. 30% of the weightage shall be given through this mode.

- The remaining 70% shall be awarded by the external examiner appointed by the University.
- The scheme of continuous evaluation and the end-semester viva-voce of the Project shall be as given below:

Components of Evaluation of Project	Marks for the Project (Honours/Honours with Research)	Weightage
Continuous evaluation of project work through interim presentations and reports by the committee internally constituted by the Department Council	90	30%
End-semester viva-voce examination to be conducted by the external examiner appointed by the university	150	50%
Evaluation of the day-to-day records and project report submitted for the end-semester viva–voce examination conducted by the external examiner	60	20%
Total Marks	300	

INTERNAL EVALUATION OF PROJECT

Sl. No	Components of Evaluation of Project	Marks for the Project (Honours/ Honours with Research)
1	Skill in doing project work	30
2	Interim Presentation and Viva-Voce	20
3	Punctuality and Log book	20
4	Scheme/ Organization of Project Report	20
	Total Marks	90

EXTERNAL EVALUATION OF PROJECT

Sl. No	Components of Evaluation of Project	Marks for the Research Project (Honours/Honours with Research programme) 12 credits
1	Content and relevance of the Project, Methodology, Quality of analysis, and Innovations of Research	50
2	Presentation of the Project	50
3	Project Report (typed copy), Log Book and References	60
4	Viva-Voce	50
	Total Marks	210

4. GENERAL FOUNDATION COURSES

- All the General Foundation Courses (3-credits) in Journalism and Mass Communication are with only theory component.

4.1. INTERNAL EVALUATION

Sl. No.	Components of Internal Evaluation of a General Foundation Course in Journalism and Mass Communication	Internal Marks of a General Foundation Course of 3-credits in Journalism and Mass Communication	
		4 Theory Modules	Open-ended Module
1	Test paper/ Mid-semester Exam	10	2
2	Seminar/ Viva/ Quiz	6	2
3	Assignment	4	1
		20	5
	Total	25	

4.2. EXTERNAL EVALUATION

External evaluation carries about 70% marks. Examinations will be conducted at the end of each semester. Individual questions are evaluated in marks and the total marks are converted into grades by the University based on 10-point grading system (refer section 5).

PATTERN OF QUESTION PAPER FOR GENERAL FOUNDATION COURSES

Duration	Type	Total No. of Questions	No. of Questions to be Answered	Marks for Each Question	Ceiling of Marks
1.5 Hours	Short Answer	10	8 – 10	2	16
	Paragraph/ Problem	5	4 – 5	6	24
	Essay	2	1	10	10
				Total Marks	50

5. LETTER GRADES AND GRADE POINTS

- Mark system is followed for evaluating each question.
- For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system as per guidelines given below.
- The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester.
- The Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the programme of study.
- Only the weighted grade point based on marks obtained shall be displayed on the grade card issued to the students.

LETTER GRADES AND GRADE POINTS

Sl. No.	Percentage of Marks (Internal and External Put Together)	Description	Letter Grade	Grade Point	Range of Grade Points	Class
1	95% and above	Outstanding	O	10	9.50 – 10	First Class with Distinction
2	Above 85% and below 95%	Excellent	A+	9	8.50 – 9. 49	
3	75% to below 85%	Very Good	A	8	7.50 – 8.49	
4	65% to below 75%	Good	B+	7	6.50 – 7.49	First Class
5	55% to below 65%	Above Average	B	6	5.50 – 6.49	
6	45% to below 55%	Average	C	5	4.50 – 5.49	Second Class
7	35% to below 45% aggregate (internal and external put together) with a minimum of 30% in external valuation	Pass	P	4	3.50 – 4.49	Third Class
8	Below an aggregate of 35% or below 30% in external evaluation	Fail	F	0	0 – 3.49	Fail
9	Not attending the examination	Absent	Ab	0	0	Fail

- When students take audit courses, they will be given Pass (P) or Fail (F) grade without any credits.
- The successful completion of all the courses and capstone components prescribed for the three-year or four-year programme with 'P' grade shall be the minimum requirement for the award of UG Degree or UG Degree Honours or UG Degree Honours with Research, as the case may be.

5.1. COMPUTATION OF SGPA AND CGPA

- The following method shall be used to compute the Semester Grade Point Average (SGPA):

  The SGPA equals the product of the number of credits (Ci) with the grade points (Gi) scored by a student in each course in a semester, summed over all the courses taken by a student in the semester, and then divided by the total number of credits of all the courses taken by the student in the semester,

  $$\text{i.e. SGPA (Si)} = \Sigma i\ (Ci \times Gi) / \Sigma i\ (Ci)$$

  where Ci is the number of credits of the i^{th} course and Gi is the grade point scored by the student in the i^{th} course in the given semester. Credit Point of a course is the value obtained by multiplying the credit (Ci) of the course by the grade point (Gi) of the course.

$$\text{SGPA} = \frac{\text{Sum of the credit points of all the courses in a semester}}{\text{Total credits in that semester}}$$

ILLUSTRATION – COMPUTATION OF SGPA

Semester	**Course**	**Credit**	**Letter Grade**	**Grade point**	**Credit Point** (Credit x Grade)
I	Course 1	3	A	8	3 x 8 = 24
I	Course 2	4	B+	7	4 x 7 = 28
I	Course 3	3	B	6	3 x 6 = 18
I	Course 4	3	O	10	3 x 10 = 30
I	Course 5	3	C	5	3 x 5 = 15
I	Course 6	4	B	6	4 x 6 = 24
	Total	20			139
	SGPA				139/20 = 6.950

- The Cumulative Grade Point Average (CGPA) of the student shall be calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students.

  CGPA for the three-year programme in CUFYUGP shall be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Sum of the credit points of all the courses in six semesters}}{\text{Total credits in six semesters (133)}}$$

  CGPA for the four-year programme in CUFYUGP shall be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Sum of the credit points of all the courses in eight semesters}}{\text{Total credits in eight semesters (177)}}$$

- The SGPA and CGPA shall be rounded off to three decimal points and reported in the transcripts.
- Based on the above letter grades, grade points, SGPA and CGPA, the University shall issue the transcript for each semester and a consolidated transcript indicating the performance in all semesters.

Medium of Instruction and Examination

The medium of instruction and examination shall be in both English and Malayalam.

For examinations, students will be required to choose one language as the medium of writing, either English or Malayalam.

Guidelines for Delivering Course Content

All courses within this syllabus are to be instructed solely by faculty members/Guest Lecturers/Contract faculties possessing a postgraduate degree in Mass Communication and Journalism (MCJ/MA/ MA Journalism and Mass Communication/ MA Mass Communication), alongside the essential qualifications including NET as stipulated by UGC guidelines.

(….) Semester BA JMC (CUFYUGP) Degree Examinations

<Title of the Major Course/ Minor Course>

(Credit: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Section B

[Answer All. Each question carries 6 marks] (Ceiling: 36 Marks)

11.
12.
13.
14.
15.
16.
17.
18.

Section C

[Answer any one. Each question carries 10 marks] (1x10=10marks)

19.

20.

(….) Semester BA JMC (CUFYUGP) Degree Examinations

<Title of the General Foundation Course>

(credits: 3)

Maximum Time: 2 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]

(Ceiling: 16 Marks)

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Section B

[Answer All. Each question carries 6 marks] (Ceiling: 24 Marks)

11.
12.
13.
14.
15.

Section C

[Answer any one. Each question carries 10 marks] (1x10=10marks)

16.

17.

DETAILED SYLLABUS

MAJOR COURSES IN JOURNALISM AND MASS COMMUNICATION

Programme	BA Journalism and Mass Communication				
Course Title	**Understanding Mass Media**				
Type of Course	**Major**				
Semester	**I**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Familiarity with different types of media (e.g., print, broadcast, digital), formats 2. Proficiency in reading, writing, and listening skills.				
Course Summary	This course provides a broad overview of mass media, spanning from traditional print to digital platforms, while examining their formats, societal impact, and contemporary issues such as misinformation and digital activism. It also incorporates a focus on media literacy, empowering students to critically analyze and navigate media content.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will recall key features and historical developments of various mass media formats, such as print, radio, television, cinema, and the internet.	R	F	Instructor-created exams / Quiz
CO2	Students will comprehend the influence of mass media on entertainment, news dissemination, socialization, and audience perception, including the magic of audio, podcasting, and visual storytelling.	U	C	Assignments analyzing the impact of different media formats on society
CO3	Students will apply critical thinking skills to analyze and evaluate the content and messages conveyed through different media platforms, including advertisements, films, television shows, and digital content	Ap	P	Media Analysis Group Work
CO4	Students will analyze media literacy concepts to understand their implications on media consumption and society.	An	C	Case studies to dissect real world examples
CO5	Students will evaluate the pros and cons of digitally driven activism in online media environments.	E	M	Debates and discussions
CO6	Demonstrate understanding by creating multimedia projects	C	P	Analysis of created works.

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Mass Media Messages and Formats**	**12**	**15**
	1	Types of Mass Media A brief understanding of the features of print media, radio, television, cinema, internet.	3	
	2	Influence of Mass media on daily life: Entertainment, News and Socialization	2	
	3	Magic of Audio and Podcasting in the digital world	2	
	4	FM/AM Radio Jockey - Video Jockey and Disc Jockey-Podcast Host	2	
	5	Audience Impact- Influence of Films, Television soaps, Advertisements, Reels, Influencer Videos etc.	3	
II		**From Print to Pixels**	**15**	**25**
	6	Print From Gutenberg to Digital Age	2	
	7	Analyzing Print Media Genres (Newspapers, Magazines)	2	
	8	So many channels, so few choices: An overview of television Screening: Various Clips from Television History	2	
	9	Visual Story telling-Captivating Audience with Video Content	2	
	10	The Big Picture: An overview of film Screening: Various Clips from Cinema History	2	
	11	Crafting Creative Content: A journey through memorable Ad campaigns (focus: Indian Ads)	2	
	12	Rise of digital media: Content Creators in Online space	2	
	13	Interactive and Immersive Content-MOJO,Social Media, Blogs and Websites	1	
III		**Approaches to Media Literacy**	**9**	**15**
	14	Media Literacy- Key Concepts,Media Message,The Media Triangle	3	
	15	Perspectives- Third person effect, Boomerang effect	1	
	16	Media Usage- Usage Differences, Media Habit-Nomophobia	2	
	17	Media Consolidation -Oligopoly, Conglomeration, Media Mergers	3	
IV		**Mass Media Industry**	**9**	**15**

	18	Convergence- Cross Promotion,Metaverse- Augmented Reality, Virtual Reality, Artificial Intelligence (AI)	2	
	19	Media Multi Tasking- Filter Bubbles and Echo Chambers,Serendipity	2	
	20	Digitally Driven Activism- Hashtag Campaigns,slacktivism	1	
	21	Types of Misinformationand Disinformation- Satire/Parody,Shoddy Journalism, Biased Journalism, Misleading Advertising, Click bait	2	
	22	Netiquette- Surveillance,Content Creation, Net Neutrality	2	
V		**PRACTICUM**	**30**	
	1	Listen to the War of the Worlds radio broadcast to appreciate its impact at the time of its airing.Discuss in small groups or with a peer if there is any equivalent today to the audience reaction to the War of the Worlds	3	
	2.	**S**plit into groups and debate the pros and cons of Digitally Driven Activism	3	
	3.	Start with a favorite program that you watch. From there, - figure out which company currently owns the program. Trace the ownership of that company and its mergers back to its origins. Make a timeline using a free timeline maker to demonstrate just one example of media convergence.	2	
	4.	To show your understanding of *Echo Chamber(or other relevant topics),* create a mock Instagram Reel.	3	
	5.	Select a single episode of a sitcom to watch as a group. Identify the stereotypical behaviors, characteristics and attitudes portrayed by the characters	2	
	6.	Screening of a classic film followed by a group discussion on its themes, storytelling, and impact, with a focus on understanding the historical and cultural context of the film	2	
	7.	Students produce short videos promoting a cause or event, drawing inspiration from successful social media/legacy media campaigns	5	
	8.	Organize Media Literacy campaigns in the campus to raise awareness about the importance of media literacy skills among students,faculty and campus community. (campaigns will be organized in groups comprising 10 to 12 students each.)	10	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Christian, S. E. (2024). Everyday Media Literacy: An Analog Guide for Your Digital Life (2nd ed.). Routledge.
- Lule, J. (2016). Understanding Media and Culture: An Introduction to Mass Communication. University of Minnesota Libraries Publishing.
- Dominick, J. R. (2012). Dynamics of Mass Communication: Media in Transition , McGraw hill education

Suggested Readings:

- Atkinson, T. (2020). Understanding media and mass communication.LarsenandKeller
- Guess, A. M., Lerner, M., Lyons, B., Montgomery, J. M., Nyhan, B., Reifler, J., and Sircar, N. (2020). A digital media literacy intervention increases discernment between mainstream and false news in the United States and India. Proceedings of the National Academy of Sciences of the United States of America, 117(27), 15536–15545. https://doi.org/10.1073/pnas.1920498117
- Sparviero, S., Peil, C., and Balbi, G. (2017). Media convergence and deconvergence. Springer.

- **Note**: This course is designed to provide a broad overview and fundamental understanding of the topics outlined in the syllabus. It aims to equip students with a foundational knowledge base without delving into extensive theoretical or in-depth analysis. The focus is on cultivating a general understanding and awareness rather than exhaustive exploration
- **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	3	-	-	3					
CO 2			-	3	3	-		2			3	
CO 3	-	2		-	-	-			3			
CO 4	-	-		3	-	-	3			3		
CO 5	-		-	3	-	-					3	
CO 6	-	-	3		3	-		2				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project/ record Evaluation	Seminar Presentation/ Media Analysis	End Semester Examinations
CO 1	✓				✓
CO 2		✓	✓	✓	✓
CO 3	✓		✓	✓	✓
CO 4	✓	✓			✓
CO 5		✓	✓	✓	✓
CO 6		✓	✓	✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Communication: Concepts and Processes**				
Type of Course	**Major**				
Semester	**II**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. A general comprehension of the various mass media platforms. 2. Essential language skills and abilities to communicate				
Course Summary	This course is designed to provide students with a foundational understanding of communication principles and practices. Through a comprehensive exploration of communication processes, forms, and functions, students will develop essential skills applicable to various contexts.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will recall fundamental concepts and principles of communication, including its definition, significance, and the process involved.	R	F	Instructor-created exams / Quiz
CO2	Students will demonstrate comprehension of the elements of the communication process	U	C	Practical Assignment / Observation of Practical Skills
CO3	Apply the "7 Cs of Communication" in various communication contexts to ensure effective communication.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Differentiate between various forms and types of communication	E	C	Instructor-created exams / Home Assignments
CO5	Recognize and analyze the functions of mass communication and develop creative solutions to address communication challenges in real-life situations.	C	P	One Minute Reflection Writing assignments
CO6	Students will analyze the factors influencing communication effectiveness to identify barriers and	An	C	Viva Voce

	develop strategies to overcome them.			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Module I: Understanding Communication**	9	17
	1	Definition and need for communication.	2	
	2	Process of Communication and its Elements: Source, Receiver, Message, Channel, Encoding, Decoding, Context, Noise, Effect, and Feedback.	3	
	3	7 Cs of Communication	2	
	4	Factors affecting Communication	2	
II		**Module II: Forms of Communication**	9	18
	5	Formal and Informal Communication Verbal and non-verbal communication. Forms/Stages of Communication (Verbal Communication) Forms/Stages of Communication (Non-verbal Communication) Forms/Stages of Communication (Interpersonal Communication)	3	
	6	Types of Communication: Intrapersonal and Interpersonal	2	
	7	Types of Communication: Group (Public, Crowd, Small Group)	2	
	8	Types of Communication: Mass Communication.	2	
III		**Module III: Functions of Mass Communication**	20	25
	9	Functions of Mass Communication: Inform, Educate, Entertain and Socialize	2	
	10	Laswellian Functions: Surveillance, Correlation, Transmission of Culture.	2	
	11	Dysfunctions of Mass Communication	1	
	12	Overview of Folk Media	2	
	13	Print Media-Types, Nature and characteristics	3	
	14	Radio-: Types, Nature and characteristics	3	
	15	TV -Functions, Nature and characteristics	3	
	16	Film : Nature and Characteristics	2	
	17	New media: Nature and characteristics	2	
IV		**Module IV: Barriers of Communication**	10	10

	18	Barriers: Definition, examples and strategies	2	
	19	Physical barriers and Linguistic barriers	2	
	20	Attitude barriers and Cultural barriers	2	
	21	Psychological barriers	2	
	22	Examples from real life situations.	2	
V	**(Open-ended Module)**		12	
	1	**Analyzing Communication Scenarios** Students will be presented with various communication scenarios from real-life situations. They will analyze these scenarios, identifying the elements of communication (source, receiver, message, channel, etc.) and discussing the factors affecting communication in each case.	3	
	2	**Verbal and Non-verbal Communication Analysis** Students will explore examples of verbal and non-verbal communication in different contexts. They will analyze the effectiveness of both verbal and non-verbal cues in conveying messages, considering cultural differences and situational factors.	3	
	3	**Interpersonal Communication Skills Workshop** Focuses on practical exercises to enhance interpersonal communication skills. Students will participate in role-plays, group discussions, and other interactive activities aimed at improving their ability to communicate effectively in various interpersonal settings.	3	
	4	**Media Analysis Project** Students will conduct an analysis of different forms of media (print, radio, TV, new media). They will examine the functions, characteristics, and impact of each type of media, considering its role in informing, educating, entertaining, and socializing audiences.	3	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Fiske, J. (1982). Introduction to Communication Studies. Routledge
- Mcquail, D. (2011). Mcquail's Mass Communication Theory (6th ed.). SAGE Publications India Pvt Ltd.
- Bran,S.J. (2013). Introduction to Mass Communication Theory Foundations, Ferment, and Future(5th ed.). Wadsworth.

Essential Reading / Recommended Reading:

- Narula, U. (2008). Mass Communication: Theory and Practice. Haranand Publications Pvt Ltd.
- Bran, S. J. and Davis, D.K. (1999). Mass Communication and Man - Mass Communication Theory (2nd ed.). USA: Thomson/Wadsworth.
- MacBride, S. (Eds.). (1982). Many Voices, One World. New Delhi: Oxford and IBH Publishing Co

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2						2					
CO 2		2										
CO 3			3		3							
CO 4	2						2					
CO 5				3							3	
CO 6		2		3						3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz/Debate	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Reporting for Media**				
Type of Course	**Major**				
Semester	**III**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Proficiency in Malayalam and English languages 2. Accessing online news portals, viewing TV news programs, listening to radio broadcasts, and reading newspapers and magazines				
Course Summary	This course delves into the foundational journalistic principles, focusing on news gathering, writing, and presentation skills. Students will explore various reporting formats, including print, broadcast, and online journalism, and gain practical insights into producing accurate news stories.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental principles and ethical considerations of news reporting	U	C	Instructor-created exams / Quiz
CO2	Understand the principles and importance of news gathering and identify various sources for gathering news	U	C	Seminar Presentation/ Home Assignments
CO3	Apply news values to identify and develop newsworthy stories.	Ap	C	Seminar Presentation / Group Tutorial Work
CO4	Assess the quality of routine stories and Specialized reporting	E	C	Instructor-created exams / Home Assignments
CO5	Analyze the nuances of various styles of storytelling	Ap	P	One Minute Reflection Writing assignments
CO6	Gain practical insights into producing accurate news stories.	E	P	Practical Assignment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Overview of News reporting**		**10**	**15**
	1	Definitions and Types of News	2	
	2	News Determinants	3	
	3	Principles of News Reporting-Accuracy, Objectivity, Fair practice, Balance, Accountability and Attribution	3	
	4	The Qualities of a Reporter	2	
II	**News gathering**		**13**	**15**
	5	News Sources-People, Authorities, Documents, News Agencies and Syndicating, Social Media/ UGC, Cultivating the Source	4	
	6	News Gathering Techniques: Beat, Press conferences, Meet the Press, Press Releases	4	
	7	Tools for Gathering News-Observation, Interview	2	
	8	Online Tools -News API, Feedly, and Storyful	3	
III	**News Writing Techniques**		**15**	**25**
	9	Elements of News Story	2	
	10	Writing the Lead	2	
	11	Types of Leads	2	
	12	Writing Readable Leads	2	
	13	Styles in Storytelling-Story Organization, Story Forms, Storytelling and Feature Techniques	3	
	14	Broadcast News Writing	2	
	15	Writing for the Online-Trans Media News Presentation, Hyperlinking	2	
IV	**Advanced Reporting Techniques and Beat Coverage**		**10**	**15**
	16	Coverage of Routine Stories: Reporting Accidents, Scandals, Speeches, Crime	2	
	17	Specialized Reporting: Investigative Reporting, Business Reporting, Political Reporting, Sports Reporting, Legal Reporting, Legislative Reporting	4	
	18	Development Reporting: Science and Technology, Education, Environment, Health	4	
V	**Open Ended Module**		**12**	
	1	**Field Reporting Exercise** Students will conduct field reporting exercises in various settings, such as public events, press conferences, or community gatherings. They will practice identifying news stories, gathering information from diverse sources, and adapting to dynamic	6	

		reporting environments. Emphasis will be placed on applying the principles of accuracy, objectivity, and accountability in real-time reporting situations. Feedback and debriefing sessions will help students reflect on their experiences and refine their reporting skills.		
	2	**Newsroom Simulation** In a simulated newsroom environment, students will work together to cover breaking news events or develop feature stories on current issues. They will assume different roles within the newsroom, such as reporters, editors, photographers, and social media managers, to experience the collaborative nature of news production. Through this immersive exercise, students will apply their news gathering, writing, and editing skills in real-time, while also practicing effective communication and teamwork. Feedback from instructors and peers will help students identify strengths and areas for improvement in their news reporting abilities.	6	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Core texts

- Mencher, Melvin (2000): News Reporting and Writing, 8th (ed.) New York, McGraw Hill.
- Rich C. (2010). Writing and reporting news: A coaching method. Boston (USA) Wardsworth

Suggested References

- Alao, D. (1992): News Reporting. Lagos, Unique Publications
- Itule, B. D and Anderson, D. A. (2008). News writing and reporting, 7th edition. New York: McGraw Hill

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	2					
CO 2	3	1	-	-	-	-		2				
CO 3	1	1	-	2	-	-					1	
CO 4	1	1	2	-	-	-					1	
CO 5	1	1	1	2	-	1					2	
CO 6	-	1	-	-	1	3						2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Final Exam : 70 marks
- Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	**Four Modules (20 marks)**	**Open-ended Module (10 Marks)**
Test Paper	10	4
Seminar Presentation/ Debate/Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	News report Evaluation/Seminar	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6		✓	✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Advertising Theory and Practice**				
Type of Course	**Major**				
Semester	**III**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. An understanding of media platforms, channels, and their respective audiences 2. Curious and proactive in exploring emerging trends and technologies shaping the advertising industry.				
Course Summary	This course introduces advertising concepts, history, key personalities, and agencies. It covers advertising theories, appeals, and its role in communication and culture. Students learn campaign planning, creativity, ethical issues, and advertising's societal impact. Through practical exercises, students create ads for various media and analyze advertisements.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Infer about the role of advertising in our life	U	C	Instructor-created exams / Quiz/ class discussions
CO2	Outline various theoretical principles involved in advertising and develop Advertising Literacy.	U and A	C	Developing advertising literacy materials like educational videos or pamphlets.
CO3	Compare different media available for advertisements and come out with innovative approaches.	An	P	Comparative analyses of advertising campaigns across various media platforms.
CO4	Outline the techniques involved in the production of an advertisement.	U	P	Written assessment/quizzes/hands-on assignments creating storyboards or scripts for advertisements.

CO5	Create an attractive advertisement suitable for relevant media.	Aand C	C	Ad creation for different media.
CO6	Critically evaluate the ethical considerations in advertising practices	E	C	Debates discussing ethical issues in advertising.
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction to Advertising**	**8**	**15**
	1	Advertising Definition, Concept, Nature, History and Evolution. Types of Advertising and Classification - Based on Service, Based on Geography,Based on Context	4	
	2	Key Personalities: David Ogilvy, Alique Padamsee, Piyush Pandey Advertising Agencies.	4	
II		**Theories of Advertising**	**10**	**20**
	3	AIDA, AIDCA, DAGMAR	2	
	4	Rosser Reeves and USP	1	
	5	Elaboration Likelihood Model	1	
	6	Advertising Appeals: Emotional Personal, Popularity Humour,and Fear	2	
	7	Advertising as a tool of communication	1	
	8	Advertising and Culture	2	
	9	Demographics and Psychographics	1	
III		**Campaign and Creativity**	**18**	**20**
	10	Ad Campaign and Planning- definition	2	
	11	Brand versus Social Campaign	1	
	12	Elements of Campaign: Situation analysis, Advertising objectives, Budget, Media types and Vehicles,Creation and Production of Message Measurement of Results	3	
	13	Successful Advertising Campaigns Case Studies	3	
	14	Creativity in Advertising	1	
	15	Creating an Advertising Copy	3	
	16	Language and Creativity	2	
	17	Specific Language Techniques and Rhetorical Devices in Advertising	3	

IV	**Advertising and Society**		**12**	**15**
	18	Ethical Issues in Advertising	3	
	19	Laws Related to Advertising in India	3	
	20	Advertising and Gender, Stereotyping	2	
	21	Statutory Bodies :ASCI, ABC, AAAI	2	
	22	Advertising and Economy	2	
V	**Open Ended Module**		**12**	
	1	Students will apply their knowledge and skills acquired throughout the course to develop and execute a comprehensive advertising project. The project will consist of creating an advertising campaign for a real or fictional product/service, incorporating elements such as target audience analysis, creative concept development, media planning, and execution strategies.	3	
	2	**Campaign Planning:** Develop a campaign brief outlining objectives, target audience, key messages, and desired outcomes. Create a campaign timeline with milestones and deadlines	2	
	3	**Creative Concept Development:** Brainstorm creative ideas and concepts that align with the campaign objectives and resonate with the target audience. Develop visual and written content, including ad copy, slogans, and visual elements.	3	
	4	**Message Creation and Production:** Produce advertising materials such as outdoor ads,print ads, TV commercials, radio spots, digital banners or social media content.	2	
	5	**Campaign Execution:** Launch the advertising campaign across selected media channels according to the planned schedule. Monitor campaign performance and make adjustments as needed based on real-time data and feedback.	2	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Jefkins, F. W., and Yadin, D. L. (2000). Advertising. Financial Times Prentice Hall.
- Vilanilam JV and Verghese Ak (2004) Advertising Basics A Resource Guide for Beginners Sage Publications New Delhi
- King K and Ron WL (2010) Klepner's Advertising Procedure Prentice Hall

Books for further reading:

- Tellis GJ (2004) Effective Advertising Understanding When How and Why Advertising Works Response Books New Delhi

- Percy L,Rosenbaum R and Eliot R (2009) Oxford London
- Berman M (2012) The Copywriter's Toolkit Blackwell Publishing
- Valladares J (200)) The Craft of Copywriting Sage
- Burton et.al.(1993) Essentials of Media Planning NTSC Business Books USA
- Belch EG (2020)Advertising and Promotion An Integrated Marketing Communication Perspective Mc Grow Hill Education

- **Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-		-	-	2					
CO 2		3	-			-				2		
CO 3	-			-	3	-			2			
CO 4	-	-	3					2				
CO 5	-		-	3	-	-					2	
CO 6	-	-		3		-						2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation/ Ad Analysis	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3			✓	✓
CO 4			✓	✓
CO 5		✓	✓	✓
CO 6	✓			✓

Programme	BA Journalism and Mass Communication				
Course Title	**Art and Craft of Copy Editing**				
Type of Course	**Major**				
Semester	**IV**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understand the basics of journalism, like news values and ethics. 2. Be comfortable with digital tools and platforms.				
Course Summary	This course provides an in-depth examination of copy editing, encompassing its historical evolution to contemporary practices. Students apply this knowledge to journalism and different media formats, gaining proficiency in newsroom dynamics and diverse media formats. The course hones content design skills across media platforms and concludes with expertise in multi-platform story editing, ensuring that students emerge as versatile media editors.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand comprehensively the history of copy editing, spanning from its origins to contemporary practices.	U	F	Seminar Presentation / Quiz
CO2	Apply acquired knowledge in copy editing for journalism by effectively understanding the newsroom dynamics and Demonstrate proficiency in editing diverse news formats .	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Acquire familiarity with specialized copy editing for academia and promotions, and optimize using AI tools.	Ap	P	Practical Assignment / Observation of Practical Skills
CO4	Use content design skills across media platforms and apply best practices to utilize diverse story forms for captivating readers in publication design	Ap	P	Group Tutorial Work/ Instructor-created exams
CO5	Develop proficiency in multi-platform story editing by mastering the art of adapting and refining content for print, radio, and digital news.	Ap	P	Practical Assignment / Observation of Practical Skills
CO6	Collaborate effectively with content creators and other	Ap	P	Practical Assignment / Observation of

	stakeholders to achieve editorial objectives and uphold the integrity of the publication.			Practical Skills
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Fundamentals of Copy Editing**		**11**	**15**
	1	Origin and Evolution	2	
	2	Key Figures and Milestones	2	
	3	Types of Mass Media – Print, Broadcast, Online and Digital	2	
	4	Industry Transitions	2	
	5	The editor and the Audience	1	
	6	Principles of copy editing	1	
	7	Duties and responsibilities of copy editor	1	
II	**Copy Editing for Journalism**		**12**	**15**
	8	Understanding the Newsroom and What Editors Do	2	
	9	Organizational Structure of a Newsroom	1	
	10	Editing Different News Formats/ News Based Programs Across Different Media Platforms	3	
	11	Macro Editing (Editing For Accuracy, Completeness, Fairness, Balance, Sensitivity And Legal Issues)	2	
	12	Micro Editing (Editing for Precision, Grammar, Punctuation, Word Usage and Trimming Stories)	2	
	13	Writing Headlines, Captions and Blurbs for different forms and formats	2	
III	**Specialized Copy Editing**		**9**	**25**
	14	Copy Editing for Academic Publishing	3	
	15	Copy Editing for Promotional Materials (Advertising, E Mail, Memo, Circular)	4	
	16	AI enabled Copy Editing	2	
IV	**Introduction to Content Design**		**16**	**15**
	17	Design Applications Across Platforms: Print	3	
	18	Design Applications Across Platforms: Digital, and Mobile	3	
	19	Using Photos (Understanding Audience Perception of Photographs and Illustrations,Picture as Copy, Picture Editing)	2	

	20	Using Type (Foundational Aspects of Typography, Color, and Grid in Publication Design)	2	
	21	Using Information Graphics	3	
	22	Implementing Best Practices for Utilizing Diverse Story Forms to Captivate Readers	3	
V	**Open Ended Module:**		**12**	
	1	**Assignment Title: Multi-Platform Story Editing Exercise** Utilizing a master content piece, craft stories suitable for print, radio, and digital news platforms. Adapt and enhance the original content, ensuring it is tailored to each medium's unique requirements, tone, and style. **Submission Guidelines:** • Submit three versions of the edited stories, each specifically formatted for print, radio, and digital news. • Include a brief rationale for the editing choices made, highlighting how each version caters to the unique characteristics of its intended platform. • Ensure that the final submissions meet the professional standards expected in the respective media industries.	12	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

Core Text

- Brooks, B. S., and Pinson, J. L. (2017). The art of editing in the age of convergence. In Routledge eBooks. https://doi.org/10.4324/9781315558714
- Butcher, J., Drake, C., and Leach, M. (2006). Butcher's copy-editing: The Cambridge Handbook for Editors, Copy-editors and Proofreaders. Cambridge University Press.

Additional Readings

- Do I Make Myself Clear?: A Practical Guide to Writing Well in the Modern Age - by Harold Evans
- Between You and Me – Confessions of a Comma Queen -by Mary Norris
  Eats, Shoots and Leaves - by Lynne Truss
- Bryson's Dictionary of Troublesome Words: A Writer's Guide to Getting It Right Paperback – by Bill Bryson
- https://copyblogger.com/about/
- https://indiaai.gov.in/article/the-eleven-best-ai-powered-copy-editing-tools
- https://snd.org/
- https://garciamedia.com/
- https://daily.jstor.org/
- https://www.newyorker.com/magazine/1946/08/31/hiroshima - 1946
  FrankSinatraHasaCold.pdf- 1966

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Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	1	-	3	-	1	2		3				
CO 3	2	2	3	-	2	3			2			2
CO 4	-	-	2	-	2	3			1			
CO 5	2	2	2	-	2	2			2			
CO 6		3	2			1					1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz/Debate	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment/Copy Editing Assignment	Editing Exercises	Seminar Presentation	End Semester Examinations
CO 1				✓	✓
CO 2	✓		✓	✓	✓
CO 3		✓	✓		✓
CO 4	✓	✓			✓
CO 5		✓	✓		✓
CO 6	✓			✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Radio Journalism and Audio Production**				
Type of Course	**Major**				
Semester	**IV**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Good writing and speaking skills are desired. 2. Audio production involves usage of digital tools and software, having basic computer literacy is essential.				
Course Summary	Audio has emerged as a powerful medium beyond the confines of Radio with the emergence of New media and digital technology. The course is designed to provide students with a comprehensive understanding of the principles and practices of audio journalism and production in the context of digital storytelling. Course will enable learner's essential techniques, tools, and storytelling principles which will enable them to create compelling audio content for various media platforms.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall the history and terminology related to radio and audio production.	R	F	Instructor-created exams / Quiz
CO2	Understand the fundamentals of audio production including basics of sound, acoustics, and audio equipment.	U	C	Instructor-created exams/ Quiz
CO3	Acquire skills audio programme presentation/news reading	A	P	Self-Assessment Report/ Peer Review
CO4	Demonstrate ability to script audio programmes for various digital platforms	C	P	Observation of Practical Works/Peer Review
CO5	Critique audio productions using established criteria and assess their impact on a digital space	An	M	Critical Review Assignments/ Observing Group Discussion
CO6	Mastering digital audio production tools and techniques	Ap	P	Observation of Practical Works/Portfolio Assessment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I	**Audio in Legacy Media and New Media**		**10**	**15**
	1	Evolution of Radio: From Terrestrial Transmission to the Internet Age	2	
	2	Power of Audio: Characteristics of Radio as a Medium	2	
	3	Knowing the Audio Medium: Basics, Strengths, and Limitations of Sound	1	
	4	Types of Radio transmission and stations- AM/FM/SW, internet radio, HAM Radio, satellite radio, Community radio	2	
	5	New Media Audio Landscape: Podcasting, Internet Radio, and Beyond	2	
	6	Radio Broadcast Policy and Regulations in India	1	
II	**Understanding the Audio Medium**		**10**	**15**
	7	Understanding Sound- Sync vs. Non-Sync, Natural Sound, and Ambient sound	3	
	8	Characteristics of Audio Medium: Basics, Strengths, and Limitations of Sound	2	
	9	Recording tools- recording equipment, microphones, transmitters, DAW	3	
	10	Personnel in the production process – Role and Responsibilities	2	
III	**Scripting and Producing Audio Programmes**		**15**	**25**
	11	Scripting for the Ear: Writing techniques, elements	2	
	12	Radio Program Formats: News, Entertainment, and Public Service Announcements	2	
	13	Radio News Story: News Gathering, Writing, and Presentation	2	
	14	Scripting for non-news audio programmes: Public service advertisements, jingles, radio magazine, interview, talk show, vox- pop, discussion, feature, radio play, and documentary.	4	
	15	Scripting for Podcasts, Audiobooks, and New Media	2	
	16	Preparation of podcast- setting up a channel, podcasting styles, identifying topics and target audience	3	
IV	**Advanced Audio Production**		**10**	**15**
	17	In-Studio Recording Techniques: Script Reading, Interviews, and Field Recordings	2	
	18	Digital Audio Workstation (DAW)- Importance in Audio Production	2	
	19	Recording Techniques in DAW- Setting up for Recording- Best practices, Mixing, Balancing	2	
	20	Post-production- Creative Sound Editing, Adding Music	2	

		and Sound Effects		
	21	Audio performance- Voice Analysis and Improvement, Improvement, Pronunciation and Articulation, Audio Performance, Voice modulation	2	
	22	Radio Jockeying and Live Compering.	2	
V	**Practicum**		**30**	
	1	Digital Audio Workstation (DAW) Training	20	
	2	Case study of a leading podcast channel	3	
	3	Podcast Channel/episode Development: Learners have to set up an original podcast channel or produce a single episode with in a unique theme/topic and target audience.	7	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council			

Books and References:

- Chantler, P., and Stewart, P. (2013). Basic radio journalism. CRC Press
- Luthra, H. (1986). Indian Broadcasting. Publications Division Ministry of Information and Broadcasting.
- McLeish, R. (2012). Radio Production. Taylor and Francis.
- Alten, S. R. (2011). Recording and producing audio for media. Nelson Education.

Note: The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-	-	1	-	-	-	-	-
CO 2	3	-	-	-	-	1	-	-	-	-	-	-
CO 3	-	-	2	-	-	-	-	-	-	-	-	-
CO 4	-	-	2	-	-	2	-	-	-	-	-	-
CO 5	-	2	-	2	1	1	-	-	-	-	-	-
CO 6	-	-	3	-	3	3	-	-	3	-	-	1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks
Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation/ Productions/Seminar	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Mass Communication Theories and Models -I**				
Type of Course	**Major**				
Semester	**IV**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with the basic concepts and ideas of mass communication 2. The aptitude to and the practice of critically assessing mass media content.				
Course Summary	This course provides an in-depth exploration of various theoretical frameworks and models that underpin the field of mass communication.Students examine how these theories and models shape our understanding of media processes, effects on audiences, and societal implications, fostering critical analysis and application within the realm of mass communication.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Outline the historical origins and foundational theoretical frameworks of mass communication	U	C	Instructor-created exams / Quiz/ class discussions
CO2	Compare different media systems worldwide, analyzing structural and regulatory factors, demonstrating factual knowledge.	U	F	Group project/comparative analysis of media systems in selected countries
CO3	Interpret diverse theoretical standpoints within communication studies, including critical theory and semiotics, demonstrating conceptual knowledge.	An	C	Seminar Presentations/ Assignment
CO4	Evaluate and synthesize complex concepts and theoretical frameworks in mass communication	E	M	Written assessment/quizzes
CO5	Investigate media influence on audiences in diverse social settings, analyzing theories.	An	C	Critical analysis
CO6	Compare and contrast various models of	An	C	Presentations assessing students' ability to apply

	communication, examining their elements and processes			theoretical concepts to practical situations

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Origin of the discipline**	**13**	15
	1	Communication studies as social science	2	
	2	Psychological perspectives Of communication	2	
	3	Media Audience The public and public opinion	2	
	4	The concept of Mass in Mass communication	1	
	5	Schools of thought- Frankfurt, Birmingham, Toronto and Glasgow	5	
	6	McLuhan- Medium is the message	1	
II		**Basic Models of Communication**	**8**	15
	7	Linear Models- Aristotle, Laswell, Shannon and Weaver	3	
	8	Linear Models-Berlo, Defluer Model.	2	
	9	Osgood and Schramm model of communication	1	
	10	Dance's Model	1	
	11	Newcomb's ABX Model	1	
	Reference: McQuail, D., and Windahl, S. (1993). Communication Models for the Study of Mass Communications. Routledge.			
III		**Media Audience Interaction**	**11**	20
	12	SR theory (Hypodermic Needle, Magic Bullet Theory)	2	
	13	Individual Difference Perspective	2	
	14	Social Categories and Social Relations	3	
	15	Concept of selectivity	2	
	16	One Step, Two Step And Multi Step	2	
IV		**Mass Communication Theories**	**16**	20
	17	Gate keeping: Gate keeping White Galtung and Ruge	3	
	18	Normative theories:Authoritarian, Libertarian, Soviet media theory, theory,Social responsibility.	4	
	19	Normative theories: Development communication ,Democratization theory	3	
	20	Agenda setting and Agenda building	2	
	21	Uses and Gratification theory	2	
	22	Spiral Of Silence	2	
V		**Open Ended Module**	12	

	1.	**Analysis of Communication Theories** Students will conduct an in-depth analysis of various communication theories discussed in the course, including linear models, Dance's Model, Newcomb's ABX Model, and others. They will explore the historical context, key concepts, and implications of each theory, critically evaluating their relevance in understanding mass communication processes.	3	
	2	**Media Audience Engagemen**t Focuses on exploring theories and perspectives related to media audience interaction, such as SR theory, the Individual Difference Perspective, and the concept of selectivity. Students will examine how social categories and relations influence media consumption behaviors and analyze the implications of theories like the Hypodermic Needle and Magic Bullet Theory.	3	
	3	**Examination of Mass Communication Theories** Students will critically assess the role of media in shaping public opinion and agenda setting, as well as explore theories such as Uses and Gratification theory and the Spiral of Silence.	3	
	4	**Contemporary Issues in Communication Studies** Students will explore contemporary issues and debates within the field of communication studies. They will select a specific topic or case study relevant to current trends or developments in mass communication and conduct a detailed analysis, considering theoretical frameworks and empirical evidence to support their arguments.	3	
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

- Bran, S. J., and Davis, D. K. (2015). Mass Communication Theory: Foundations, Ferment, and Future. Cengage Learning, New Delhi.
- McQuail, D. (Ed.). (2010). McQuail's Media and Mass Communication Theory. Sage Publications, New Delhi.
- McQuail, D., and Windahl, S. (1993). Communication Models for the Study of Mass Communication. Pearson Education.

Books for further reading:

- Turow, J. (2022). Media Today: Mass Communication in a Converging World. Routledge, New York.
- Berger, A. A. (2018). Media Analysis Techniques. Sage Publications, New Delhi.

- Watson, J. (2016). Media Communication: An Introduction to Theory and Process.
- Fiske, J. (2010). Introduction to Communication Studies. Routledge, London

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	2	-	-	3					
CO 2	3		-	2		-	3					
CO 3	3			2		-	3					
CO 4	-	-			2		3			3		
CO 5	3		-	2	-	-	3					
CO 6	3	2		3		-	3					

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:
Final Exam (External) : 70 marks
Internal Marks : 30

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Quiz/ Viva	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3			✓	✓
CO 4			✓	✓
CO 5		✓	✓	✓
CO 6	✓			✓

Programme	BA Journalism and Mass Communication				
Course Title	**Television Journalism and Video Production**				
Type of Course	**Major**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Good writing and speaking skills in either Malayalam or English or both are desired 2. Basic computer literacy				
Course Summary	The course aims to equip the learners with the knowledge and skills to make them a well-rounded television journalist. The course focuses on the evolution of the medium, mastering news gathering techniques, producing video news stories and content for various platforms, both legacy and new media.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate a comprehensive knowledge of television journalism's history and development, from legacy media to the new media age	R	F	Instructor-created exams / Quiz
CO2	Conceptualize, produce, and present a short television news package for various platforms	C	P	Observation of Practical Works/Portfolio Assessment/Peer Review
CO3	Master the technical aspects of television production, including camera operation, sound recording, and editing	A	P	Observation of Practical Works/Portfolio Assessment
CO4	Develop skills in scriptwriting, newsgathering, and interviewing for television	A/C	P	Self-Assessment Report// Portfolio Review
CO5	Analyze the theoretical and ethical considerations of television news production	U/An	C/M	Critical Review Assignments/ Observing Group Discussion
CO6	Critically evaluate television programs within their social and cultural context	An	M	Critical Review Assignments/ Observing Group Discussion
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Foundations of Television Journalism**	**10**	**15**
	1	Evolution of Television: From Early Broadcasts to Digital Convergence	3	
	2	Understanding Television as a Medium: Characteristics, Strengths, and Limitations	2	
	3	Theories of Television News Production	2	
	4	Ethical Considerations in Television Journalism	3	
II		**News Gathering and Script Writing**	**10**	**15**
	5	News Gathering Techniques: Researching, Interviewing, and Fact-Checking	2	
	6	Writing for Television: Script Structure, News Leads,	2	
	7	Understanding Television News Formats: Newscasts, Documentaries, and Feature Stories	2	
	8	Presenting Television News- Presentation techniques, Anchoring	2	
	9	Non-news Programmes- Formats, Scripting	2	
III		**Technical Production Skills**	**15**	**25**
	10	Fundamentals of Visual Storytelling: Shot Composition, Camera Techniques, and Lighting	2	
	11	Pre-Production: Script Refinement, Storyboarding, and Scheduling	2	
	12	Production: Filming Interviews, Recording Sound, and Gathering Footage	2	
	13	Post-Production: Editing Television News Package	2	
	14	Directing for Television: Blocking, Staging, and Talent Management	1	
	15	Personnel in television production	2	
	16	Development of a Programme Proposal	2	
	17	Analysing television news: Audience metrics, feedback mechanisms	2	
IV		**Television in the Digital Age**	**10**	**15**
	18	The Rise of New Media Platforms- Online Video, Streaming Services, and Social Media	2	
	19	Development of non –news and entertainment programmes in digital media- web series, explainer videos, shorts, reviews		
	20	Convergence Journalism- Integrating Traditional and New	2	

		Media Platforms		
	21	Transmedia Storytelling: Creating Multi-Platform Narratives for Television Content	2	
	22	The Future of Television Journalism: Emerging Trends and Technologies	2	
V	**PRACTICUM**		**30**	
	1	Practical training in camera operations and basic video editing,	20	
	2	Critically analyse a television/web news documentary/package/reportage	3	
	3	Prepare a Short News Documentary on a regional issue/person/place etc.	7	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council			

Books and References:

- Zettl, H. (2014). Television Production Handbook, 12th. Cengage Learning.
- Shook, F., Larson, J., and DeTarsio, J. (2015). Television and field reporting. CRC Press
- Gormly, E. K. (2005). Writing and producing television news. Wiley-Blackwell.
- Millerson, G., and Owens, J. (2009). Television production. Taylor and Francis.
- Allen, R. C., and Hill, A. (2004). The Television Studies Reader. Psychology Press.

Note: The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	1	-	-	-	-	-
CO 2	-	-	3	-	2	1	-	-	3	-	-	-
CO 3	-	-	3	-	-	1	-	-	3	-	-	-
CO 4	-	2	3	-	-	-	-	2	-	2	-	-
CO 5	-	-	2	-	3	-	-	-	2	-	2	-
CO 6	-	2	-	3	-	-	-	-	-	2	2	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation/ Productions/ Seminar presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6			✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Mass Communication Theories and Models-II**				
Type of Course	**Major**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1.Understanding of basic mass communication theories and models 2. The understanding to comprehend media as a cultural institution				
Course Summary	This course delves deeper into complex theoretical frameworks and models in mass communication, exploring advanced concepts.Through critical analysis and synthesis of advanced theories, students gain a comprehensive understanding of the dynamic landscape of mass communication and its implications for society.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate knowledge and understanding of key theories and perspectives in mass communication through recall	R	C	Instructor-created exams (MCQs) / Quiz
CO2	Explain the significance and implications of various communication theories and models	U	C	Essay Questions/ Seminar Presentation
CO3	Apply communication theories and models to analyze contemporary media phenomena	Ap	P	Case study analysis from contemporary media.
CO4	Analyze the effectiveness and limitations of communication strategies and models in addressing global communication challenges	An	P	Group presentation/ Individual and Peer discussion
CO5	Synthesize diverse theoretical perspectives to propose innovative approaches to address contemporary issues in mass communication	C	M	Critical analysis

CO6	Reflect on personal learning and development in understanding mass communication theories and models	An	C	Self assignments / Presenattion
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Perspectives of Communication**	**13**	20
	1	Sociological, Psychological,Linguistic, Technological Perspectives of Communication	2	
	2	Theories of -Balance,Congruity and Dissonance	2	
	3	Media Dependency Theory	1	
	4	Cultivation Analysis	1	
	5	Critical theory -Manufacturing Consent-Popular Culture	2	
	6	Marxism	1	
	7	Semiotics	1	
	8	Media and Gender-Media and Representation	2	
	9	Digital Communities	1	
II		**Models of Communication**	**9**	15
	10	Gerbner's model -Wesley and MacLean Model	3	
	11	Bass's double Action Model of Internal News Flow- Barnlund's Transactional Model of Communication	3	
	12	Eisenberg's Model of Communication and Identity-Self to Self Model of Inter personal Communication	3	
III		**International communication**	9	15
	13	NWICO- MacBride Commission-Role of UNESCO	3	
	14	Hutchins Commission	1	

	15	Global News Flow- Hamid Mowlana	2	
	16	News audience evaluation dimensions: Credibility, Importance, Involvement, Attractiveness, Immediacy And Comprehensibility	3	
IV	**Communication and development - Introduction**		**17**	20
	17	Communication and development -Growth Vs Development	3	
	18	Sustainable Development	4	
	19	Dominant Paradigm	3	
	20	Schramm, Rogers and Daniel Lerner	3	
	21	Participatory Communication	2	
	22	Technology and Development.	2	
V	**(Open Ended Module)**		12	
	1.	Critical reading of selected chapters from Milestones in Mass Communication	5	
	2	**Media Content Analysis** To apply theoretical concepts of media representation and gender to analyze media content. **Task:** • Students will select a specific media artifact (e.g., a TV show, movie, advertisement, news article) and conduct a detailed content analysis. • Using theoretical frameworks such as media and gender, media representation, and semiotics, students will analyze how gender roles and stereotypes are portrayed in the selected media artifact. • They will identify key themes, characters, language, and visual elements, and critically evaluate how these contribute to the construction of gender identities and representations. • Students will present their findings in a written report, accompanied by examples from the media artifact to support their analysis.	3	
	3	**Communication Campaign Design** To apply communication and development theories to design a communication campaign for a social or development issue. Task: • Students will work in groups to design	4	

		a communication campaign addressing a specific social or development issue (e.g., environmental conservation, gender equality, public health). • Drawing on theories such as participatory communication, technology and development, and sustainable development, students will develop a comprehensive campaign plan, including goals, target audience analysis, message design, and communication channels. • Each group will create campaign materials, such as posters, social media posts, infographics, and multimedia content, to convey their message effectively. • Students will present their campaign plans to the class, explaining the rationale behind their choices and how they have applied communication theories to address the chosen issue effectively.		
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Bran, S. J., and Davis, D. K. (2015). Mass Communication Theory: Foundations, Ferment, and Future. Cengage Learning, New Delhi.
- McQuail, D. (Ed.). (2010). McQuail's Media and Mass Communication Theory. Sage Publications, New Delhi.
- McQuail, D., and Windahl, S. (1993). Communication Models for the Study of Mass Communication. Pearson Education.
- Melkotte SR and Steeve HL (2015)Communication for Development in the Third World;Theory and Practice for Empowerment Sage Publications New Delhi

Books for Further Reading:

- Turow, J. (2022). Media Today: Mass Communication in a Converging World. Routledge, New York.
- Berger, A. A. (2018). Media Analysis Techniques. Sage Publications, New Delhi.
- Watson, J. (2016). Media Communication: An Introduction to Theory and Process.
- Fiske, J. (2010). Introduction to Communication Studies. Routledge, London
- Chandler D andMunday R (2020)A Dictionary of Media and Communication Oxford University Press
- .Pavlik JV(2023)Converging Media a New Introduction to Mass Communication and Digital Innovation Oxford University Press

- Croteau D(2021) Media /Society; Technology,Industries,Content and Users Sage New York
- Harcup T (2014) Dictionary of Journalism Oxford University Press

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	2	-	-	3					
CO 2	3		-			-	3			2		
CO 3		3			2	-	3					
CO 4	-	-			2		3			3		
CO 5					3	-	3			3		
CO 6					2	-	2					3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Quiz/ Viva	6	4
Assignment/ Group Discussion	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3			✓	✓
CO 4			✓	✓
CO 5		✓	✓	✓
CO 6	✓			✓

Programme	BA Journalism and Mass Communication				
Course Title	**Public Relations: Principles and Practices**				
Type of Course	**Major**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. An understanding of the current media contents to discern between news and publicity materials 2. The ability to adapt oneself to different media platforms in order to create PR materials for various media outlets				
Course Summary	This course explores public relations (PR), addressing its fundamental concepts, historical evolution, theoretical frameworks, and practical implementations. It examines PR's role across diverse sectors, campaign management techniques, emerging trends, and ethical dimensions. Students will develop proficiency in planning, executing, and assessing PR efforts, alongside understanding the symbiosis between PR and marketing strategies				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the foundational concepts, definitions, and functions of PR	U	F	Quiz/ class discussions/ Presentations
CO2	Analyze the historical development of PR and the contributions of key pioneers	An	C	Group presentation/ Debate
CO3	Evaluate different theories and models in PR, such as Grunig's models of symmetrical and asymmetrical PR	An	M	Case Study/ Assignment
CO4	Differentiate between PR, marketing, and advertising, and understand their similarities	An	C	Written assessment/quizzes
CO5	Recognize various PR tools and their applications in different contexts	R	C	Practical Exercises for drafting tools
CO6	Assess the role of media relations and ethics in PR practice	An	C	Presentations assessing students' ability to apply theoretical concepts to practical situations

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Understanding PR**		**13**	**15**
	1	PR –Concepts, Definitions, Role, Scope, Functions, New emerging trends	2	
	2	Brief History of Public Relations- Historical overview of the discipline	2	
	3	The Pioneers of PR and their works -Ivy Lee, Edward Bernays and Paul Garret	2	
	4	Theories and Models in PR - JM Grunig's Model of Symmetrical PR, Asymmetrical PR	1	
	5	Difference and Similarities between PR, Marketing and Advertising.	5	
	6	Understanding Various Concepts, Viz., Press Agentry, Publicity, Propaganda, Lobbying And Advertising	1	
II	**Public Relations in Practice**		**8**	**15**
	7	In house PR- Structure, Scope, Role and Function	3	
	8	PR Consultancy- Structure, Role, Scope and Function	2	
	9	Difference between In-house PR and a PR Consultancy	1	
	10	PR Campaigns-Planning, Execution and Evaluation	1	
	11	Publics in PR- Internal and External Publics.	1	
III	**PR Management**		**11**	**20**
	12	PR Tools- Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film Events, Sponsorship, Trade Shows etc.	2	
	13	PR Tools- Digital Media and PR	2	
	14	Role of PR in different sectors- Public, Private, government, Political PR, PR vs Spin	3	
	15	The Role and Importance of Media Relations in PR	2	
	16	Role and Ethics in PR- PRSI, IPRA, IPRD etc.	2	
IV	**Public Relations: Emerging Trends**		**16**	**20**
	17	Crisis Public Relations strategies	3	
	18	PR for Political Parties	4	
	19	Social media for PR-Blogging, LinkedIn, Facebook, Twitter, Instagram	3	
	20	PR for Hospitals, Charitable Institutions, NGOs, MNCs	2	
	21	Personalization and Targeted Communication	2	

	22	Integration with Marketing	2	
V	**Open Ended Module**		**12**	
	1.	Mock PR Campaign ● Divide students into groups and assign each group a fictional or real organization. ● Have students develop a comprehensive PR campaign plan including objectives, target audience analysis, key messages, tactics, timeline, and evaluation metrics. ● Encourage creativity in selecting PR tools and strategies based on the organization's goals and target audience.	5	
	2	● Invite guest speakers from the PR industry, including PR practitioners, consultants, or professionals from specific sectors such as healthcare, politics, or non-profits. ● Allow students to interact with the guest speakers, ask questions, and gain insights into real-world PR practices and career opportunities.	3	
	3	● Present students with hypothetical scenarios or real-world case studies and encourage them to debate the ethical considerations and propose solutions.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

- Cutlip and Centre. (2005). Effective Public Relations, New Delhi: Pearson.
- Alison Theakar. (2001). The Public Relations Handbook (Second Edition), London: Routledge.
- Page, J. T., and Parnell, L. J. (2017). Introduction to Strategic Public Relations: Digital, Global, and Socially Responsible Communication. SAGE Publications.
- Bernays, E. L. (2013). Public relations. University of Oklahoma Press.

Books for further reading:

- Moss, D., and DeSanto, B. (2011). Public relations: A Managerial Perspective. SAGE.
- Grunig, J. E., and Hunt, T. (2018). MANAGING PUBLIC RELATIONS. In University Press of Mississippi eBooks (pp. 85–120). https://doi.org/10.2307/j.ctv5jxpgx.10

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	3	-	-	-	3					
CO 2	2		-	2	-	2					
CO 3	-			3	-	3					
CO 4	-	-		2		3			2		
CO 5	-		3	2	-		2				
CO 6	-	-		-	-					2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3			✓	✓
CO 4			✓	✓
CO 5		✓	✓	✓
CO 6	✓			✓

Programme	BA Journalism and Mass Communication				
Course Title	**Fundamentals of Cinema**				
Type of Course	**Major**				
Semester	**VI**				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. An understanding of cinema as a form of (mass) communication 2. An ability to or habit of critically evaluating cinema.				
Course Summary	This course explores film as a tool with the formal and stylistic elements and its history and contemporary relevance. Students will be able to understand cinematic techniques and interpret significant film movements. This course aims to provide a comprehensive understanding of the language of film and its role in shaping societal perspectives.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop the ability to critically analyze films, including understanding narrative structures, cinematography techniques, editing choices, and thematic elements.	U	C	Instructor-created exams / Home Assignments
CO2	Evaluate the effectiveness of mise-en-scène in enhancing storytelling and understand the importance of colour in movies	U	C	Seminar Presentation /Observation of Practical Skills
CO3	Understand how visual language have evolved over time and how they continue to shape contemporary understandings of cinema.	Ap	C	Seminar Presentation / Home Assignments
CO4	Demonstrate critical thinking skills through the analysis and interpretation of films from various historical periods and movements.	E	C	Instructor-created exams / Home Assignments
CO5	Gain a comprehensive understanding of the key milestones in Indian cinema and evaluate the significance of Indian film festivals	Ap	P	Assignments/ Observation of Practical Skills
CO6	Analyze different film genres and styles, recognizing their conventions, tropes, and innovations, and understanding	Ap	C	Seminars/Evaluation of movies

	how filmmakers use them to convey meaning and engage with audiences.			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Module I -Language of Cinema**	**12**	**15**
	1	Visual Language- Mise-en-scene	2	
	2	Pro filmic elements of Mise-en-scene	2	
	3	Cinematography	2	
	4	Colour and its elements	2	
	5	Basics of Sound	2	
	6	Diegetic, Non-Diegetic, Sync, Non-Sync	2	
II		**Module II -Social Contexts and Film Movements**	**12**	**15**
	7	Historical Evolution of Cinema from Silent Films to Contemporary Works	2	
	8	Film movements: Impressionism, German expressionism and Film Noir -Filmmakers and Impact	2	
	9	Soviet Montage	1	
	10	Italian Neo-realism- Advent, Downfall and Legacy	2	
	11	French New Wave- Cahiers du Cinema,The French Masters, Cinematic Style	2	
	12	Third Cinema and Non Fiction Cinema	2	
	13	Influence of movements in contemporary cinema	1	
III		**Module III -Film Genres**	**12**	**25**
	14	Understanding Film Genres and its Dimensions	3	
	15	Film Genres- Comedy, Drama, Western, ,	2	
	16	Film Genres- Mystery/Crime/Detective, Horror/Thriller	3	
	17	Film Genres-Science fiction , Musical, Fantasy	2	
	18	Film Genres- Animation, Action, Biopic	2	
IV		**Module IV Indian Film Culture**	**12**	**15**
	19	Milestones of Indian cinema	4	
	20	Notable film Makers- Satyajit Ray, Mrinal Sen, Ritwik Ghatak, Shyam Benegal, Adoor Gopalakrishnan, G. Aravindan, K G George	4	
	21	Festivals, Events and Communities- IFFI,MAMI,KIFF,IFFK	2	
	22	Film Criticism, Cinephilia.	2	

<table>
<tr><td>V</td><td colspan="2">Open Ended Module</td><td>12</td><td></td></tr>
<tr><td></td><td>1</td><td>Comparative Analysis of Contemporary Film Movements
Students will research and analyze two contemporary film movements from different regions or countries, such as Korean New Wave, Iranian New Wave, or New Argentine Cinema.
They will examine the sociocultural contexts, key filmmakers, thematic concerns, and stylistic features of each movement.
Through presentations and discussions, students will compare and contrast the influences and innovations of these movements on global cinema.
Reference: Academic articles, film reviews, and interviews with filmmakers from the selected movements.</td><td>4</td><td></td></tr>
<tr><td></td><td>2</td><td>Case Study of a Groundbreaking Film
Students will choose a recent film that has received critical acclaim and/or achieved significant commercial success.
They will conduct an in-depth analysis of the film's narrative structure, visual style, thematic content, and cultural significance.
Using concepts learned in Modules I, II, and III, students will explore how the film reflects or challenges established conventions of its genre and cultural context.
Reference: Film reviews, interviews with the filmmakers, and academic analyses of the selected film.</td><td>4</td><td></td></tr>
<tr><td></td><td>4</td><td>Filmmaker Profile and Interview
Students will research the life and works of a contemporary filmmaker whose work aligns with their interests or specialization.
They will prepare a profile of the filmmaker, highlighting their background, artistic influences, thematic concerns, and notable achievements.
Students will conduct an interview with the filmmaker, either in person or through written correspondence, focusing on their creative process, career trajectory, and views on the current state of cinema.
Reference: Filmmaker biographies, interviews, and documentaries available online or in print publications.</td><td>4</td><td></td></tr>
<tr><td></td><td colspan="3">(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</td><td></td></tr>
<tr><td colspan="5">Books and References:
● Monaco, J. (2009). How to read a film: Movies, Media, and Beyond. OUP USA.</td></tr>
</table>

- Sikov, E. (2020, June 9). Film Studies, second edition. Columbia University Press
- Nelmes, J. (2012). Introduction to Film Studies. Routledge

Suggested Readings

- Dix, A. (2016). *Beginning film studies*. Beginnings.
- Beaver, F. E., and Beaver, F. (2006). Dictionary of Film Terms: The Aesthetic Companion to Film Art. Peter Lang
- Giannetti, L. (2017). Understanding movies..
- Kumar, V., and Rohra, N. (2009). Indian cinema. Newsline Publications.
- From Caligari To Hitler: A Psychological History the German Film by Siegfried Kracauer
- Ray, S. (1976). *Our films, their films*. Bombay : Orient Longman.
- Italian Cinema: From Neorealism to the Present by Peter Bondanella The New Wave: Truffaut, Godard, Chabrol, Rohmer, Rivette by James Monaco

Note: Faculty in charge should screen films and documentaries by the filmmakers mentioned in the syllabus, as well as those associated with the film movements discussed, could be a Film Festival or Film Series event.

- Curate a diverse lineup of films and documentaries representing the works of filmmakers
- Include seminal works from Indian cinema as well as films from international filmmakers associated with relevant film movements.
- Introduce each screening with a brief overview of the filmmaker's background, artistic influences, and notable contributions to cinema.
- Provide opportunities for attendees to share their perspectives and interpretations of the films through open discussions

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	3	-	1	-	-	3		2			
CO 2	1	2	-	1	-	1	2			1		
CO 3	1	3	-	2	-	-	3					2
CO 4	1	-	1	-	1	-	3			1		
CO 5	1	-	-	-	1	2	2				1	
CO 6	1	1	-	1	-	-	3	2				

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5		✓	✓	
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	Media Laws and Ethics				
Type of Course	**Major**				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Have a basic understanding of laws and rules, especially those related to media. 2. Be able to think carefully about media content and its impact.				
Course Summary	This course provides an in-depth examination of the legal and ethical issues surrounding media, journalism, and communication. Students will explore key legal frameworks, regulations, ethical principles, and their practical applications in the media industry.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Know the historical background of press laws in India.	U	C	Instructor-created exams / Quiz
CO2	Explain constitutional provisions related to media laws.	Ap	P	Case Studies / Presentations
CO3	Recalls regulatory bodies of media.	Ap	P	Group Projects/ Quizzes
CO4	Describe media ethics and the journalistic code of conduct	U	C	Case Studies/ Seminar Presentations
CO5	Analyse various cybercrimes and other challenges to contemporary media practices	Ap	P	One Minute Reflection Writing assignments
CO6	Understand the legal framework related to media	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Freedom of the press and the Constitution**	**10**	**15**
	1	Constitution of India and Fundamental Rights	2	
	2	Article 19(1)(a) of the Indian Constitution -Freedom of speech and expression Article 19(1) 2 reasonable restrictions to freedom of the press Directive principles of state policy	3	
	3	Right to privacy Case Studies - Romesh Thapar v/s The State of Madras, Sakal v/s The Union of India.	3	
	4	Privileges of Parliament and legal aspects of Parliamentary Reporting	2	
II		**Press Laws and Regulatory Bodies**	**18**	**25**
	5	Defamation -Civil and Criminal, Fair comment Contempt of Courts Act, 1971 Official Secrets Act,1923	3	
	6	Press and Registration of Books, 1867 Delivery of Books and Newspapers (Public Libraries) Act, 1954	3	
	7	Newspaper Price and Page Act,1956	1	
	8	Working Journalists Act, 1955 Working Journalists (Fixation of rates and wages) Act, 1958	3	
	9	Right to Information Act, 2005 Right to Information (Amendment) Act, 2019	2	
	10	Intellectual Property: Copyright Act,1957 Creative Commons and Free-Software Movement	2	
	11	Press Commissions and their Recommendations	1	
	12	Press Council of India - Composition, role, powers, guidelines and functions Registrar for Newspapers in India – Roles and Functions	1	
	13	Regulatory Bodies - Editors Guild of India, Advertising Council of India, PRSI, ASCI.	2	
III		**Broadcast and New Media Laws**	**10**	**15**
	14	The Commercial Code of AIR and Doordarshan Prasar Bharati Act Cable Television. Networks (Regulation) Act, 1995	3	
	15	Cinematograph Act 1953; Cinematograph (Amendment) Act, 2023 Indecent Representation of Women (Prohibition) Act, 1986	3	

	16	Information Technology Act 2000 Information Technology (Amendment) Act 2008 Cyber-crimes and Cyber laws	2	
	17	Relevant Provisions of the Indian Penal Code Concerning Sedition	2	
IV	**Media Ethics**		**10**	**15**
	18	Media Ethics and its Relevance Code of Conduct for Journalists	2	
	19	Ethical dilemma in investigative journalism and undercover reporting	2	
	20	Social Media and Ethical Challenges	2	
	21	Ethical concerns regarding Fake News, Misinformation and Disinformation, Deep fakes, and the use of Artificial Intelligence.	2	
	22	Global perspective on media laws and ethics	2	
V	**Open Ended Module**		**12**	
	1	**Case Studies Analysis** Divide students into groups and assign them different landmark cases related to freedom of the press, defamation, contempt of court, etc. Ask each group to analyze the case, identify the legal principles involved, and discuss the implications for media freedom and ethics.	3	
	2	**Portfolio** Throughout the course, students can compile a portfolio of news articles or reports they have written or analyzed. Alongside each piece, they should include a reflective commentary discussing the ethical considerations, legal implications, and decision-making process involved in their reporting.	3	
	3	**Media Audit** Divide students into groups and assign them different media organizations or platforms (e.g., newspapers, TV channels, social media platforms). Their task is to conduct a compliance audit, examining whether these entities adhere to relevant media laws, regulations, and ethical guidelines. They can present their findings in a report format along with recommendations for improvement.	3	
	4	**Mock Interviews:** Organize mock interviews where students take turns playing the role of a journalist and interviewing their classmates or guest speakers. Emphasize the importance of asking fair and responsible questions while respecting privacy and legal boundaries	3	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their*			

	discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)	

Books and References:

- Mishra, A. K. (2020). Media Laws in India : A Brief observation. Notion Press.
- Basu, D. D. (1980). Law of the press in India. http://ci.nii.ac.jp/ncid/BA42266212
- Ahuja, B. N. (1988). History of press, press Laws and communications.
- Christians, C. G., Fackler, M., Richardson, K., Kreshel, P., and Woods, R. H. (2015). Media Ethics: Cases and Moral Reasoning, CourseSmart eTextbook. Routledge.

Suggested Readings

- Acts of Media: Law and media in contemporary India. (2022). In SAGE Publications eBooks. https://doi.org/10.4135/9789354795626
- Neelamalar, M. (2009). MEDIA LAW AND ETHICS. PHI Learning Pvt. Ltd.
- Grover, A. N. (1990). Press and the law. Vikas Publishing House Private.

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Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
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CO 2	2	-	-	-	-	-	2	3	1			
CO 3	-	-	1	-	-	-	1				2	
CO 4	-	-	1	2	-	-		2			3	
CO 5	-	-	-	2	-	2			3	3		
CO 6	-	-	-	3	-	-					2	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4	✓			✓
CO 5		✓	✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	Mass Media History				
Type of Course	**Major**				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Be able to read and understand historical texts and documents. 2. A comprehension of the role that history plays in culture and communication				
Course Summary	This course examines the historical development of press, radio, television, and digital news platforms in India. Students explore key milestones, influential figures, and societal impacts across each medium, from the origins of the Indian press to the rise of digital news platforms. Through activities and case studies, students develop critical thinking skills and gain insights into the ethical and legal considerations shaping the ever-changing media landscape.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate an understanding (U) of the historical evolution of Indian mass media, including print, radio, television, and digital platforms.	U	F	Instructor-created exams (MCQs) / Quiz
CO2	Analyze the role of press in the Indian freedom struggle and its impact on society.	An	C	Essay Questions/ Seminar Presentation
CO3	Evaluate the changing ownership patterns and roles of the press in post-Independence India within the framework of democracy	E	C	Debates/ Critical Essays
CO4	Demonstrate an understanding of the challenges and opportunities presented by digital news platforms in the contemporary media landscape	U	M	Group presentation/ Individual and Peer discussion
CO5	Analyze the sociocultural impact of mass media evolution on the Malayalam society, examining its influence on language, identity, and public discourse.	An	C	Critical analysis
CO6	Develop critical thinking skills through the analysis of case studies or real-life examples highlighting ethical dilemmas and challenges faced by journalists and media organizations in India or Kerala.	An	P	Group Projects/ Presentation
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Evolution of Press**		**14**	**20**
	1	Evolution of Indian Press: James Augustus Hickey, James Silk Buckingham , Serampore Missionaries, Raja Ram Mohan Roy	5	
	2	Role of Press in Indian Freedom Struggle- Role and Development of Regional Press	3	
	3	Mahatma Gandhi as a Journalist	2	
	4	The Press since Independence- Change in Ownership- Changing Role of Press in a Democracy- Leading News papers in India.	4	
II	**Evolution of Radio and Television**		**14**	**20**
	5	Origin and Development of Radio in India	1	
	6	Evolution of AIR Programming-Autonomy of All India Radio	2	
	7	FM: Radio Privatization	1	
	8	Educational and Community Radio	1	
	9	Internet/Digital Radio	1	
	10	Origin and development of television in India,	2	
	11	Formation of Doordarshan (DD) as separate entity-SITE Experiment	2	
	12	Formation of Prasar Bharati —Composition and Functions of Prasar Bharati	2	
	13	Cable television Networks, Satellite Television, Direct to Home (DTH), Internet Protocol Television (IPTV), OTT Platform	2	
III	**Evolution of Malayalam Mass Media**		**10**	**15**
	12	History of Malayalam Press- Rajyasamacharam, Paschimodayam, Gnana Nikshepam, Deepika , Satyanada Kahalam , Malayala Manorama , Kerala Mitram, Kerala Patrika, Mathrubhumi, Kerala Kaumudi , Al-Ameen, Deenabhandu, Prabhatham	4	
	13	Evolution of Television Channels in Kerala- News Channels- Prominent Television Networks in Kerala	3	
	14	Radio Broadcasting in Kerala- AM , FM, Private FM channels, Popular Programmes in FM and AM.	3	
IV	**Digital News Platforms**		**10**	**15**
	17	Rise of Digital Era in India	1	

	18	News Websites- Portals-Live Streaming of News	1	
	19	Independent/ Alternative Media Initiatives in India	1	
	20	Hyper local News Apps-Rise of Regional News Platforms	1	
	21	Rise of News Aggregators in India-News Podcasts	1	
	22	Prominent Journalists in India and their notable works- Print-Radio- Television and Digital Era	5	
V	**Open Ended Module:**		**12**	
	1.	Students explore various digital news platforms in India, including news websites, portals, live streaming platforms, independent media initiatives, hyper local news apps, news aggregators, and news podcasts.	3	
	2.	Assign students to investigate and present case studies of successful private FM radio stations in India, highlighting innovative programming, audience engagement strategies, and business models.	3	
	3.	Assign students to create a timeline or infographics showcasing the evolution of television channels in Kerala, highlighting key milestones, popular programs, and audience demographics.	3	
	4.	Select a few landmark cases or news breakthroughs in Indian media history. Select several exclusive investigative reports or news breakthroughs published by prominent digital news platforms in India.Divide students into groups and assign each group a different exclusive report to analyze.	3	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Murthy, N. K., and Moraes, F. (1966). Indian Journalism: Origin, Growth and Development of Indian Journalismcfrom Asoka to Nehru.
- Sharma, K. C. (2007). Journalism in India: History, Growth, Development.
- Rao, S. (2018). Indian journalism in a new era: Changes, Challenges, and Perspectives. Oxford University Press.
- Natarajan, J. (1955). History of Indian journalism. Publications Division Ministry of Information and Broadcasting.

Books for further reading:

- Chattopadhyay, D. (2022). Indian journalism and the impact of social media. Springer Nature.
- Dahiya, S. (2022). Indian media giants: Unveiling the Business Dynamics of Print Legacies. Oxford University Press, USA.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	-	-	-	3					
CO 2	-		-	3		-	-			1		
CO 3	-	-			1	-	-	-	-	-	3	
CO 4	-	-			-	3	3		3	-		
CO 5	-	-	--	3	-	-	-	1		-		
CO 6				3	-	-	-			1		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Quiz/ Viva	6	4
Assignment/ Group Discussion	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2		✓	✓	✓
CO 3	✓			✓
CO 4	✓			✓
CO 5		✓	✓	✓
CO 6		✓		✓

Programme	BA Journalism and Mass Communication				
Course Title	Communication for Development and Social Change				
Type of Course	**Major**				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Foundational understanding of communication theories, principles, and practices. 2. Strong writing and communication skills.				
Course Summary	This course offers an in-depth examination of development studies, covering historical perspectives, indicators, and global developmental disparities. It explores diverse paradigms and models of development, from traditional economic theories to contemporary approaches like sustainable development.It delves into strategies for development writing and journalism, emphasizing the importance of analyzing and reporting on development schemes				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Critically evaluate and compare various developmental paradigms, such as dominant, dependency, and alternative models, demonstrating a nuanced understanding of their historical contexts and theoretical underpinnings.	U	C	Essays/ quizzes/ Exams
CO2	Apply theories of development communication, including models proposed by Lerner, Schramm, and Rogers, to design effective communication strategies for development initiatives.	Ap	P	Concepts mapping exercises
CO3	Critically assess the impact and effectiveness of different media forms, such as television, radio, and social media, in facilitating social change and development outcomes	E	M	Debate/seminar presentations
CO4	Analyze the complex interplay between gender dynamics and development processes, identifying structural inequalities and proposing strategies for gender-responsive development interventions.	An	C	Group presentation/ discussion
CO5	Design comprehensive development communication strategies tailored to address specific development challenges	C	P	Create communication plan

CO6	Evaluate the characteristics and ethical considerations of development journalism, including traits and working attitudes essential for development journalists	E	M	Create development reports

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Understanding Development**	**15**	**20**
	1	Development and social change	1	
	2	Historical perspectives - Issues and post-colonial conceptions, Growth vs. Development	1	
	3	Development indicators, Gap between developed and developing Societies	2	
	4	Role of UN agencies in the development-Development in the age of globalization.	2	
	5	Paradigms of development: Dominant paradigm, dependency, alternative paradigm	3	
	6	Models of development- Adam Smith, Ricardo, Malthus, Rostow, and Marx	3	
	7	Models of development-Gandhian, Latin American and Asian experiments. New concerns and challenges	3	
II		**Development Communication**	**13**	**20**
	6	Meaning, concept, definition and origin- C4D	2	
	7	Development communication- models of Lerner, Schramm, Rogers.	2	
	8	Participatory communication approach	1	
	9	Perspectives of Paulo Freire	2	
	10	Sustainable development- UNDP's Sustainable Development Goals-Millennium Development Goals	2	
	11	Digital divide and development	1	
	12	Development support communication: Case Studies in health and education	2	
	13	Development Communication Experiments in India	1	
III		**Diverse Approaches**	**8**	**15**
	14	Empowerment – concept – definitions – dimensions.	2	
	15	Women in development (WID), Gender and development (GAD).	2	
	16	Development Communication Policy in India- Decentralisation, Panchayath Raj	2	
	17	Rural Development Initiatives in India.	2	

IV	**Role of Media in Development and Social Change**		**9**	**15**
	18	Possibilities of different media in development - Folk and Community Media, Film, Television, Radio, New Media, Social Media etc	4	
	19	Development writing- Strategy for development writing- Development News	2	
	20	Process of writing for the development- People's Archive of Rural India	1	
	21	Characteristics of Development Journalism- Analysing and writing for Development Schemes	1	
	22	Traits and working attitudes of a development journalist.	1	
V	**PRACTICUM**		**30**	
	1	**Community Needs Assessment and Communication Plan:** Students will work in small groups to conduct a community needs assessment in a selected area (e.g., rural village, urban neighborhood). They will gather qualitative and quantitative data through interviews, surveys, and observation to identify key development challenges and communication needs. Based on their findings, students will collaboratively develop a communication plan outlining strategies to address the identified needs and engage the community in sustainable development initiatives.	15	
	2.	**Social Media Campaign Design** Students will individually or in pairs design a social media campaign focused on raising awareness related to a specific sustainable development issue (e.g., environmental conservation, gender equality). They will create a campaign proposal outlining campaign objectives, target audience, messaging strategies, content calendar, and metrics for evaluation. Students will also design sample social media posts or visuals to illustrate their campaign concept.	15	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Melkote, Srinivas R, Steeves, H. Leslie. (2015): Communication for Development : theory and practice for empowerment and social justice, New Delhi:Sage,
- Servaes, J. (2008). Communication for Development and social Change. SAGE Publications Pvt. Limited.
- Melkote, S. R., and Singhal, A. (2021). Handbook of Communication and Development. Edward Elgar Publishing.

Suggested Readings:

- https://ruralindiaonline.org/en/?gad_source=1andgclid=Cj0KCQjw0MexBhD3ARIsAEI3WHLW2wMutGfEd7m54ZEy2edV7OQwgnU5xQdZif-phBC69wI-GTdLfekaAqMvEALw_wcB
- Noske-Turner, J. (2020). Communication for development: An Evaluation Framework in

Action. Open Access.

- Nagaraj, K. (2017). Poverty matters: Covering Deprivation in India.

◆ **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	-	-	-	3	1	-	3			2		
CO 2			-	3	1	-		3		2	-	
CO 3	-	-	3	-	-	2	3		-		3	
CO 4	-	-		3	1	-		3		2		
CO 5	3		-	-	3	-		3			-	3
CO 6	-	3			-	1		3			3	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Campaign Evaluation	Seminar Presentation/ Media Analysis	End Semester Examinations
CO 1	✓				✓
CO 2		✓		✓	✓
CO 3			✓	✓	✓
CO 4		✓	✓		✓
CO 5				✓	✓
CO 6			✓	✓	

Programme	BA Journalism and Mass Communication				
Course Title	Translation for Media				
Type of Course	**Major**				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Proficiency in language , good writing skills 2. Understanding of copyright and intellectual property issues related to media				
Course Summary	Translation for Media is designed to equip students with the specialized skills required to navigate the dynamic and multifaceted landscape of media translation within the context of mass communication. The course encompasses a comprehensive exploration of translation principles, techniques, and ethical considerations specific to various forms of media content. A key focus is placed on the practical application of translation skills, with a dedicated module on subtitling that delves into the intricacies of this specialized field.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop an awareness of the pivotal role of translation in various media forms, including the ability to analyze and address linguistic, cultural, contextual, and technical challenges in media content.	U	C	Instructor-created exams / Quiz
CO2	Develop the ability to adapt content for different media platforms while maintaining the intended message and style	A	P	Analysis/ Presentation
CO3	Critically compare and contrast literary translation with translation for media, and apply translation skills effectively to audio-visual content.	E	C	Translation Exercises/ Debate
CO4	Demonstrate proficiency in subtitling techniques, including an understanding of different styles and adherence to industry standards.	A	P	Group Projects/ Assignments
CO5	Create a portfolio of translated media content that showcases the ability to translate effectively across various media formats.	C	P	Portfolio Presentation
CO6	Evaluate the ethical implications and cultural sensitivities involved in translating media content, demonstrating a commitment to preserving authenticity and	E	M	Case Analysis/ Discussion

	respecting diverse linguistic and cultural identities			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Foundations of Media Translation**	**10**	**15**
	1	The Role of Translation in Media	2	
	2	Analysis of Various Media Genres and Styles	2	
	3	Translation Challenges in Media Content- Linguistic,Cultural, Contextual, and Technical Challenges	3	
	4	Cultural Sensitivity in Media Translation	2	
	5	Qualities of a Translator	1	
II		**Process of Translation**	**14**	**25**
	6	Source language, target language, co-ordination, guidelines for translation	2	
	7	Types of Translation: Word to word, literal, summarized, free, paraphrasing	2	
	8	Types of Translation: Legal, Literary, Administrative, Technical, Medical, Business and Scientific Translation		
	9	Literary translation Vs translation for media- English to Malayalam and Vice Versa(Press Release, takes etc.)	2	
	10	Audio Visual Translation- Film Adaptation - Challenges	2	
	11	Translation for Print Media : News stories, Press Release, Article, Feature.	2	
	12	Translation for Electronic Media- Translation strategies and Approaches for Different types of Electronic Media Writings,including TV and Radio broadcast,Advertisement etc	2	
	13	CAT (Computer Assisted Translation)Tools	2	
III		**Advanced Translation Techniques**	**10**	**15**
	14	Glossary for Media Translation-Handling Technical Terms in Media Content	3	
	15	Navigating Cultural Subtleties in Translation-Translating Idioms and Expressions in Media	2	
	16	Transcreation in Media Translation-Balancing Creativity with Fidelity to the Source	2	
	17	Exploring Ethical Dilemmas in Media Translation	3	
IV		**Subtitling Techniques in Mass Media**	**11**	**15**
	18	Overview of Subtitling Styles and Standards	3	

	19	Subtitling for Different Media Types-Film, Documentary, Educational Content, Advertisement etc	3	
	20	Basic Principles of Subtitling- Time coding,Frame Rates, Synchronization etc.	3	
	21	Adapting Subtitles for Social Media Platforms	2	
V	**PRACTICUM**		**30**	
	1	**Film Subtitling** ● Provide students with a short film clip in the source language and assign them to create subtitles in the target language. ● Students will practice subtitling techniques, including timing, synchronization, and readability, to accurately convey the dialogue and meaning of the film. Subtitled film clip along with a brief reflection on the subtitling process should be submitted	6	
	2.	**Advertisement Subtitling** ● Students will select a commercial advertisement video and translate the audio dialogue or text into the target language, maintaining the marketing message and tone. ● Students will create subtitles that capture the essence of the advertisement, considering cultural references and audience preferences. Subtitled advertisement video along with a written analysis of the translation should be submitted.	6 8	
	3.	**Peer Review Sessions for Translation Projects** ● Groups of students will present their completed translation projects to their peers for review and feedback. ● Each group/Student will showcase their translated media texts, highlighting translation choices, linguistic accuracy, and cultural sensitivity ● Peer feedback forms where distributed and students will provide constructive criticism and suggestions for improvement on their peers' translation projects		
	4	**Guest Lectures by Translation and Mass Communication Professionals** ● Invite translation and mass communication professionals to participate in a panel discussion with students. ● Professionals will share insights, experiences, and best practices related to translation in the media industry, covering topics such as localization trends, subtitling techniques, and project management	5	
	5	Organize a hands-on translation training sessions facilitated	5	

		by guest practitioners from the translation industry.		
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Bielsa, E. (2021). The Routledge Handbook of Translation and Media. Routledge.
- Milton, J., and Cobelo, S. (2023). Translation, adaptation and digital media. Taylor and Francis.
- Pérez-González, L. (2018). The Routledge Handbook of Audiovisual Translation. Routledge.

Suggested Readings:

- Zanettin, F. (2021). News Media translation. Cambridge University Press.
- Hatim, B., and Munday, J. (2004). Translation: An Advanced Resource Book. Psychology Press.
- Díaz-Cintas, J., and Remael, A. (2014). Audiovisual Translation: Subtitling. Routledge.

◆ **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	3			3		
CO 2	-	-	3	-		-		3		3	-	
CO 3	-	2		-	-	-	-		3	-	-	2
CO 4	-	2	-	-	-	-	-		3	-		2
CO 5	-		-	3	-	-		3			3	
CO 6	-	-	-	3	-	-		-			3	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	**Four Modules (10 marks)**	**Open-ended Module (20 Marks)**
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	Seminar Presentation/ Media Analysis	End Semester Examinations
CO 1	✓	✓	✓	✓	✓
CO 2	✓	✓		✓	✓
CO 3		✓	✓	✓	✓
CO 4		✓			✓
CO 5	✓		✓	✓	✓
CO 6		✓	✓	✓	

Programme	BA Journalism and Mass Communication				
Course Title	Specialized Reporting				
Type of Course	**Major**				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites	1. An interest in contemporary journalism and international politics 2. Participants should have studied at least one introductory course in news reporting				
Course Summary	Offers in-depth exploration into various fields of journalism, including Environment and Health Reporting, International Affairs, Business/Financial Reporting, and Sports Reporting. Students learn practical skills such as conducting interviews, writing news articles, and analyzing media content while delving into ethical considerations and industry standards. Through hands-on projects and field experiences, students gain valuable insights into the complexities of reporting in specialized areas, preparing them for careers in diverse media environments.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the diverse landscape of journalistic platforms and mediums for reporting on environmental, health, international, and sports topics, encompassing print, electronic, and new media.	R	C	Instructor-created exams / Quiz/ Discussion
CO2	Demonstrate knowledge of professional ethical guidelines and codes, as established by relevant journalism associations and organizations, in the context of reporting on environmental, health, international, and sports topics	U	C	Case Study Analysis/ Presentation
CO3	Apply ethical principles, including advocacy, objectivity, sensitivity, and transparency, across various reporting domains, such as environmental, health, international, and sports journalism.	Ap	P	Assignment / Peer Reviews
CO4	Evaluate the validity, reliability, and credibility of information before reporting on environmental, health, international, and sports issues, ensuring accuracy, fairness, and adherence to journalistic standards	E	M	Exercises for Critical Analysis/ Assignments
CO5	Apply effective reporting practices and	Ap	P	Report

	techniques, including research, interviewing, writing, and multimedia storytelling, in the coverage of environmental, health, international, and sports topics, while adhering to language and style conventions specific to each domain			Presentation/ Group Discussion
CO6	Synthesize the complex relationships between journalists and key actors in environmental, health, international, and sports domains, including governments, regulatory bodies, corporations, and sporting organizations	An	P	Case Analysis/ Assignment Presentation
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I	**Environment and Health Reporting**		**12**	**18**
	1	Reporting environment through print, electronic and new media	1	
	2	Environmental news sources-Advocacy and objectivity in environmental reporting-Covering Climate Change	2	
	3	Society of Environmental Journalists (SEJ)-International Federation of Environmental Journalists (IFEJ)- and Forum of Environmental Journalists in India (FEJI) -Code of ethics for environmental news coverage, case studies in environmental reporting.	2	
	4	Reporting and Writing on Health for Media-Sensitivity and empathy in health reporting	2	
	5	Covering Public Health Issues- Assessing Validity before Reporting-Reporting on epidemics, pandemics, and public health crises	3	
	6	Ethical Issues in Health Reporting-Privacy and Confidentiality-Conflicts of interest and transparency in health journalism	2	
II	**International Affairs**		**12**	**18**
	7	Main actors of international relations and their relationship with journalists: national governments, global regulation organizations, global corporations	3	
	8	Conflict and Rise of Global Media- World wars and Media, Gulf Wars, 9/11 and Implications for the Media	3	

	9	Reporting in times of Conflict and War- Case Studies		
	10	Intersectionality in Foreign Reporting: Class, Race, and Gender- Cross border Journalism	3	
	11	The Reporter's Requirements	1	
	12	Structures and Roles in Foreign News Coverage- editor, foreign correspondent, special envoy, Fixer/Stringer, Local Foreign Correspondent, etc.	2	
III	**Business / Financial Reporting**		**11**	**17**
	13	International financial institutions –IMF –WTO – World Bank –ADB -European Union	2	
	14	Indian Economy- New Economic Policy (NEP) - Liberalization – Privatization – Globalization- FDI Policies in India	2	
	15	Financial Journalism in India- Major Financial Dailies, Magazines and TV Channels	1	
	16	Financial Journalist-Qualities and Responsibilities	1	
	17	Financial Reporting in Practice-Sources of Financial Reporting- Steps involved in Collection and Analysis of Facts and Information – Interviewing –Editorial Production -Language and Style of Writing – Business News Photography	3	
	18	Reviewing and Writing for Budget and Economic Policies	2	
IV	**Reporting Sports**		**10**	**17**
	19	Sports Reporting and Writing-Planning and Conducting Interviews. Developing Sources- Types of Sports reporting-Advances, Match Reports, Reviews and Follow ups	3	
	20	Writing sports stories for multiple media platforms- Print, Radio, TV and online (Sports News, Sports Photography, Sports Features, Interviews,Commentary, Live Telecast, Special Programmes)-	3	
	21	Language of Sports Reports-Importance of Photography and Videography in Sports-Importance of statistics, official record and history	2	
	22	The Changing Role of sports Journalists- Digital Disruption to traditional practice- Sports Blogging-Infotainment Vs Sportainment	2	
V	**PRACTICUM**		**30**	
	1	**Environmental Reporting Field Trip** Students will embark on a field trip to a local environmental site, such as a nature reserve, pollution-affected area, or sustainable energy facility. They will conduct interviews with experts, gather data, and observe environmental phenomena. Each student will be required to write a short news article or produce a multimedia report on	8	

		their findings, focusing on environmental issues and solutions. Submit a 500-word news article or a multimedia report (including text, photos, and/or videos) highlighting the environmental significance of the visited site and any relevant challenges or successes in environmental conservation. Include quotes from interviews and factual information gathered during the field trip.		
	2.	**Health Reporting** Students will be assigned a health-related scenario or case study, such as a disease outbreak or a public health campaign. They will research the topic, conduct mock interviews with healthcare professionals or affected individuals, and draft a health news article or press release. Emphasis will be placed on sensitivity, accuracy, and clarity in health reporting Submit a 400-word health news article or press release addressing the assigned scenario or case study	8	
	3.	**Panel Discussion on Current International Affairs** Organize a panel discussion on a current international affairs topic . Invite guest speakers/faculty members/ reporters specialized in international relations/ diplomats/journalists with experience in foreign reporting. Students will serve as moderators and panelists, engaging in discussions on key issues, perspectives, and potential journalistic approaches to covering the topic. Students will submit a brief reflection (200-300 words) on their experience participating in the panel discussion, highlighting insights gained, key takeaways, and any questions or challenges raised during the event.	4	
	4	**Sports Feature Writing** Assign students to choose a sports-related topic of their interest for their feature story. Topics could range from profiling a local athlete, exploring the history of a particular sport, or investigating a current issue within the sports community Students will submit a written draft of their sports feature story.	5	
	5	**Analyzing a Business News Article** Provide students with a recent business news article from a reputable financial publication . Instruct students to read the article carefully and analyze its content, structure, and writing style. Ask students to identify the main news angle,	5	

		sources quoted, key financial data mentioned, and any insights or analysis provided by the author. students will submit a brief analysis (200-300 words) of the chosen business news article		
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Mencher, M. (2010). Melvin Mencher's news reporting and writing.
- Dahiya, S., and Sahu, S. (2024). Mastering Beats in Journalism (Specialized Reporting, Editing and Emerging Technologies in the Digital Era). 2024
- Sachsman, D. B., and Valenti, J. M. (2020). Routledge Handbook of Environmental Journalism. Routledge.

Essential Readings:

- Bradshaw, T., and Minogue, D. (2019). Sports journalism: The State of Play. Routledge.
- McEnnis, S. (2021). Disrupting sports journalism. Routledge.
- Poornananda, D. S. (2022). Environmental journalism: Reporting on Environmental Concerns and Climate Change in India. SAGE Publishing India.
- Marinescu, V., and Mitu, B. (2016). The power of the media in health communication. Routledge.
- Winkler, M., and Sondag, J. (2014). The Bloomberg Way: A Guide for Reporters and Editors. John Wiley and Sons.
- Owen, J., and Purdey, H. (2008). International news reporting: Frontlines and Deadlines. John Wiley and Sons.

- **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	3	-	-	-	-	
CO 2	-	-	2	-		-		2		-	-	
CO 3	-	-		3	-	-	-		-	3	-	-
CO 4	-	3	-	-	-	-	-		-	3		-
CO 5	-		-	-	3	-		-	3		-	
CO 6	-	-	-	-	-	3		-			-	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:
Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project/ Report Evaluation	Seminar Presentation/ Case Analysis	End Semester Examinations
CO 1	✓	✓	✓	✓	✓
CO 2	✓	✓		✓	✓
CO 3		✓	✓	✓	✓
CO 4		✓			✓
CO 5	✓		✓	✓	✓
CO 6		✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Data Journalism**				
Type of Course	**Major**				
Semester	**VII**				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites	1. Should have a foundational knowledge of journalism principles, including news gathering, storytelling techniques, and ethical considerations 2. Should possess basic digital literacy skills, including proficiency in using computers, navigating the internet, and understanding file formats.				
Course Summary	This course is meticulously crafted to arm students with the essential skills to navigate the vast sea of data effectively. From sourcing and scrubbing datasets to conducting insightful analyses and crafting captivating visualizations, students will learn the entire spectrum of data journalism techniques. Through hands-on exercises, participants will master various tools and services utilized by data journalists, empowering them to transform raw data into impactful stories.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will be able to analyze and evaluate different data journalism approaches and apply them effectively in storytelling.	Ap	C	Practical projects/ Case Study Analysis
CO2	Students will be able to critically analyze datasets, identify trends, and draw meaningful insights to inform journalistic storytelling.	An/E	P	Assignments/ Peer review sessions/ Discussions
CO3	Students will be able to design and develop compelling data visualizations that enhance storytelling and audience engagement	C	P	Project Design/ Presentations
CO4	Students will be able to identify ethical considerations in data journalism and apply ethical principles to their journalistic work	E	M	Exercises for Critical Analysis/ Assignments
CO5	Students will be able to communicate complex data insights to diverse audiences through clear and engaging storytelling techniques.	C	F	Data Story Presentation/ Group Discussion
CO6	Students will be able to apply practical data journalism skills, including sourcing, cleaning, analyzing, and visualizing data, in real-world scenarios.	AP/An	P	Data story Project/Assignment/Presentation

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I	**Introduction to Data Journalism**		**12**	**18**
	1	Why Journalists should use data? Journalism amid data abundance-New approaches to story telling	1	
	2	Genealogies and origin of data journalism -Computer Assisted Reporting and Precision Journalism.	2	
	3	Big Data -Mass Data Literacy	2	
	4	Data in the newsroom - ABC's Data Journalism Practice, Data Journalism at BBC	2	
	5	Guardian data blog, Zeit online, Chicago Tribune, ProPublica	3	
	6	Data in the News: Wiki Leaks, Murder Mysteries	2	
II	**Finding and cleaning Data**		**12**	**18**
	7	Finding data from the web-Data Sources- Advanced Internet Searching	3	
	8	Open Data- FOI- Crowd sourcing- Data Privacy	3	
	9	Data Scraping- Tools and Techniques Data Mining, Scraping PDFs, Scraping websites		
	10	What You Can and Cannot Scrape?	3	
	11	Cleaning Data:tools and techniques Using Spreadsheets - Sorting, Filtering, Summarizing data	1	
	12	Working with large data sheets- Tools for cleaning and organizing data-Open Refine, R, Python, Trifacta Wrangler	2	
III	**Finding stories in Data**		**11**	**17**
	13	Understanding Data -Organizing Data, Verifying Data.	2	
	14	Avoiding Data Pitfalls - misleading data, statistical fallacies and biases	2	
	15	Analysis and interpretation of data-Sort, Filter and organize	1	
	16	Summarizing and Simplifying Data Insights	1	
	17	Writing a data story- Working with filtered data	3	
	18	Different types of data-driven stories-By just the facts, Data-based news stories, Local data telling stories, Analysis and background, and Deep dive investigations.(Simon Rogers)	2	
IV	**Delivering Data**		**10**	**17**
	19	Presenting Data stories to the Public	3	

	20	Purpose of Data Visualization- To Visualize or Not to Visualize? Using Visualizations to Tell Stories	3	
	21	Creating effective visualizations - tools and techniques Tables, Charts and Graphs, Maps Google Fusion Tables 207 -Tableau Public 208 -Google Spreadsheet Charts	2	
	22	Ethics of Data Visualization	2	
V	**Practicum**		**30**	
	1	**Data Mining:** Choose a complex societal issue or a local event of interest, such as environmental concerns, public health issues, or community developments Utilize advanced data mining techniques to extract relevant information from diverse sources, including government databases, social media, and public records Develop proficiency in data mining methodologies, uncovering hidden insights and potential story leads to support investigative journalism endeavors.	8	
	2.	**Interactive Data Visualization** Choose a dataset from Exercise 1 and create interactive data visualizations using advanced visualization tools. Design interactive dashboards, infographics, or multimedia presentations to engage audiences and facilitate exploration of the data. Explore innovative ways to visualize and present data, fostering audience interaction and understanding through immersive storytelling experiences	8	
	4.	**Workshop/Training Sessions on Data Journalism** Organize workshops/training sessions on data journalism. Students will engage in a series of hands-on activities, discussions, and group exercises aimed at developing essential skills in data sourcing, analysis, visualization, and storytelling.	14	
		Submission Guidelines: Provide detailed documentation for first two exercises, including detailed descriptions of the tasks undertaken, methodologies employed, and tools utilized. Document any challenges encountered, solutions devised, and lessons learned during the execution of each exercise.		
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Gray, J., Chambers, L., and Bounegru, L. (2012). The Data Journalism Handbook: How Journalists Can Use Data to Improve the News. "O'Reilly Media, Inc
- Hermida, A., and Young, M. L. (2019). Data journalism and the regeneration of news. Routledge.

Essential Readings:

- Lewis, S. C. (2018). Journalism in an era of big data: Cases, concepts, and critiques. Routledge.
- Herzog, D. (2015). Data Literacy: A User's Guide. SAGE Publications.
- Rogers, S. (2013). *Facts are Sacred: The Power of Data*. Guardian Faber Publishing.
- Cairo, A. (2012). The Functional Art: An introduction to information graphics and visualization. New Riders.

◆ **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	3	-	1	2	3	1	-	-	
CO 2	-	2	-	3	1	-			3	2	-	1
CO 3	1		3			2	1		3		2	
CO 4		2		3		1		2		1	3	
CO 5			3	2		1	2	1			3	
CO 6	1				3	2			1	2		3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	**Four Modules (10 marks)**	**Open-ended Module (20 Marks)**
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project/ data Story Evaluation	Seminar Presentation/ Case Analysis	End Semester Examinations
CO 1	✓	✓	✓	✓	✓
CO 2	✓	✓		✓	✓
CO 3		✓	✓	✓	✓
CO 4		✓			✓
CO 5	✓		✓	✓	✓
CO 6		✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Gender and Media**				
Type of Course	**Major**				
Semester	**VII**				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Basic knowledge about gender roles, stereotypes, and inequality 2. Ability to think analytically about media messages and their impact on society.				
Course Summary	This course explores the dynamic relationship between gender and media, examining how media shapes and reflects cultural understandings of femininity, masculinity, and gender diversity. Students will critically analyze various forms of media, including television, film, advertising, news, and digital platforms, to understand how gender identities are constructed, reinforced, and challenged. Through theoretical discussions, case studies, and hands-on projects, students will develop the skills to interrogate media representations, recognize biases, and promote gender equality in media production and consumption.				

Course Outcomes (CO):

At the end of the BA Journalism and Mass Communication Programme at Calicut University, a student would:

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate understanding of the social construction of gender and its implications in media representation	U	C	Group discussion or presentation/ MCQs
CO2	Apply theories of gender construction to critically analyze media texts and representations	An	C	Case Study Analysis/ Critical Text Analysis
CO3	Evaluate the role of media in shaping and reinforcing gender stereotypes and norms	E	C	Debates/Group Discussion
CO4	Design and create gender-inclusive media projects that challenge stereotypes and promote gender equality.	C	P	Media Projects/ News Reporting assignments
CO5	Critically assess news reporting through a gender-sensitive lens, identifying biases and gaps in coverage.	An	P	Comparative analysis/ Debates
CO6	Reflect on personal biases and perspectives in media production and consumption,	E	M	Self Assessment Quizzes/Group

	demonstrating increased gender sensitivity.			Discussion or Debates

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Gender and the Media**	**12**	**18**
	1	The Social Construction of Gender	2	
	2	Social construction of Feminine and Masculine	2	
	3	Gender spectrum – LGBTQIA+- Heteronormativity	2	
	4	Role of Media in developing Gender Sensitivity, Gender consciousness	2	
	5	Subjectivity of Gender- Matters of: Bias, prejudice, perceptions of communicator	2	
	6	Muted Group Theory- Standpoint Theory	2	
II		**Gender Images and Media Texts**	**12**	**17**
	7	Media representations and Intersectionality and Media representations and sexuality	2	
	8	Portrayal of Gender in Television- in Soaps / Reality Shows / Talk Shows / Game Shows / Advertisements / Comedy / News	3	
	9	Gender construct in Films and Advertisements Laura Mulvey- “Visual Pleasure and Narrative Cinema”	3	
	10	Commodification and Objectification of women in media.	1	
	11	Semiotics of gender-Gender as performance (embodied gender)	2	
	12	Gender inequality/Discrimination and Media-Issues of Visibility and Invisibility in representation		
III		**Gender, News and Journalism**	**13**	**18**
	13	Gender and Newsroom Culture	1	
	14	Long Struggle of Women in News- Women professionals in Media- Indian Context Racial and sexual minorities in the Indian News media	3	
	15	Attitudes towards Women Journalists- Perceived obstacles- Invisible barriers Glass Ceiling and Female Journalists	2	
	16	Reporting on Violence against Women and Sexual Minorities in various Media	2	
	17	Gendered digital space-Digital Transformation and gender Representation	2	
	18	Gender and self- representation in the social media; online	3	

		communities and gender; gender and Online activism		
IV	**Gender Equity and Communication**		**8**	**17**
	19	Role of Agencies and Institutions for Gender Equality	1	
	20	The International Women's Media Foundation (Network of Women In India)	3	
	21	WCC (Women in Cinema Collective)	2	
	22	Women's International Network (WIN) news, Women's International News Gathering Service(WINGS), Feminist International Radio Endeavour (FIRE)	2	
V	**Practicum**		**30**	
	1	**Gender Sensitivity Training/Lectures** Invite guest speakers from relevant organizations or NGOs working on gender issues to conduct workshops on gender sensitivity in media. The activity can range from training session to a series of lectures spread over multiple sessions, depending on the depth of content and level of engagement desired	6	
	2.	**Creating Gender-Inclusive Media Projects** Instruct students to form teams and develop their own media projects (e.g., short films, social media campaigns, podcasts, Advertisements) with a focus on promoting gender equality and challenging stereotypes.	10	
	3	**Gender-Sensitive News Reporting Assignment** Provide students with case studies of real-life news events involving gender-related issues (e.g., sexual harassment, gender-based violence). Guide students through the process of conducting interviews, researching background information, and writing news articles with a gender-sensitive perspective. Facilitate group discussions where students can present their findings, share insights, and reflect on the challenges and ethical considerations involved in reporting on sensitive topics. Submit the report individually.	6 8	
	4	**Organizing film festivals focused on gender issues** Themes could include topics such as women's empowerment, LGBTQ+ rights, masculinity, gender identity, Intersectionality, or gender-based violence. Prioritize films made by women, LGBTQ+ filmmakers, and filmmakers from underrepresented communities to amplify		

		marginalized voices. Submit film appreciation report/ detailed review .		
		Submission Guidelines: Group presentations or reports may be required for team activities		
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Gill, R. (2015). Gender and the media. John Wiley and Sons
- Unesco, and Research, I. a. F. M. a. C. (2014). Media and gender: a scholarly agenda for the Global Alliance on Media and Gender. UNESCO Publishing.
- Kosut, M. (2012). Encyclopedia of Gender in Media. SAGE.

Essential Readings:

- Joseph, A., and Sharma, K. (2006). Whose news?: The Media and Women's Issues. SAGE Publications Pvt. Limited
- Mulvey, L. (2016). Laura Mulvey "Visual Pleasure and Narrative Cinema" 1975. Koenig Books.
- Winfrey, O. (2014). What I know for sure. Pan Macmillan.
- De Beauvoir, S. (2014). The second sex. Random House.

◆ **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

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CO 1	2			2			2				2	
CO 2	3	3		3			3			3		
CO 3	3			3			3			3		
CO 4	3	3	3		3		3	3			3	3
CO 5	3	3		3	3		3	3		3		
CO 6	2			2			2				2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks
Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
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Assignment	2	

*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
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3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project/ News Report Evaluation	Seminar Presentation/ Case Analysis	End Semester Examinations
CO 1	✓	✓	✓	✓	✓
CO 2	✓	✓		✓	✓
CO 3		✓	✓	✓	✓
CO 4		✓			✓
CO 5	✓		✓	✓	✓
CO 6		✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	Media , Culture and Society				
Type of Course	**Major**				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Completion of introductory courses in mass communication 2. Strong critical thinking and communication skills are essential.				
Course Summary	This course provides an advanced exploration of the intricate relationship between media and the broader cultural and societal contexts in which it operates. Drawing upon interdisciplinary perspectives, students engage with complex theoretical frameworks, critical methodologies, and practical applications to deepen their understanding of how media both reflects and shapes cultural norms, identities, and power dynamics. Throughout the course, students critically analyze a diverse range of media texts, technologies, and practices, examining their social, political, and economic implications				

Course Outcomes (CO):

At the end of the BA Journalism and Mass Communication Programme at Calicut University, a student would:

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will understand the historical development of media technologies and their impact on society, gaining knowledge of key milestones, innovations, and societal transformations	U	F	Seminar Presentation/ Timeline Assignments
CO2	Recall key theories and concepts in media culture and society, demonstrating a foundational understanding of core theoretical frameworks, terminology, and historical contexts.	R	F	Quizzes/MCQ Exams
CO3	Critically analyze the influence of media on cultural norms and values, demonstrating an understanding of how media representations shape societal perceptions and behaviors.	An	C	Comparative Analysis Presentation/ Discussion
CO4	Assess the ethical implications of media representations and practices, evaluating the ways in which media content may reinforce or challenge cultural stereotypes, biases, and power dynamics	E	C	Case Studies/Media text Analysis exercises
CO5	Produce media content that reflects a	C	P	Media

	critical understanding of cultural diversity and inclusivity, demonstrating the ability to apply theoretical concepts to creative media production.			Production/ Peer Review sessions
CO6	Actively engage with contemporary debates and issues in media culture and society, demonstrating the ability to apply theoretical insights to real-world contexts and participate constructively in discussions and debates.	Ap	P	Debates/ Critical essay writing / Assignments
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Understanding Culture**	**9**	**15**
	1	**Culture as a concept**: What is Culture? Culture as an Anthropological Category Culture as a Body of Knowledge	2	
	2	**Cultural Dynamics:** Popular Culture - High Culture/ Low culture -Mass Culture and its Effects	2	
	3	**Critiques of Culture** Counterculture Movements-Culture Industry and Mass Deception-Leavisism and Culturalism	3	
	4	**Culture in Modern Contexts:** Culture as Capital Impact of Culture Industry Multiculturalism	2	
II		**Language, Ideology, and Critical Theory in Media Studies**	**12**	**20**
	5	**Foundations of Linguistics and Semiotics** Introduction to Linguistics Socio-linguistics Structural Linguistics and Ferdinand de Saussure Roland Barthes and Semiology	3	
	6	**Ideological Critique and Post-Structuralism** Post-Structuralism and Jacques Derrida Jacques Lacan and Psychoanalytic Critique Discourse and Power: Michel Foucault and Edward Said Gender and Mass Culture: Feminist Critique	4	
	7	**Marxist and Critical Theories** Classical Marxism The Frankfurt School and Critical Theory	3	

		Althusserianism and Ideological State Apparatuses Hegemony and Cultural Domination		
	8	**Subaltern Studies and Postmodernism** Subaltern Studies and Marginalized Voices Postmodernism and the Decline of Metanarratives Challenges to Structuralism and Universal Truths	2	
III	**Media, Technology, and Cyber Culture**		**13**	**15**
	9	**Media as Technology** Understanding Media as Technology Medium Theory and Its Significance The Medium as the Message: McLuhan's Theory Technological Determinism	3	
	10	**New Media** Web 2.0 and the Evolution of the Internet Technological Revolution	1	
	11	**New Media and Information Society** Introduction to New Media and Information Society The Digital Divide and Global Access to Information Convergence and Hypertextuality in New Media Digital Democracy and Electronic Governance	2	
	12	**Cyber Culture and Virtual Communities** Understanding Cyberspace and Virtuality The Global Village and Digital Natives Multimediality and Interactivity in Digital Environments Cybercrime and Challenges to Digital Security	2	
	13	**Identity and Representation in Cyberspace** Self-Presentation Online and Cyber Identity Marginalization in Digital Media and Cyber Culture Privacy, Publicness, and Digital Surveillance	2	
	14	**Games, Simulation, and Hyperreality** Games and Gaming Cultures: Understanding Gameplay Simulation, Simulacra, and Hyperreality The Role of Games in Shaping Perceptions of Reality Ethical and Societal Implications of Hyperreal Environments	2	
	15	**Moral Panic:** Web Activism and New Social Movements Digital Media and Moral Panic: Examining Controversies	1	
IV	**Media, Identity, and Marginality**		**14**	**20**
	16	**Understanding Identity** Introduction to Identity and Belonging Identity as a Social Construct Identity Crisis and Challenges to Self-Perception Displays of Identity: Performance and Presentation	2	
	17	**Identity and Social Categories** Gender and Social Construction Sexuality and Identity Formation Race, Ethnicity, and Cultural Identity	2	

		Class, Caste, and Socioeconomic Identity		
	18	**Intersectionality and Multiple Identities** Intersectionality: Intersecting Identities and Experiences Multiple Identities and their Interplay Identity Politics and Activism	2	
	19	**Discrimination and Prejudice** Understanding Discrimination and Bias Prejudice in Media Representation Marginalization and Exclusion in Society Media Visibility and Representation	2	
	20	**Identity and Marginalization in Media** Media Portrayals of Marginalized Identities Challenges in Representing Identity in Media Media's Role in Perpetuating or Challenging Bias	2	
	21	**Empowerment and Resistance** Empowerment Through Media Representation Resistance Movements and Identity Politics Building Inclusive Spaces in Media and Society Strategies for Promoting Diversity and Inclusion	2	
	22	**Stereotyping and Othering** Stereotyping in Media Representation Culture/Nature Distinction in Representations Binary Oppositions and Dualities in Media Othering and Marginalization in Representations	2	
V		**Open Ended Module**	**12**	
	1	**Debate** Divide the class into two groups and provide students with a selection of media texts (e.g., news articles, TV shows, online videos) and ask them to critically analyze the representation of gender, race, class, or other social categories. They can present their findings through written reports or multimedia presentations.	4	
	2.	**Digital Divide Case Study Analysis** Present students with case studies of communities affected by the digital divide and have them analyze the social, economic, and political implications of unequal access to information and technology.	4	
	5.	**Cultural Immersion Experience** Organize a field trip or virtual experience where students immerse themselves in a different cultural setting (e.g., ethnic neighborhood, cultural festival). Afterward, they reflect on their observations and experiences in relation to anthropological perspectives on culture.	4	
		(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their*		

	discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.	

Books and References:

- Hodkinson, P. (2010). Media, Culture and Society, Sage
- James W Carey, "A Cultural Approach to Communication", (1989), in Communication As Culture: Essays on Media and Society, Routledge, London, pp 13 – 36
- McQuail, D.and Windahl, S.(2013). Communication Models for the Study of Mass Communications.New York: Routledge.Martine, C. (2014). Media and Culture: Mass Communication in Digital Age. Sage

Essential Readings:

- Fabos, Bettina et al. (2013) . Media and Cutlure: An Introduction to Mass Communication, Sage
- Gripsrud, (2014) Understanding Media Culture. Bloosberry Academic
- Martine, C. (2014). Media and Culture: Mass Communication in Digital Age. Sage

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1						2					3
CO 2	1			2						3		
CO 3				2				2			3	
CO 4			2								2	
CO 5		1	3						2			
CO 6				1								3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz/Debate	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation/ Case Analysis	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓		✓
CO 5	✓		✓	✓
CO 6		✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Journalism Studies**				
Type of Course	**Major**				
Semester	**VIII**				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Knowledge of basic theories of mass communication and journalism 2. Knowledge of journalistic practices and historical developments				
Course Summary	The course is designed to integrate and synthesize the knowledge and skills acquired throughout the programme. The course will also explore various contemporary issues and challenges facing journalism.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Analyse the evolving identity of journalists in a contemporary digital society	E	C	Observation of classroom discussion/ Assignments
CO2	Evaluate the relationship between journalists and audiences in the digital media landscape	An/E	C	Observation of classroom discussion/ Assignments
CO3	Critically assess factors influencing public trust in media and propose strategies for building trust	An/E	C	Observation of classroom discussion/ Assignments
CO4	Explain the complex interplay between media, democracy, and political polarization, with a specific focus on the Indian context.	An	C	Observation of classroom discussion/ Assignments
CO5	Conduct a systematic literature review on a chosen topic related to journalism or media practice	Ap/An	P/C	Teacher Assessment of Literature Review Paper, Observation of Classroom discussions
CO6	Effectively communicate research findings through a written literature review in proper format	Ap	P	Teacher Assessment of Literature Review Paper, Peer Review

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Journalistic Profession**	**11**	**15**
	1.	Identity of a Journalist in Contemporary Society	3	
	2.	Journalism as Ideology	2	
	3.	Journalistic Doxa	2	
	4.	Ethical Dilemmas and Decision Making in Journalism	2	
	5.	Influences on Journalistic Practice	2	
	References: • Deuze, M. (2005). What is journalism? Professional identity and ideology of journalists reconsidered. *Journalism*, 6(4), 442-464. • Karlsson, M., and Clerwall, C. (2019). Cornerstones in Journalism: According to citizens. *Journalism Studies*, *20*(8), 1184–1199. • Kreiss, D. (2019). The social identity of journalists. *Journalism*, *20*(1), 27–31.			
II		**News Audience and Journalism**	**11**	**15**
	6.	Journalist-Audience Relationship	2	
	7.	Imagined Audience of journalism	2	
	8.	Changing role of audience in media	3	
	9.	Assessment of audience engagement	2	
	10.	Interpreting audience feedback in new media	2	
	Reference: • Nelson, J. L. (2021). *Imagined audiences: How journalists perceive and pursue the public*. Oxford University Press. • Fisher, C., Flew, T., Park, S., Lee, J. Y., and Dulleck, U. (2020). Improving Trust in News: Audience Solutions. *Journalism Practice*, 1-19.			
III		**Trust in Media and Media Transparency**	12	20
	11.	Audience Perception of News	2	
	12.	Public trust in news	2	
	13.	Building audience trust in media	2	
	14.	Government control and influence on media	2	
	15.	Influence of market forces on media	2	
	16.	Ideological polarisation and trust	2	
	References: • Hamilton, J. T. (2011). All the News That's Fit to Sell: How the Market Transforms Information into News. Princeton University Press. • Hanitzsch, T., Van Dalen, A., and Steindl, N. (2018). Caught in the Nexus: A Comparative and Longitudinal Analysis of Public Trust in the Press. *The International Journal of Press/Politics*, *23*(1), 3–23.			

IV	**Media and Democracy**		**11**	**20**
	17.	Media and Political Polarisation	2	
	18.	Persuasive effects of news media	2	
	19.	News consumption and public knowledge	2	
	20.	Television news and Political participation	2	
	21.	Media and electoral democracy in India	2	
	22.	Media and Political Polarisation	1	
	References: • Saeed, S. (2013). *Screening the public sphere: Media and democracy in India*. Routledge. • Gans, H. J. (2010). News and the news media in the digital age: Implications for democracy. *Daedalus*, *139*(2), 8–17. • Leeper, T. J., and Slothuus, R. (2019). How the news media persuades: Framing effects and beyond. In The Oxford handbook of electoral persuasion. Edited by Elizabeth Suhay, Bernard Grofman, and Alexander H. Trechs. Oxford: Oxford University Press.			
V	**Practicum: Literature Review**		**30**	
		Learners have to conduct a systematic review of literature on a topic related to contemporary journalism or media practice and submit the paper.		
		Understanding literature review		
		Techniques for identifying Relevant Literature		
		Strategies for Reading and Analysing Literature		
		Categorising and organising the literature based on themes, methodologies, chronology, or other relevant factors		
		Writing the Literature Review: structure, style, and citation practices		
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Aalberg, T., and Curran, J. (2012). How media inform democracy: A comparative approach. Routledge.
- Curran, J. (2011). Media and democracy. Routledge.
- Gans, H. J. (2004). Democracy and the News. Oxford University Press, USA.
- Hamilton, J. T. (2011). All the News That's Fit to Sell: How the Market Transforms Information into News. Princeton University Press.
- Trappel, J., Nieminen, H., and Nord, L. W. (2011). The Media for Democracy Monitor: A cross national study of leading news media. Nordicom, University of Gothenburg.

Note: The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	3	1	-	3	-	-	1	-	-
CO 2	3	2	-	3	1	-	3	-	-	2	-	-
CO 3	3	2	-	3	1	-	3	1	-	2	2	-
CO 4	3	2	-	3	1	-	3	-	-	2	-	-
CO 5	2	3	1	3	1	-	2	1	2	2	-	3
CO 6	2	3	3	3	-	-	1	-	1	1	-	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation/ Seminar Presentation	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5			✓	
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	Film Studies				
Type of Course	**Major**				
Semester	VIII				
Academic Level	400 - 499 (Mention the academic level accordingly)				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with the history of cinema, including major movements, genres, directors, and films 2. Interest in exploring how films reflect and influence culture, society, and human experiences.				
Course Summary	This course explores diverse film theories, including auteur, Marxist, feminist, and semiotic perspectives. Students analyze key texts and films, examining concepts like the male gaze and intersectionality. Assignments involve applying theories to film analysis and presenting findings on cinematic language.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will be able to define and discuss concepts such as auteurism, spectatorship, genre, structuralism and semiotics in the context of film studies.	U	C	Instructor-created exams
CO2	Students will learn to apply various film theories to analyze and interpret films from different genres and periods.	Ap	P	Practical Assignment
CO3	Students understand how changes in technology, culture, and society have influenced theoretical perspectives on cinema.	U	C	Seminar Presentation
CO4	Students will examine how film theory intersects with disciplines such as literature, art history, sociology, psychology, and cultural studies.	U	C	Home Assignments
CO5	Students will learn to situate films within their socio-political and cultural contexts, considering how factors such as ideology, representation, identity, and globalization shape cinematic texts and their reception.	Ap	P	Writing assignments
CO6	Students will critically analyze how queer identities, experiences, and	Ap	P	Debate

	narratives are represented in a variety of cinematic texts			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Film theory**		**10**	**15**
	1	Defining film theory-Historical overview of film theory	2	
	2	The relationship between theory and criticism-Key concepts and terminology	3	
	3	Auteur theory- Challenges and adaptations of auteur theory in non-Western filmmaking traditions	3	
	4	Analysis of essay-"Notes on the Auteur Theory in 1962" by Andrew Sarris	2	
II	**Marxist theory and Cultural Industry**		**10**	**15**
	5	Marxist film theory	3	
	6	Ideology and Hegemony in Cinema	3	
	7	Cinema as a tool for consciousness-raising, mobilization, and solidarity-building	2	
	8	Cultural Industry and Commodification	2	
III	**Counter-cinemas and alternative film practices**		**20**	**25**
	9	Apparatus theory	2	
	10	Counter-cinemas and alternative film practices that disrupt conventional cinematic apparatuses.	3	
	11	Structuralist film theory	1	
	12	Psychoanalytical film theory	3	
	13	Analysis of the concept of the male gaze and its implications from "Visual Pleasure and Narrative Cinema" by Laura Mulvey	3	
	14	Feminist film theory-Analysis of genre-bending films that challenge gender norms	3	
	15	The politics of looking and being looked at	1	
	16	Kimberlé Crenshaw's concept of intersectionality	1	
	17	Queer theory-Race, class, sexuality, and other axes of identity in film representation	3	
IV	**Semiotic film theory**		**8**	**15**
	18	Semiotic film theory	2	
	19	Visual codes, narrative codes-Semiotics of Sound	2	
	20	Analysis of "Film Language: A Semiotics of the Cinema" by Christian Metz	2	
	21	Analysis of Semiotic Film Theory in the movie "Inception" (2010) directed by Christopher Nolan	2	
V	**Open Ended Module:**		**12**	

	1	**Assignment 1: Critical Analysis Paper** To analyze and critically engage with key concepts and theories in film studies. **Task:** 1.Students will choose one theoretical framework discussed in the course (e.g., Marxist film theory, psychoanalytical film theory, feminist film theory). 2.They will select a film that exemplifies or challenges the chosen theoretical framework. 3.Students will write a critical analysis paper that applies the chosen theory to interpret aspects of the selected film, providing evidence and examples to support their arguments. 4.The paper should include a discussion of how the chosen theory illuminates themes, characters, narrative structure, or visual elements in the film. 5.Students will present their analysis in a written paper format, citing relevant scholarly sources and integrating insights from class discussions and readings.	6	
	2	**Assignment 2: Film Analysis Presentation** To apply semiotic film theory to analyze the language of cinema in a specific film. **Task:** 1.Students will select a film of their choice (e.g., "Inception" directed by Christopher Nolan). 2.Using semiotic film theory as a framework, students will analyze visual and narrative codes, symbols, and conventions employed in the selected film. 3.They will prepare a presentation that highlights key aspects of semiotic analysis, including visual codes, narrative codes, and the semiotics of sound. 4.Students will use examples from the chosen film to illustrate how semiotic concepts are applied and interpreted within cinematic storytelling. 5.The presentation should include multimedia elements such as film clips, still images, and textual analysis to support their arguments. 6.Students will deliver their presentations to the class, encouraging discussion and feedback on their analytical insights and interpretations.	6	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- The Major Film Theories: An Introduction (Galaxy Books) by J. Dudley Andrew
- Braudy, L., and Cohen, M. (Eds.). (2016). Film theory and criticism: Introductory readings (8th ed.). Oxford University Press.
- Monaco, J. (2009). How to read a film: movies, media, and beyond : art, technology, language, history, theory . Oxford University Press.
- Nelmes, J. (Ed.). (2011). Introduction to Film Studies (5th ed.). Routledge.
- Stam, R., and Miller, T. (Eds.). (2000). Film and theory: An anthology. Wiley-Blackwell.
- Metz, C. (1977). The imaginary signifier: Psychoanalysis and the cinema. Indiana University Press.
- Rose, R., Mulvey, L., Mulvey, L., and Rose, R. (2016). Laura Mulvey Visual pleasure and narrative cinema 1975. London: Afterall Books.
- https://alexwinter.com/media/pdfs/andrew_sarris_notes_on_the-auteur_theory_in_1962.pdf

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	3			2		
CO 2	-	3	-	2	-	-						3
CO 3	3	-	2	-	2	1			2	2		
CO 4	3	-	-	-	-	-					3	
CO 5	-	-	-	-	-	1					2	
CO 6	-	2	3	1	-	-						3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5	✓	✓		✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	**Communication Research**				
Type of Course	**Major**				
Semester	**VIII**				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of mass communication theories 2. Familiarity with critical thinking techniques				
Course Summary	This course provides an introduction to the fundamental principles and practices of communication research. Students will explore the origins of communication research, various research types and processes, research designs, data analysis techniques, and the art of research writing. Additionally, the course will delve into contemporary issues, ethical considerations, and emerging trends in the field of communication research.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand origins, milestones, and characteristics of communication research, evaluating its context in India.	U	C	Seminar Presentation/ Instructor-created exams
CO2	Classify various research types	Ap	P	Instructor-created exams / Home Assignments
CO3	Analyze research topics, formulate objectives, hypotheses, and conduct a comprehensive literature review.	Ap	P	Seminar Presentation / Instructor-created exams
CO4	Evaluate statistical procedures, interpret measures, and compose well-structured research reports and articles effectively.	U	C	Instructor-created exams / Home Assignments
CO5	Critically analyze industry research impact, international journals, ethical considerations, and intellectual property issues.	Ap	P	Discussion
CO6	CO6: Apply appropriate sampling techniques, data analysis methods, and statistical tests to address research questions effectively in communication studies.	Ap	P	Instructor-created exams
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Communication research**		**7**	**15**
	1	Introduction to social science research	1	
	2	Origin of communication research	1	
	3	Milestones in mass communication research	3	
	4	Characteristics of scientific research	1	
	5	Evaluating communication research in India	1	
II	**Research Types**		**13**	**15**
	6	Pure and Applied Research; Longitudinal and cross sectional Research, Exploratory, Experimental, Descriptive, Historical, Action Research	2	
	7	Quantitative Approach and Qualitative Research	2	
	8	Quantitative Approach- Survey, Content analysis, Census Study	3	
	9	Qualitative Approach: Content Analysis-Text and Visual analysis, In-Depth Interviews,	3	
	10	Ethnography, discourse analysis, Observation Methods, Narrative Analysis	3	
III	**Research Process**		**12**	**25**
	11	Topic selection; Identifying relevance of the topic	2	
	12	Forming research questions/objectives	3	
	13	Setting hypothesis	2	
	14	Sampling	3	
	15	statement of purpose; literature review	2	
IV	**Data Analysis and Research Writing**		**16**	**15**
	16	Introduction to statistics; Basic statistical procedures	2	
	17	Measures of central tendencies; Frequency distribution	2	
	18	Tests of significance– t- test, Chi-square; ANOVA, MANOVA	4	
	19	Reliability, validity and correlations and regression; software assisted statistical data analysis.	1	
	20	Research Writing - Research reports: style, formats and content	3	
	21	Writing journal articles, book chapters and research reports; writing abstracts and conclusions	2	
	22	Bibliography, references, citation styles	2	
V	**Open Ended Module**		**12**	

		Industry research in mass communication; International journals in Communication studies; Ethical issues and perspectives in communication research; plagiarism; IPR issues	12	
	Note:*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*			

Books and References:

- Wimmer, R. D., and Dominick, J. R. (1987). Mass media research: An introduction.Belmont,
- CA: Wadsworth.
- Kerlinger, F. N.: Foundations of behavioral research. New York: Holt, Rinehart and
- Winston
- Berger, Arthur Asa: Media Research Techniques, Newbury Park: Sage Publications
- Lowery and De fluer: Milestones in Mass Communication Research, Pearson

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	1	-	-	2					2
CO 2		2	-	-	-	-					2	
CO 3	-	2		-	-	-						2
CO 4	-	2		-	-	-						2
CO 5	-		-	1	-	-						2
CO 6	-	-	-	-	-	-						2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓	✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5	✓			✓
CO 6		✓	✓	

ELECTIVE COURSES IN JOURNALISM AND MASS COMMUNICATION WITH SPECIALIZATION

Programme	BA Journalism and Mass Communication				
Course Title	**Strategic Corporate Communication**				
Type of Course	**ELECTIVE**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Proficiency in fundamental communication skills, including speaking, listening, writing, and non-verbal communication 2. Familiarity with basic concepts of business, such as organizational structure, leadership, and teamwork.				
Course Summary	This Course explores the intricacies of communication within workplace environments and equips students with essential skills for effective communication in professional settings. Through theoretical discussions, case studies, and practical exercises, students develop the knowledge and abilities necessary to navigate communication challenges and contribute positively to organizational success.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental principles and theories of organizational communication.	U	C	Instructor-created exams / MCQ
CO2	Demonstrate effective leadership skills and strategies to foster teamwork, resolve conflicts, and enhance organizational performance.	Ap	P	Group Project Presentation/Peer Evaluation
CO3	Evaluate and manage corporate identity, image, reputation, and personality to maintain organizational credibility and stakeholder trust.	E	C	Case study analysis/ Presentation
CO4	Critically analyze and evaluate corporate communication practices, functions, and their impact on organizational outcomes	An	C	Critical Analysis/ Assignments
CO5	Develop and implement strategic communication plans tailored to	Ap	P	Media Campaigns proposals/

	meet organizational objectives in the digital era.			
CO6	Engage in ongoing professional development activities to stay abreast of emerging trends and best practices in corporate communication.	C	M	Portfolio creation/ peer analysis
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Communication in organizations**		10	15
	1	Defining organizational communication-Need for Organizational communication.	2	
	2	Communication networks in organizations (Formal and Informal) - Horizontal/Lateral, Vertical, Upward, Downward, Diagonal, Grapevine	3	
	3	Verbal and Non-verbal Communication within organization.	1	
	4	Skills- Interpersonal and Group Communication Skills, Listening and Reading Skills	2	
	5	Communication Barriers in Organizational Communication	2	
II	**Team Dynamics and Leadership within organization**		10	15
	6	Workplace teams-groups Vs teams: Definitions and Characteristics Types of Teams-Importance of Effective Teamwork in the Workplace	2	
	7	Group communication roles	1	
	8	Approaches to leadership Role of leaderships -mentoring and coaching, Types of Leadership Impact of Leadership Styles on Team Performance	3	
	9	Recruitment and Socialization-Recruiting and Integrating Team Members- Socializing New Team Members	2	
	10	Handling Stress and Conflict-Managing Stress in Teams-Resolving Conflicts and Negotiating Solutions	2	

III	**Foundations of corporate communication**		14	25
	10	Understanding Corporate Communication-Definition and history	2	
	11	Facets of Corporate Communication- Management communications, Marketing communications and Organizational Communications	2	
	12	Key Tasks of Corporate Communication-Tools of Corporate Communication	2	
	13	Functions of corporate communication- Employee Relations (ER) Investor Relations (IR), Media Relations (MR), Government Relations (GR), Costumer Relations (CR) and Public Relations (PR)	2	
	14	Corporate communication professionals: Qualities, qualifications, duties and responsibilities	2	
	15	Key Stakeholders in Corporate Communications-Segmenting Stakeholders	2	
	16	Strategic Corporate Communication in the Digital Age	2	
IV	**Keys concept in Corporate Communication**		14	15
	18	Corporate Identity: Meaning and Features	2	
	19	Corporate Image: Meaning, Factors influencing Corporate Image, Corporate Image creation sustainability and restoration (Online and traditional)	3	
	20	Corporate Reputation and Management: Meaning, Advantages of Good Corporate Reputation.	3	
	21	Corporate personality-components of corporate personality	3	
	22	Corporate philanthropy- CSR- Case studies in CSR	3	
V	**Open Ended Module**		12	
	1	**Invited Lecture:** Invite professionals from various sectors of corporate communication to speak Allocate time for QandA sessions where students can engage with the speakers, ask questions, and seek advice.	4	
	2	**Workshop:** Organize workshops focused on developing effective presentation skills for corporate communication professionals.	4	
	3	**CSR Case Study Presentations:** Assign students to research and present case studies of corporate social responsibility (CSR) initiatives implemented by companies	4	
Note:*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the*				

students and the objectives of the course.

Books and References:

- Van Riel, C. B., and Fombrun, C. J. (2007). Essentials of corporate communication: Implementing Practices for Effective Reputation Management. Routledge.
- Camilleri, M. A. (2021). Strategic Corporate communication in the digital age. Emerald Group Publishing.
- Cornelissen, J. (2020). Corporate Communication: A Guide to Theory and Practice. SAGE.

Essential Readings / Recommended Readings

- Beger, R. (2018). Present-Day corporate communication: A Practice-Oriented, State-of-the-Art Guide. Springer.
- Brinkert, R., and Chewning, L. V. (2020). Strategic Corporate Communication: Core Concepts for Managing Your Career and Your Clients' Brands. Cognella Academic Publishing.
- Kaul, A., and Chaudhri, V. (2017). Corporate Communication through Social Media: Strategies for Managing Reputation. SAGE Publications Pvt. Limited.
- Lerbinger, O. (2018). Corporate Communication: An International and Management Perspective. John Wiley and Sons.
- Patterson, C. M., Nurse, J. R. C., and Franqueira, V. N. L. (2024). "I don't think we're there yet": The practices and challenges of organisational learning from cyber security incidents. Computers and Security, 139, 103699. https://doi.org/10.1016/j.cose.2023.103699
- De La Garza Carranza, M. T., López-Lemus, J. A., Ibarra, Q. A., and Hernández-González, S. (2024). Corporate Social Responsibility and Organizational Results, a managerial perspective. RGSA, 18(8), e06101. https://doi.org/10.24857/rgsa.v18n8-064

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2						2					
CO 2		3						3				
CO 3				2							2	
CO 4		2								2		
CO 5					3				3			
CO 6						1						1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation/ Seminar Presentation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Integrated Marketing Communication**				
Type of Course	**ELECTIVE**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Proficiency in written and verbal communication is important for effectively conveying marketing messages and engaging with target audiences across various channels. 2. Basic knowledge of digital marketing channels, such as social media, content marketing, email marketing, and search engine optimization (SEO).				
Course Summary	This Course offers students a thorough exploration of crafting and executing unified communication strategies across diverse marketing channels to achieve organizational goals. Through a blend of theoretical frameworks, real-world case studies, and practical projects, students learn to merge advertising, promotion, digital marketing, and public relations techniques to effectively engage target audiences.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define and explain the concept of Integrated Marketing Communication (IMC) and identify its key components and principles.	R	F	Instructor-created exams / Quiz
CO2	Categorize and evaluate different types of IMC tools such as sales promotion, personal selling, advertising, PR, and direct marketing, understanding their unique characteristics and roles within the broader marketing strategy.	U	C	Comparative Analysis/ Assignment
CO3	Apply IMC principles to develop strategies for creating and enhancing brand identity, incorporating elements of communication process	Ap	P	IMC plan Development/ Peer discussion
CO4	Critically evaluate the effectiveness of IMC campaigns using various evaluation methods	An	C	Presentations / Assignments
CO5	Explore and analyze current trends and emerging technologies in IMC, such as	C	P	Group Discussion/

	interactive and social media marketing, internet advertising, and other innovative forms of IMC			Individual presentation
CO6	Demonstrate effective teamwork and communication skills by collaborating with peers in group projects to develop comprehensive IMC plans	Ap	C	Self Assessment and Presentation
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Integrated Marketing Communication**	12	15
	1	Integrated Marketing Communication - Concept, Definitions	3	
	2	Types of IMC: Sales promotion, Personal Selling, Event Management, Advertising, PR and Direct Marketing	3	
	3	Role of IMC in creating brand identity	3	
	4	Communication process- Promotional Mix: Tools for IMC, The IMC Planning Process	3	
II		**Marketing Strategy and Plan**	12	15
	5	Introduction to Marketing: Concepts, Principles and Process	3	
	6	Marketing Strategy – The STP (Segmentation, Targeting, Positioning) Framework	3	
	7	Defining the Marketing Mix – The 4/6/7P Framework	2	
	8	SWOT Analysis and Identifying the Marketing Challenges and Opportunities	2	
	9	Corporate Marketing Strategies: Viral Marketing, Ambush Marketing, Guerrilla Marketing and Buzz Marketing	2	
III		**Integration of Marketing Communications**	14	25
	10	Advertising as a Tool of Marketing Communication	2	
	11	5 M's of advertising – Mission, Money, Message, Media and Measuring Advertising Effectiveness.	2	
	12	Sales Promotion: Concept, Types, Tools of sales promotion, Growth of Sales Promotion, Strategic Issues in Designing Sales Promotion Campaign.	2	
	13	Personal Selling as Tools of Integrated Marketing Communication, Qualities of good Sales People, Strategic Issues in Designing Personal Selling Program	2	
	14	Direct marketing and Public Relations as Tools of Marketing	2	

		Communication, Modern Tools of Direct Marketing- Telemarketing (outbound and inbound),Direct-Response Advertising.		
	15	Sponsorship, Publicity Programmes as a tool of IMC	2	
	16	Other Forms of IMC- Brand Placements, Yellow-Pages Advertising, Video Game Advertising, Cinema Advertising.	1	
	17	Interactive and Social Media Marketing.	1	
IV		**Evaluation and Ethics in Marketing Communication**	10	15
	18	Evaluation process of IMC- Message Evaluations-online evaluation, Behavioral Evaluation – sales and response rate, POPAI, Toll free numbers, QR codes and Social media reach, response cards, Internet responses, redemption rate	2	
	19	Ethics and Integrated Marketing communication – stereotyping, targeting vulnerable customers, offensive brand messages –	2	
	20	Legal issues – Commercial free speech, misleading claims, puffery, fraud	2	
	21	Current Trends in IMC- Internet and IMC, Advertising on internet, PR through Internet Banner	2	
	22	Current Trends in IMC –Sales promotion on Internet, direct marketing on internet	2	
V		**Open-ended Module**	12	20
	1	**IMC Campaign Development** Students work in groups to develop an integrated marketing communication campaign for a real or fictional product or service Each group submits a comprehensive IMC plan including target audience analysis, creative strategies, media selection, budget allocation, and evaluation metrics	4	
	2	**Brand Audit and Positioning Strategy** Students conduct a brand audit for a chosen brand, analyzing its brand identity, image, and positioning in the market. Evaluate brand strengths, weaknesses, opportunities, and threats, and develop strategic recommendations for enhancing the brand's positioning. Each student submits a written brand audit report, including findings from the audit, SWOT analysis, and strategic recommendations for brand positioning.	4	
	3	**Advertising Effectiveness Analysis** Students analyze the effectiveness of an advertising	4	

		campaign using relevant metrics such as reach and engagement. Each student submits a written report summarizing their findings and providing insights into the strengths and weaknesses of the advertising campaign		
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Blakeman, R. (2018). Integrated Marketing Communication: Creative Strategy from Idea to Implementation. Rowman and Littlefield.
- Yeshin, T. (2012). Integrated Marketing Communications. Routledge.

Essential Reading / Recommended Reading

- Persuit, J. M., and Marinchak, C. L. M. (2016). Integrated Marketing Communication: Creating Spaces for Engagement. Lexington Books.
- Adam, T. R. . S. F. R. . E., Smith, J. R., and Earnheardt, A. C. (2019). Integrated Marketing Communication: A Consumer-Centric Approach for the Digital Era.

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Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3						3					
CO 2		3							3			
CO 3			2					2				
CO 4				2						2		
CO 5					1							1
CO 6						1					2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	IMC Plan Evaluation/ Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Crisis Communication**				
Type of Course	**ELECTIVE**				
Semester	**VI**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic understanding of communication principles and organizational behavior would be beneficial. 2. Awareness of recent news events and their potential impact on organizations				
Course Summary	This course equips students with the knowledge and skills needed to effectively manage communication during times of crisis. From understanding the different types and phases of crises to preparing for and handling crises, the course covers key principles and strategies. Students will learn about the role of communication in crisis management, the importance of building trust, engaging with various audiences, and leveraging media outreach.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Able to define crisis communication, identify different types and phases of crises, and explain the role of communication in crisis management.	U	C	Written exams / Quiz
CO2	Learn how to anticipate crises, develop crisis plans, and prepare communication strategies to effectively address crises before they escalate	Ap	P	Crisis Simulation Exercises / Group Discussion
CO3	Critically analyze and evaluate crisis communication strategies employed in real-world cases.	An	C	Case Study
CO4	Assess the effectiveness of crisis communication plans through the examination of case studies, identifying strengths and weaknesses and proposing improvements for future crisis	E	P	SWOT Analysis exercises

	preparedness.			
CO5	Develop skills in building relationships with media personnel, conducting successful media outreach, and crafting audience-oriented crisis communication plans	Ap	P	Create Crisis Plans
CO6	Understand the ethical considerations in crisis communication and adhere to professional standards outlined by Apex organizations	E	C	Presentation/ Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Crisis Communication Introduction**	10	15
	1	Defining crisis- What Crisis Communication Involves?	1	
	2	Describe and identify different types of crisis- Phases of a crisis- Pre-Crisis Phase- Crisis event phase- Post Crisis Phase	3	
	3	Role of Communication in Crisis-4 Cs of Crisis Communication	2	
	4	Crisis vs Risk Communication	1	
	5	Case studies- Nestle Maggie, Indigo, Cadbury Dairy Milk, JohnsonandJohnson : Tylenol Crisis, KFC, Starbucks: Responding to Racial Bias	3	
II		**Preparing for a Crisis**	13	20
	6	How to prepare for a crisis ?-Crisis preparedness How to anticipate crises ?	2	
	7	Handling crisis, Preparing crisis plan, Dealing with the aftermath, Reputation, Crisis management team, Crisis planning, Handling bad publicity- Trust Building	3	
	8	Post-Crisis Communication-Managing the post-crisis challenges and opportunities	2	
	9	Crisis Management Team (CMT)/Crisis Communication Team	2	
	10	How to deal with news media during a crisis?	2	
	11	Situational Crisis Communication Theory (SCCT)	2	

III	**Crisis Communication Audiences**		**15**	20
	12	General Public - Employees-Customers	3	
	13	Elected Officials	2	
	14	Community Leaders and Public	2	
	15	Partners and Stakeholders	2	
	16	Media- Building Relation with Media persons Keys to Successful Media Outreach	3	
	17	Audience-oriented crisis plan	3	
IV	**Professional Organizations and Ethical Standards**		10	15
	18	IARCC	2	
	19	Ethical Issues in Crisis Communication- IARCC Guidelines	2	
	20	Effective Crisis Communication- Role of Governments	2	
	21	Crises in Cyberspace- Dynamic use of social media in crisis communication	2	
	22	Global Challenges of Crisis Communication	2	
V	**Open-ended Module**		12	
	1	**Crisis Communication Plan Development:** Assign students to develop a crisis communication plan for a hypothetical organization or real-world case study. Require students to identify potential crises, assess risks, outline communication strategies for different phases of crises, and establish protocols for engaging with various stakeholders. Students should present their crisis communication plans and receive feedback from peers or instructors.	4	
	2	**Media Monitoring and Analysis:** Assign students to monitor news outlets, social media platforms, and online forums for discussions related to recent crises or controversies. Students should track media coverage, identify key themes and narratives, and analyze how different stakeholders are responding to the crisis. Encourage students to compile their findings into a summary report with recommendations for communication strategies.	4	
	3	**Panel Discussion: Crisis Communication Case Studies** Invite guest speakers or industry professionals to participate in a panel discussion on crisis communication case studies. Select a range of cases representing different industries, crisis types, and communication strategies. Facilitate a dialogue between the panelists and students, allowing for insights, perspectives, and lessons learned to be shared from real-world experiences.	4	

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Books and References:

- Zaremba, A. J. (2010). Crisis Communication: Theory and Practice. Routledge.
- Heath, R. L., and O'Hair, H. D. (2009). Handbook of Risk and Crisis Communication. Taylor and Francis
- Anthonissen, P. F. (2009). Crisis Communication: Practical PR Strategies for Reputation Management and Company Survival.

Essential Readings/ Recommended Readings

- Frandsen, F., and Johansen, W. (2020). Crisis Communication. Walter de Gruyter GmbH and Co KG
- Ulmer, R. R., Sellnow, T. L., and Seeger, M. W. (2010). Effective Crisis Communication. SAGE
- Lachlan, K. A., Lachlan, K. L., Avtgis, T., Liberman, C., and Spence, P. (2020, October 12). Risk and Crisis Communication. Kendall/Hunt Publishing Company.

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Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2						2					
CO 2		2										
CO 3			3		3							
CO 4	2						2					
CO 5				3							3	
CO 6		2		3						3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation/ Crisis Plan	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Corporate Content Production**				
Type of Course	**ELECTIVE**				
Semester	**VI**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic proficiency in using digital tools and platforms, 2. Possess proficient writing skills, mastery in language, and the ability to communicate clearly.				
Course Summary	The Corporate Content Creation course provides students with the knowledge and skills necessary to develop effective content strategies and produce high-quality content for corporate communication purposes. Through a combination of theoretical learning and practical exercises, students will explore various content formats, platforms, and techniques used in corporate settings.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the principles of effective web communication and utilize strategies to optimize content for online platforms.	U	C	Assignments / Quiz
CO2	Comprehend the advantages of interactive content over traditional static content and develop skills in crafting content for social media platforms such as Facebook, Twitter, and LinkedIn	U	C	Debate / Case study analysis
CO3	Demonstrate the ability to craft engaging and persuasive written content across various channels	Ap	P	Portfolio/ peer group discussion/ presentation
CO4	Comprehend the importance of audio in corporate communication and be proficient in producing audio content in various formats such as podcasts, voice-overs, and soundtracks	An	C	Create audio content / Home Assignments

CO5	Adept at creating interactive content formats such as quizzes, polls, and infographics. They will understand the principles of search engine optimization (SEO) and multi-channel distribution	Ap	P	Content creation assignments/ Presentation
CO6	Distinguish between commercial and corporate videos and demonstrate proficiency in producing various types of corporate videos	E	C	Viva Voce/ Written exam
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Writing for Corporate Communication**		13	15
	1	Crafting engaging and persuasive written content for different channels-Success stories, brochures, presentations	2	
	2	Written Content-company announcements, newsletters, video content, sales proposals, press release, Annual reports, House Journals	3	
	3	Writing content for web- e-mail, e-contents, blogs, designing of corporate web pages	3	
	4	Corporate Blogging-Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog	2	
	5	How to Guides/ Instructional Content- Memes, Infographics	2	
	6	Content writing for mobile phone- SMS	1	
II	**Audio for Corporate Contents**		8	15
	7	Importance of audio in corporate content	2	
	8	Audio formats used in corporate communication - podcasts, voice overs, soundtracks Podcasting as a corporate communication tool	2	
	9	Structuring audio content for corporate messages-Utilizing audio formats for crisis communication and emergency messaging	2	
	10	Voice as an element of Branding- Cases	2	
III	**Corporate Video Production**		16	25

	11	Difference between commercial and corporate videos	2	
	12	Corporate events- Corporate video proposal-Corporate video scripts	2	
	13	Types of Video- Staff training videos-Company promotional/ brand videos; New product or service online presentations; Video role play	2	
	14	Types of Video-Client and customer testimonial videos; Promo video; Corporate event filming; Live and on demand webcasting; Technology and product demonstration videos	3	
	15	Services: Clients, Portfolio, Blog - Multi-media presentations, Corporate films, Corporate identity and graphics, Out-door promotional collateral, Online and social marketing	3	
	16	Corporate film production; TV commercials; Documentaries; Music videos; Brand endorsement;	2	
	17	Industrial videos; Commissioned programs; CSR videos-Case Studies	2	
IV	**Interactive content for Corporate Communication**		11	15
	18	Interactive content formats such as quizzes, polls, and interactive infographics	2	
	19	Search Engine Optimization (SEO)	2	
	20	Multi channel Distribution- Integrating interactive content across various communication channels -websites, social media, email, Mobile Apps	3	
	21	Content for social media platforms (e.g., Facebook, Twitter, LinkedIn)	2	
	22	Advantages of Interactive content over traditional static content	2	
V	**Open-ended Module**		12	
	1	**Brand Identity Audit and Enhancement:** Students will conduct a brand identity audit for a corporate organization, analyzing key brand elements such as logo, colors, typography, and messaging consistency across various touch points. Based on the audit findings, students will propose recommendations for enhancing brand identity and ensuring alignment with corporate values and objectives.	4	
	2	**Content Optimization** Students will learn techniques for optimizing written and multimedia content for search engine visibility and ranking. They will conduct keyword research, optimize metadata, and implement on-page and off-page SEO strategies to improve content discoverability and organic traffic. Students will apply SEO best practices to corporate content assets such as blog posts, videos, and web pages.	4	

	3	**Outdoor Collateral** Students will design outdoor promotional collateral for a corporate event or marketing campaign. This may include designing banners, posters, billboards, or signage for outdoor advertising purposes. Students will focus on creating visually appealing designs that effectively communicate key messages and attract the attention of target audiences in outdoor settings.	4	
		(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)		

Books and References:

- Beger, R. (2018c). Present-Day corporate communication: A Practice-Oriented, State-of-the-Art Guide. Springer.
- Cornelissen, J. (2020c). Corporate Communication: A Guide to Theory and Practice. SAGE.

Essential Reading / Recommended Reading

- Van Riel, C. B., and Fombrun, C. J. (2007b). Essentials of corporate communication: Implementing Practices for Effective Reputation Management. Routledge.

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CO 3			3		3							
CO 4	2						2					
CO 5				3							3	
CO 6		2		3						3		

Correlation Levels:

Level	Correlation
-	Nil
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2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar/ Corporate content production	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓	✓		✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Digital Media Literacy**				
Type of Course	**ELECTIVE**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic Computer Skills 2. Familiarity with different types of digital media platforms.				
Course Summary	Digital Media Literacy is a comprehensive course designed to equip students with the essential knowledge and skills required to navigate and critically engage with the rapidly evolving landscape of digital media. Through theoretical discussions, practical exercises, and hands-on activities, students will explore key concepts, tools, and platforms in digital media, enhancing their ability to effectively consume, produce, and analyze digital content.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate an understanding of the evolution and development of digital media, including its key characteristics and technological advancements	U	C	Instructor-created exams / Quiz
CO2	Explain the concepts of media literacy, information literacy, and digital literacy, and their significance in navigating digital media environments	U	C	Analyse the importance of media literacy through analysis, assignments etc.
CO3	Analyze the differences between various types of digital audiences and their characteristics	An	C	Group Presentation/ Discussion
CO4	Evaluate ethical concerns related to digital media	An	C	Debates on particular cases.
CO5	Demonstrate proficiency in fact-checking and verification techniques to counter misinformation, disinformation, and manipulation in digital media.	Ap	P	Fact Checking Exercises.
CO6	Examine the concept of cyber culture and digital citizenship	U	C	Essays on topics related to.
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Understanding Digital Media**		**14**	**20**
	1	Digital Media: Evolution and Development	2	
	2	Characteristics of Digital Media: Digital, Interactive, Hypertext, Virtual, Dispersion, Telepresence	3	
	3	Concepts- Media Literacy-Information Literacy- Digital Literacy	2	
	4	Digital Audiences: Difference between Public, Crowd, Group, Mass and Audience	2	
	5	Characteristics of Audiences, Types of Audiences, Passive, Active and Participatory Audience	3	
	6	Audience Autonomy-free or controlled content creators.	2	
II	**Ethical Concerns in Digital Age**		**16**	**20**
	7	Post-Truth and digital media	3	
	8	Digital surveillance; Issues of anonymity	2	
	9	Cyber Crimes- Cyber bullying, Stalking etc.	2	
	10	Dark Web and Cyber Security	2	
	11	Hacking vs Ethical Hacking	3	
	12	Digital piracy, Plagiarism and Issues of copyright	2	
	13	Obscenity- Issues of representation	2	
III	**Fact Checking and Verification**		**10**	**15**
	14	Understanding Information Disorder	3	
	15	Misinformation, Disinformation and Malinformation, Manipulation and Distortion	1	
	16	Countering fakes and stereotypes in Media- Deep Fake	2	
	17	Journalistic Verification Skills-Integrating Fact Checking into Newsrooms	3	
	18	Tools of Verification- Image Verification, Video Verification, Source Verification, Data Verification	1	
IV	**Cyber Culture**		**8**	**15**
	19	Concept of Cyber culture- cyber space-online identity	2	
	20	Participatory Culture- User Generated content- Crowd sourcing	2	
	21	Digital Ethnography-Online Communities- Social Media Platforms	2	
	22	Digital Citizenship-Cyborg	2	
V	**Open Ended Module:**		**12**	
	1	Tutors may conduct workshop on Fact checking-To	4	

		enhance students' fact-checking skills and critical thinking abilities by engaging them in hands-on practice of verifying digital media content for accuracy and reliability.		
	2.	Organize guest lectures or panel discussions featuring activists, scholars, or practitioners working in the field of digital media and social change, providing students with insights from real-world experiences	4	
	6.	Encourage peer groups to collaborate on creative projects that promote media literacy awareness within the college or student community.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

- Susman-Peña, T., Druckman, M., and Oduro, N. (2014). Fighting Misinformation: Digital Media Literacy. Common Sense Media.
- Silverblatt, A., Smith, A., Miller, D., Smith, J., and Brown, N. (2014). Media Literacy: Keys to Interpreting Media Messages (4th ed.). Wiley-Blackwell.
- Potter, J., and McDougall, J. (2017). Digital Media, Culture and Education: Theorising Third Space Literacies. Palgrave Macmillan.
- Christian, S. E. (2024). Everyday Media Literacy: An Analog Guide for Your Digital Life (2nd ed.). Routledge.
- Jenkins, H. (2008). Convergence Culture: where old and new media collide.

Essential Readings:

- Caltrider, Jen. “Reading List: What Can You Trust on the Internet?” Mozilla Foundation, August 14, 2019. https://foundation.mozilla.org/en/blog/what-can-you-trust-internet/. A reading list of articles that can help you understand online manipulation.
- Center for Media Literacy. “Media Literacy in the USA.” http://www.medialit.org/reading-room/media-literacy-usa. A brief literature review dating back to before the 1960s of the development of the field of media literacy in the United States.
- Dizikes, Peter. “Study: On Twitter, False News Travels Faster Than True Stories.” MIT News Office, March 8, 2018. http://news.mit.edu/2018/study-twitter-false-news-travels-faster-true-stories-0308. Groundbreaking study of over a decade of tweets that revealed misinformation’s speed on social media.
- Funke, Daniel. “Meet the Next Misinformation Format: Fake Audio Messages.” Poynter, July 16, 2018. https://www.poynter.org/fact-checking/2018/meet-the-next-misinformation-format-fake-audio-messages/. A discussion of audio fakes

Documentaries Suggested:

- The Great Hack
- Edward Snowden
- How Facebook changed the world? The Arab Spring

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	3	-	-	3					
CO 2			-	3	3	-		2			3	
CO 3	-	2		-	-	-			3			
CO 4	-	-		3	-	-	3			3		
CO 5	-		-	3	-	-					3	
CO 6	-	-	3		3	-		2				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	**Four Modules (20 marks)**	**Open-ended Module (10 Marks)**
Test Paper	10	4
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	6	4

Assignment/ Fact Verification Activities	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignments	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2		✓	✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5	✓		✓	✓
CO 6		✓	✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Digital Newsrooms**				
Type of Course	**ELECTIVE**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. A basic understanding of journalism principles 2. Familiarity with different types of media and an understanding of how news is produced, distributed, and consumed .				
Course Summary	This course offers students a comprehensive understanding of the principles and practices essential to modern journalism in the digital era. Through a blend of theoretical insights and practical exercises, students explore key topics including digital news production, audience engagement strategies, multimedia storytelling techniques, and ethical considerations specific to online journalism.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the concepts of digitization and convergence in journalism, identifying how traditional news delivery methods have evolved in the digital era.	U	F	Instructor-created exams / Quiz
CO2	Analyze the shifting landscape of news delivery, including emerging vehicles such as digital platforms and integrated newsrooms, and evaluate their impact on journalism practices.	An	C	Case Studies/Debates.
CO3	Critically evaluate the growth of digital news platforms and aggregator models, considering their advantages, limitations, and implications for news consumption and dissemination.	E	C	Comparative Analysis/ Discussion
CO4	Apply digital journalism skills, including content creation, social media use, and data analysis, while adhering to ethical standards and best practices in news reporting.	Ap	P	News Reporting Exercises/
CO5	Collaborate effectively within digital newsroom teams, demonstrating skills in organization, communication, and teamwork to produce and distribute news content across various digital platforms.	Ap	P	Team projects/ Peer Evaluation
CO6	Ability to create digital media content, including news stories, multimedia	C	P	Digital media content creation

	features, and social media posts, by integrating text, images, videos, and infographics			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Integrated Newsroom**	**12**	**20**
	1	Convergence and Journalism-concepts of digitization and convergence	2	
	2	Changing paradigms of news; emerging news delivery Vehicles-Interactive storytelling	3	
	3	News on the web: Newspapers, magazines, radio and TV newscast on the web	2	
	4	Early players in India to go non-traditional way of News.		
	5	Challenges and opportunities for a news person - gatekeepers to news guides	2	
	6	SEO (Search Engine Optimization) and SMO (Social Media Optimization)- Writing for SEO and SMO	3	
II		**Digital Journalist**	**15**	**20**
	7	Digital Journalist- Skills and Qualities of Effective Digital Journalists	3	
	8	Digital Tools for Journalists (Document Cloud - Drop Box, Overview, Timelines, Wordle, etc.)	2	
	9	Entrepreneurial Journalists	2	
	10	Journalism and 'the digital entrepreneur' -Case studies and future prospects	3	
	11	Ethics and Challenges for Digital Journalists-Newsroom Organization and Team Collaboration	3	
	12	Timeline creation for digital news-Editing and uploading News content on web	2	
III		**Changing News Platforms**	**12**	**15**
	13	Digital News Story elements - Text, Graphics, Audio, Video and Animation, special effects	3	
	14	Concept of digital news delivery: Websites, social media, email newsletters, mobile apps, messaging apps	1	
	15	News Aggregator Platforms- Inshorts, Finshots, The Spectator Index etc	2	
	16	Impact of social media on news dissemination Digital Content and Intellectual Property: Paid and Unpaid Digital Contents (News, Advertisements, etc.)	1	

	17.	Journalistic use of Social Media, Social Networking Sites, Social Media Collaboration (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flicker, Sound Cloud etc.)	3	
	18.	Changing revenue models: Advertisements, events, creating community, subscriptions etc.	2	
IV	**Digital Media Team**		**9**	**15**
	19	Content- Content strategists-content developer and content writer,	2	
	20	Content Editors- Translators . Reporters-News, feature and Reports.	2	
	21	Technical and Design- IT/ Website management team	2	
	22	Technical and Design- Social Media and Audience Engagement Team- Data Analytic Team-Product/App and UI Design Team	3	
V	**Open Ended Module:**		**12**	
	1	**Digital News Story Creation and Presentation** ● Provide students with a list of current news topics or allow them to choose their own. ● Instruct students to research their chosen topic, gather relevant information, and plan their digital news story. ● Encourage students to consider incorporating multimedia elements such as images, videos, or infographics. ● Each student or team presents their digital news story to the class, explaining their topic, sources, and creative choices. ● Facilitate a discussion about the challenges and opportunities of digital news storytelling.	6	
	2.	**Digital Journalism Panel Discussion** ● **I**nvite a panel of digital journalism professionals, including journalists, editors, social media managers, and digital media experts, to participate in the talk series. ● Determine a theme or topic for the panel discussion, such as "The Future of Digital Journalism" or "Navigating Ethical Challenges in Online Reporting." ● Begin the event with introductions of the panelists and a brief overview of the topic by the moderator. ● Facilitate a lively discussion among the panelists, allowing them to share their insights, experiences, and perspectives on the chosen topic	6	

	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)		

Books and References:

- Bradshaw, P., and Rohumaa, L. (2013). The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age. Routledge.
- Neto, B. M., Amaral, I., and Ghinea, G. (2021). Digital convergence in contemporary newsrooms: Media Innovation, Content Adaptation, Digital Transformation, and Cyber Journalism. Springer Nature.
- Houston, B. (2023). Changing models for journalism: Reinventing the Newsroom. Taylor and Francis.

Essential Readings:

- Ferrucci, P. (2018). Networked: Social media's impact on news production in digital newsrooms. Newspaper Research Journal, 39(1), 6–17. https://doi.org/10.1177/0739532918761069
- Jamil, S. (2022). Evolving newsrooms and the second level of digital divide: Implications for journalistic practice in Pakistan. Journalism Practice, 17(9), 18641881. https://doi.org/10.1080/17512786.2022.2026244

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	3	-	-	3					
CO 2			-	3	3	-		2			3	
CO 3	-	2		-	-	-			3			
CO 4	-	-		3	-	-	3			3		
CO 5	-		-	3	-	-					3	
CO 6	-	-	3		3	-		2				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	6	4
Assignment/ Fact Verification Activities	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation/ Media Analysis	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓	✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5	✓		✓	✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Digital Photojournalism**				
Type of Course	**Elective**				
Semester	**VI**				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. A sound knowledge in news gathering practices and news editing 2. A basic understanding about news photography				
Course Summary	This course is designed to explore of the intersection between visual storytelling and journalistic practices, with a specific focus on the powerful medium of photography. Exploring the heart of contemporary journalism, students will board on a journey that combines technical proficiency with ethical considerations, enabling them to capture and convey compelling narratives through digital photography.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the historical development and ethical principles of photojournalism to understand its role in visual storytelling and its impact on society.	U	F/C	Instructor-created exams / Seminar Presentations
CO2	Evaluate news values and source credibility to critically assess photojournalistic content for accuracy and bias in the digital media landscape	U/An	C	Instructor-created exams / Seminar Presentations
CO3	Apply ethical principles to photojournalistic practices, demonstrating respect for subject privacy, cultural sensitivity, and accurate representation	Ap	C/P	Group discussion/ assignments
CO4	Identify and analyse the work of influential photojournalists to understand diverse styles, historical contexts, and their impact on the field. .	R/U	F/C	Instructor-created exams / Assignments analysing the works of major photojouralists
CO5	Demonstrate proficiency in digital photography techniques, including exposure, composition, and lighting, to capture compelling and informative photojournalistic images.	Ap	P	Peer Reviews/hands-on photo journalistic projects
CO6	Create comprehensive	C	P	Peer and

	photojournalistic projects that combine theoretical knowledge, ethical considerations, and practical skills to visually document a social issue or event.			instructor analysis of photo essays/projects
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction to Photojournalism**	10	15
	1	Photojournalist: role and identities	2	
	2	History and Development of Photojournalism- Pioneering photographers; 35mm revolution; age of photo essays and illustrated magazines; major wars and photojournalism.	3	
	3	Photojournalism in the digital age	2	
	4	The future of photojournalism in the evolving media landscape	2	
	5	News values and news photography	1	
	Reference: Good, J., and Lowe, P. (2017). *Understanding photojournalism*. Bloomsbury Academic.			
II		**Tools and Techniques of Photojournalism**	10	15
	5	Covering spot news and general news	2	
	6	Feature Photography: human interest angle, timeliness	2	
	7	Sports photography: right equipment, camera settings, shooting tips	3	
	8	Photo essays: elements of good picture story, writing captions	2	
	9	Composition and aesthetic value in news photography	1	
	Reference: Kobre, K. (2017). *Photojournalism: The professionals' approach* (7th edition). Routledge/Taylor and Francis Group.			
III		**Legal and Ethical Frameworks in Photojournalism**	12	25
	10	Journalistic witnessing: moral gaze, accuracy, objectivity, and respect	2	
	11	Societal impact, cultural sensitivity and community engagement	2	
	12	Manipulation and staging	2	
	13	Covering human subjects- relationship between the photographer and the subject	2	
	14	Photographic representation of violence	2	
	15	Copyright and Licensing Issues	2	
	References: Good, J., and Lowe, P. (2017). *Understanding photojournalism*. Bloomsbury Academic.			
IV		**Digital Photography Essentials**	16	15
	16	Digital Photography Equipment: Understanding	3	

		DSLR/Mirrorless Cameras and accessories		
	17	Exposure Triangle: Aperture, Shutter Speed, and ISO	2	
	18	Lens Selection and Focal Length	2	
	19	Lighting Techniques: Natural Light, Artificial Light, and Flash Photography	2	
	20	Composition: Leading Lines, Rule of Thirds, golden ratio and symmetry	2	
	21	Digital Workflow: Capturing, Importing, and Editing Images	2	
	22	Basics of Editing Software: cropping, colour correction etc.	3	
	Reference: Allen, E., and Triantaphillidou, S. (2012). *The Manual of Photography and Digital Imaging* (E. Allen and S. Triantaphillidou, Eds.; 10th ed.). Routledge			
V	**Open Ended Module**		12	
	1	**Masters of Photography and Photojournalism** • Select a photojournalist from the following list and delve deeper into their work: Margaret Bourke-White, Henri Cartier-Bresson, Dorothea Lange, Eddie Adams, Robert Capa, Steve McCurry, Robert Doisneau, Kevin Carter, Philip Jones Griffiths, W. Eugene Smith, Nick Ut. • Analyze their signature style, famous photographs, and the historical context of their work. • Recreate one of their photographs, focusing on composition, lighting, and capturing a similar mood.	4	
	2	**Photojournalism in India:** • Research the works of Indian photojournalists like Homai Vyarawalla, Anupam Nath, Raghu Rai, T. S. Satyan, Arko Datta, and others. • Choose a social issue or event covered by a contemporary Indian photojournalist. • Create a photo essay inspired by their work, highlighting a social issue relevant to your community.	4	
	3	**Photojournalists and Kerala:** • Explore the works of photojournalists from Kerala like T Narayanan, M K Varghese, Victor George, Punaloor Narayanan, Rajan Pothuval, N L Narayanan, and others. • Focus on a specific aspect of photojournalism in Kerala • Capture a series of photographs that document your chosen theme, drawing inspiration from the works of these photojournalists.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to*			

	either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)		

Books and References:

Core texts

- Jayachandran, B (2021), *Pathraphotograhy- Kerala Charitram*, Kerala Media Academy Publication
- Kobre, K. (2017). *Photojournalism: The professionals' approach* (7th edition). Routledge/Taylor and Francis Group.
- Good, J., and Lowe, P. (2017). *Understanding photojournalism*. Bloomsbury Academic.
- Allen, E., and Triantaphillidou, S. (2012). *The Manual of Photography and Digital Imaging* (E. Allen and S. Triantaphillidou, Eds.; 10th ed.). Routledge

Suggested Readings

- Horton, B., and Horton, B. (2001). *Associated Press guide to photojournalism* (2nd ed). McGraw-Hill.
- Salgado, S., and Salgado, L. W. (2013). *Genesis*. Taschen.
- Lynch-Johnt, B. A., and Perkins, M. (2008). *Illustrated dictionary of photography*. Amherst Media.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	2	3	1	1	2	-	2	-	2	-
CO 2	3	3	-	-		-	2	-	3		-	-
CO 3	-.	-	3	-	3	-	-	-	-	-	3	-
CO 4	3	2	-	3		-	2	-	-	1	-	-
CO 5	1	-	2	-	2	-	-	-	-	-	-	-
CO 6	3	-	3	-	3	-	2	1	-	3	2	1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:
External Exam - 70 Marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓	✓		✓
CO 3	✓	✓	✓	✓
CO 4			✓	
CO 5	✓	✓		✓
CO 6				

Programme	BA Journalism and Mass Communication				
Course Title	**Digital Storytelling- Emerging Trends**				
Type of Course	**ELECTIVE**				
Semester	**VI**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with emerging digital technologies . 2. Willingness to adapt to new technologies and storytelling formats				
Course Summary	This Course explores the evolving landscape of digital storytelling through the lens of transmedia narratives, mobile journalism (MOJO), augmented reality (AR), virtual reality (VR), and the integration of artificial intelligence (AI) in journalism. Through a combination of theoretical insights, practical exercises, and case studies, students will emerge equipped with the skills and knowledge needed to navigate and excel in the dynamic field of digital storytelling and journalism.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall key concepts and terminology related to digital storytelling, including transmedia narratives, mobile journalism, augmented reality, virtual reality, and artificial intelligence in journalism.	R	F	Instructor-created exams / Quiz/ MCQs
CO2	Demonstrate an understanding of the evolution of digital storytelling, including its historical context and the impact of emerging technologies on narrative forms and audience engagement.	U	C	Seminar Presentation/ Assignment
CO3	Apply transmedia storytelling techniques to create cohesive narratives that span multiple platforms and mediums, integrating user-generated content and interactive elements	Ap	P	Assignments
CO4	Analyze the effectiveness of transmedia storytelling strategies in various contexts	An	P	Group Discussion/ Case studies
CO5	Evaluate the ethical implications of digital storytelling practices	E	C	Discussion/ Seminar Presentation
CO6	Synthesize their learning to develop innovative digital storytelling projects that leverage mobile journalism techniques, augmented reality, virtual reality, and artificial intelligence	C	P	Mojo/ Digital Stories Creation

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Transmedia Storytelling**		**12**	**20**
	1	Transmedia and Cross media	2	
	2	Transmedia Narratives- Traditional Narrative Texts Vs Transmedia Storytelling.	2	
	3	Key moments in the evolution of Transmedia entertainment from the late nineteenth century to the present.	2	
	4	Transmedia Storytelling in Entertainment(video games), Journalism, Marketing, and Strategic Communications- Immersive experiences	2	
	5	Transmediation: Intermediality, intertextuality, and adaptation	2	
	6	Core Concepts of Transmedia Storytelling- Henry Jenkins -spreadability versus drillability-continuity versus multiplicity- immersion versus extractability- worldbuilding- seriality-subjectivity (diversity of perspectives), and performance (user-generated content).	2	
II	**MOJO(Mobile Journalism)**		**15**	**20**
	7	Mobile Journalism- Meaning, Need and Significance Advantages and Limitations MOJO	3	
	8	Skills required for Mobile Journalism - Workflow of Mobile Journalism - Mobile Journalism Apps (- Apps for iOS and Apps for Android)- MOJO kits	2	
	9	Mojo pioneers- Global adoption and its influence, MOJO in India	2	
	10	MoJo Techniques: Capturing high-quality photos and videos on mobile devices.	3	
	11	MoJo Reporting in the Field: Practical exercise in producing news content using mobile devices.	3	
	12	Mobile Video Editing: Editing and packaging news stories on smartphones.	2	
III	**Augmented Reality ,Virtual Reality and Journalism**		**12**	**15**
	13	Augmented Reality- concept and significance	3	
	14	Virtual Reality (VR) and Immersive Storytelling	1	
	15	Storytelling Techniques in VR and AR:Spatial Storytelling and Environmental Design	2	
	16	Interactivity and Non-linear Narratives	1	
	17.	Incorporating Data Visualization and Multimedia Elements	3	

	18.	Case Studies-Analysis of Successful VR/AR Journalism Projects	2	
IV	**AI and Automation in Journalism**		**9**	**15**
	19	AI Tools for News Gathering-AI-powered tools for data mining, sentiment analysis, and news monitoring	2	
	20	AI-generated content, including automated news articles and reports AI-generated video, sound and multimedia content AI-generated photos and images	2	
	21	AI-driven data analysis and visualization in news	2	
	22	AI-driven techniques for personalized news delivery, subscription gathering and audience engagement	3	
V	**Open Ended Module:**		**12**	
	1	**Transmedia Narrative Creation** ● Students work in small groups to develop a transmedia narrative concept based on a given theme or topic. ● Each group creates a story world that spans across multiple platforms, including social media, video games, blogs, podcasts, and interactive websites. ● Students present their transmedia narrative pitches, highlighting key story elements, characters, and engagement strategies.	4	
	2.	**Mobile Journalism (MOJO) Field Reporting** ● Students participate in a hands-on field reporting exercise using mobile journalism techniques. ● Working individually or in pairs, students identify a newsworthy event or story in their local community. ● Using their smartphones and MOJO kits, students capture high-quality photos, videos, and interviews, and produce a news story or feature article.	4	
	3.	**Augmented Reality (AR) and Virtual Reality (VR) Storytelling** ● Students explore the principles of spatial storytelling and environmental design in AR and VR. ● In small groups, students conceptualize and storyboard an immersive AR or VR storytelling experience around a chosen topic or theme. ● Students present their AR/VR storytelling projects, discussing their design choices, narrative structure, and user experience considerations.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet*			

	the learning needs of the students and the objectives of the course.)		

Books and References:

- Gambarato, R. R., and Alzamora, G. C. (2018). Exploring Transmedia Journalism in the Digital Age. IGI Global.
- McErlean, K. (2018). Interactive Narratives and Transmedia Storytelling: Creating Immersive Stories Across New Media Platforms. Taylor and Francis.
- Burum, I., and Quinn, S. (2015). MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad. CRC Press.
- Pavlik, J. V. (2019). Journalism in the age of virtual reality: How Experiential Media Are Transforming News. Columbia University Press.
- Whittaker, J. P. (2019). Tech giants, artificial intelligence, and the future of journalism. Routledge.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	3	-	-	3					
CO 2			-	3	3	-		2			3	
CO 3	-	2		-	-	-			3			
CO 4	-	-		3	-	-	3			3		
CO 5	-		-	3	-	-					3	
CO 6	-	-	3		3	-		2				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	6	4
Assignment/ Fact Verification Activities	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation/ Media Analysis/MOJO News creation	End Semester Examinations
CO 1	✓			✓
CO 2		✓	✓	✓
CO 3	✓		✓	✓
CO 4	✓	✓		✓
CO 5			✓	✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Advertising Design and Aesthetics**				
Type of Course	**ELECTIVE**				
Semester	**V**				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of the basics of advertising, including its purpose, types, and strategies 2. Proficiency in using digital tools and platforms.				
Course Summary	The application of design and aesthetics in advertising involves the strategic use of imagery, typography, colour, layout, and messaging to create compelling narratives that evoke desired emotions from viewers. The course explores the role of aesthetics in advertising, tracing the development of art movements and their influence on advertising. It delves into the synergy between art and advertising, examining artistic techniques in ad campaigns, and the impact of visual storytelling.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Comprehend the role of aesthetics in advertising, including the influence of contemporary art and aesthetics on advertising	U	C	Instructor-created exams / Quiz
CO2	Appreciate the synergy between art and advertising, use of artistic techniques and ethical considerations	U	C	Instructor-created exams / Quiz
CO3	Implement the principles of design in advertising, including design elements, compositional aesthetics, and colour theory	Ap	P	Observation of Practical Works
CO4	Cultivate proficiency in the creative process in advertising, including design considerations for different media platforms	Ap	P	Self-Assessment Report
CO5	Develop and deliver client presentations, incorporating design feedback effectively.	C	M	Peer review of classroom presentation
CO6	Design and execute comprehensive advertising campaigns by integrating various design principles and aesthetic approaches.	C	P	Peer Review and Portfolio Review

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Aesthetics and Design**		**11**	**15**
	1	Role of aesthetics in advertising	2	
	2	Aesthetic approaches: Realistic Design, Modernist Design, and Post-Modernist Design	3	
	3	Tracing the development and history of art and art movements	2	
	4	Role of Aesthetics in Shaping Consumer Perception	2	
	5	Influence of contemporary art and aesthetics on advertising	2	
II	**Art and Advertising**		**11**	**15**
	6	Synergy between art and advertising	2	
	7	Artistic techniques in ad campaigns	3	
	8	Impact of visual storytelling and symbolism.	2	
	9	Collaborating with artists	2	
	10	Ethical considerations when blending art and commerce	2	
III	**Principles of Design in Advertising**		**11**	**20**
	11	Design elements: Line, shape, texture, and movement.	2	
	12	Compositional aesthetics: Balance, Perspective, Proximity, Similarity Equilibrium, Closure, Correspondence, Emphasis, Readability	3	
	13	Colour theory: Harmony, Contrast, Emotional and cultural responses to colors	3	
	14	Colour symbolism: informational and compositional functions of colour; Aesthetic energy of colour	2	
	15	Unity, variety, visual balance and alignment	1	
IV	**The Creative Process in Advertising**		**15**	**20**
	16	Design considerations for different media platforms: Print, Digital, Social media	3	
	17	Developing a brand identity through visuals.	2	
	18	Creating emotional connections with visual elements	2	
	19	Relationship between copywriting and design: Integrating visuals with headlines and body copy	3	
	20	Typography and visualization techniques	2	
	21	Storyboarding and mock-up development	2	
	22	Client presentations and incorporating design feedback	1	
V	**Open Ended Module**		**12**	
		Design a comprehensive advertising campaign for any product or service, applying the principles of aesthetics and design		
		Key processes to be accessed: • Identifying target audience • Deciding aesthetic approach (Realistic, Modernist,		

		Post-Modernist) and artistic techniques to be used. • Develop storyboards for a video advertisement and create mock-ups for print/digital ads. • Apply design principles, colour theory, typography and visualisation techniques etc. to create a set of advertisements for different media platforms (print, digital, social media) • Client presentation • The final portfolio should include the advertisements along with the storyboards, mock-ups, client presentation	12	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

- *Landa, R. (2021). Advertising by design: Generating and Designing Creative Ideas Across Media. John Wiley and Sons.*
- *Zettl, H. (2011). Sight, sound, motion: Applied Media Aesthetics. Wadsworth Publishing Company.*
- Blakeman, R. (2022). Advertising design by medium: A Visual and Verbal Approach. Routledge.
- McStay, A. (2013). Creativity and advertising: Affect, Events and Process. Routledge.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	1	3	-	2	-	-	-
CO 2	3	-	-	-	-	1	2	1	-	-	-	-
CO 3	-	-	-	3	-	-	-	-	3	2	-	-
CO 4	-	-	-	3	-	-	-	-	3	2	-	-
CO 5	-	-	2	1	3	-	-	2	-	2	3	-
CO 6	-	1	-	1	-	3	-	-	-	2	-	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar presentation	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4	✓	✓		✓
CO 5		✓	✓	
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Global Advertising and Cultural Dynamics**				
Type of Course	**ELECTIVE**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with basic marketing concepts 2. Knowledge of advertising principles and strategies				
Course Summary	This course explores the intricate interplay between advertising strategies and cultural dynamics on a global scale. The course equips learners with the skills to navigate the complexities of global advertising campaigns while fostering an understanding of cultural sensitivity and effective communication strategies.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall key concepts and terminologies related to global advertising and cultural dynamics.	R	F	Exercises like MCQs, Fill in the blanks questions etc.
CO2	Design culturally sensitive advertising materials for specific global markets through hands-on activities and projects	U	C	Instructor-created exams / Home Assignments
CO3	Assess the success of cross-cultural communication strategies in diverse contexts.	E	M	Seminar Presentation / Peer Review Exercises
CO4	Utilize cultural theories to analyze consumer behavior	Ap	P	Viva Voce/ Case Study activities etc
CO5	Evaluate the impact of cultural values on advertising effectiveness.	An	C	Comparative Analysis, Group Discussions etc.
CO6	Develop cross-cultural communication strategies for advertising campaigns.	C	P	Develop individual ad copy or slogans/ group projects like Mock Ad campaign etc
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Foundations of Global Advertising**		**10**	**15**
	1	Introduction to Global advertising	2	
	2	Growth of international business and advertising	3	
	3	Global Branding	3	
	4	International marketing and advertising environment	2	
II	**Dimensions of Culture**		**10**	**15**
	5	Values and dimensions of culture	3	
	6	Culture and consumer behavior	3	
	7	Motivation, Needs and Drives	2	
	8	Freud and Maslow	2	
III	**Advertising , Culture and Communication**		**20**	**25**
	9	Advertising Styles	2	
	10	Informational vs Emotional	3	
	11	Verbal vs Non Verbal	1	
	12	Cultural Universals- Manifestations of Culture	3	
	13	Stereotyping	3	
	14	Persuasion	3	
	15	Perception	1	
	16	Homogeneity Vs Heterogeneity	1	
	17	Culture and Consumer Behaviour	3	
IV	**Culture and Advertising Appeals**		**8**	**15**
	18	Appeals in Advertising	2	
	19	Emotions in Advertising	2	
	20	Rational Vs Emotional	1	
	21	Appeals across cultures	2	
	22	Visual Paradox as Advertising Instrument	1	
V	**Open Ended Module:**		**12**	
		1. Invite a professional from the advertising industry with experience in global campaigns to share insights and experiences. 2. Debate on controversial advertising campaigns, considering cultural sensitivities and ethical implications. **Group Assignment:** Students work in groups to design a comprehensive global advertising campaign for a product or service, considering cultural nuances and dynamics.	6 6	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This*			

	open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)		

Books and References:

- Mueller, Barbara (2017), Dynamics of International Advertising (3rd Ed.), New York: Peter Lang Publishing Co.
- Global marketing and advertising : understanding cultural paradoxes,Marieke de Mooij
- Principles of Advertising : A Global Perspective Second Edition, Monle Lee and Carla Johnson (2009) Routledge .

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-	-	2			1		
CO 2		3	-	-	-	-		3				1
CO 3	-	-		-	-	3		2			1	
CO 4	-	-		2	-	-	1			2		
CO 5	-		-	-	3	-					3	
CO 6	-	3	-		-	-		3				1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓	✓		✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5	✓	✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Digital Media Marketing**				
Type of Course	**ELECTIVE**				
Semester	**VI**				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic computer skills and familiarity with internet usage 2. Familiarity with Social Media Platforms				
Course Summary	This course equips students with essential skills to navigate the dynamic landscape of digital marketing. Through hands-on exercises and practical applications, students learn to analyze consumer behavior, develop comprehensive marketing strategies, and leverage digital tools and platforms effectively. By mastering techniques such as SEO, social media optimization, and campaign analysis, students emerge prepared to drive engagement, foster brand growth, and achieve measurable results in the digital sphere.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Analyze and compare traditional marketing methods with digital marketing strategies, demonstrating understanding of the fundamental principles and techniques of each	U	C	Instructor-created exams / Quiz/ Comparative analysis
CO2	Apply changing trends in digital marketing to real-world scenarios, demonstrating the ability to adapt strategies to evolving consumer behaviors and technological advancements	Ap	P	Assignments/ Presentations/Discussion
CO3	Evaluate the effectiveness of various digital marketing tools and techniques in reaching online consumers and generating leads, utilizing critical thinking skills to assess their impact on marketing campaigns	E	P	Campaign evaluation/ Peer presentation/feedback sessions
CO4	Develop comprehensive digital marketing strategies incorporating elements such	C	M	Seminar Presentation/Assignments

	as search engine optimization (SEO), social media optimization (SMO), and email marketing, demonstrating proficiency in strategic planning and integration			
CO5	Analyze the performance of digital marketing campaigns across multiple channels, employing data analysis techniques to measure success metrics and optimize future strategies.	An	P	Case study Analysis
CO6	Utilize social media optimization (SMO) concepts and platforms such as Facebook, LinkedIn, and Instagram to build brand presence, foster community engagement, and drive targeted traffic to digital assets	Ap	C	Group Discussion/Report writing
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Digital Marketing**		**10**	**15**
	1	Digital Marketing--Meaning, Definition, Need and Scope	2	
	2	Traditional Marketing Vs Digital Marketing	1	
	3	Changing trends in digital marketing In bound and out bound marketing	3	
	4	Online Consumers- Nature and Behaviour Understanding Lead Generation	1	
	5	Digital Marketing tools Digital Marketing Mix- 4ps and 7ps	3	
II	**Search Engine Optimization**		**14**	**20**
	6	Need for a comprehensive Digital Marketing Strategy Concepts: Search Engine Optimization (SEO); Concept of Pay Per Click	3	
	7	How search engines work? Crawlers, robots, spiders, Algorithms, Search engine	3	

		indexing, Ranking, Directories, Website architecture, Static pages, Dynamic pages.		
	8	Basics of SEO-On-Page SEO vs Off-Page SEO	2	
	9	Google AdWords- types	1	
	10	Understanding the SERP -Google Processing-Indexing - Crawling	2	
	11	SEO for blogs, SEO for content management systems, SEO for local search, SEO for mobile search	3	
III		**Social Media Optimization**	**11**	15
	12	Introduction To Social Media Networks - Types Of Social Media Websites	2	
	13	Social Media Optimization Concepts -Facebook, Google+, LinkedIn, YouTube, Pinterest, Hashtags and Image Optimization	3	
	14	Branding On LinkedIn Marketing On LinkedIn Groups	2	
	15	Influencer Marketing on Instagram-Lead Generation through Instagram	2	
	16	Difference between Influencer marketing and celebrity endorsements	2	
IV		**Affiliate Marketing**	**13**	**20**
	17	Concept of Affiliate Marketing- Significance	2	
	18	Affiliate program payment methods- cookies, cookie stuffing and affiliates-ad sense- email spam, adware, trademark bidding- cross selling and up selling-multi tier marketing and commissions.	4	
	19	Email Marketing-Importance of Email Marketing - Popular Email Marketing Tools- Email Marketing Goals	3	
	20	Mobile Marketing-SMS and MMS Messaging Campaign	1	
	21	Mobile Advertising and Search Mobile Advertising	1	
	22	B2B and B2C Mobile Marketing	2	
V		**Open Ended Module**	**12**	
	1	**Creating Social Media marketing** Choose a product or service to promote (real or fictional). Identify three social media platforms where your target audience is active (e.g., Instagram, Facebook, Twitter). Develop three different types of posts for each platform (total of nine posts). For Instagram: Create visually appealing images or short videos showcasing your product/service. For Facebook: Write engaging text posts or share articles related to your industry. For Twitter: Craft concise tweets with relevant hashtags and compelling copy. **Monitor the performance of your posts (e.g., likes, comments, shares) and analyze which types of content**	6	

		resonate most with your audience.		
	2	**Content Creation** Choose a content format (e.g., blog post, infographic, video) and topic relevant to your business or industry. Conduct research to gather information and insights on the chosen topic. Plan the structure and key points of your content, ensuring it provides value and addresses the needs of your audience. Create the content using tools and resources available (e.g., Canva for graphics, Adobe Premiere Pro for videos). Optimize the content for SEO by incorporating relevant keywords and metadata. Promote the content across your digital channels, including social media, email newsletters, and your website.	6	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Heinze, A., Fletcher, G., Rashid, T., and Cruz, A. (2016). Digital and social media marketing: A Results-Driven Approach. Taylor and Francis.
- Hanlon, A., and Tuten, T. L. (2022). The SAGE Handbook of Social Media Marketing. SAGE.
- McGruer, D. (2020). Dynamic Digital Marketing: Master the World of Online and Social Media Marketing to Grow Your Business. John Wiley and Sons.

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	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
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CO 2	3	-	-	-	-	1	2	1	-	-	-	-
CO 3	-	-	-	3	-	-	-	-	3	2	-	-
CO 4	-	-	-	3	-	-	-	-	3	2	-	-
CO 5	-	-	2	1	3	-	-	2	-	2	3	-
CO 6	-	1	-	1	-	3	-	-	-	2	-	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓		✓	✓
CO 4	✓	✓		✓
CO 5		✓	✓	
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Advertising Ethics and Regulations**				
Type of Course	**ELECTIVE**				
Semester	**VI**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of Basic Advertising Concepts 2. Basic ability to express ideas and opinions clearly.				
Course Summary	This course provides students with a comprehensive understanding of the ethical considerations and legal frameworks that govern advertising practices. Through exploration of case studies and discussions, students examine the impact of advertising on society and learn to navigate complex ethical dilemmas. By the end of the course, students emerge equipped with the knowledge and critical thinking skills necessary to create and evaluate advertising campaigns ethically and responsibly.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate a comprehensive understanding of the values and ethics underlying journalism, including objectivity, truth, impartiality, balance, and independence, and apply them in journalistic practices.	U	C	Instructor-created exams / Quiz
CO2	Analyze the various codes of ethics in journalism, including meta ethics, normative ethics, and issues in applied ethics, and critically evaluate their implications for journalistic integrity and responsibility.	Ap	P	Comparative Analysis/ Discussion? Debate
CO3	Evaluate the ethical considerations in advertising, including the responsibility of advertisers to avoid puffery, fraudulence, deception, and offensive content, and analyze the societal impacts of advertising practices.	Ap	P	Seminar Presentation / Group discussion
CO4	Examine the ethical issues related to advertising targeting vulnerable	U	C	Instructor-created exams /

	groups such as children, minorities, and the elderly, and assess the ethical implications of advertising strategies on these groups.			Home Assignments
CO5	Analyze national and international advertising regulations, including the roles of advertisement regulation bodies in India, legal frameworks, acts, and laws governing advertising practices, and evaluate their effectiveness in ensuring ethical advertising standards.	Ap	P	Writing assignments
CO6	Apply ethical decision-making models and frameworks to resolve ethical and legal controversies in advertising, including consumer protection acts, and analyze case studies to understand the practical implications of ethical dilemmas in advertising practices.	Ap	P	Case study analysis/Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Media Ethics Essentials**	**10**	**15**
	1	Concept and Significance of Media Ethics, Ethical Values for media person	2	
	2	Values and ethics of journalism: Objectivity, Truth and impartiality, Balance and independence	3	
	3	Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics	3	
	4	Code and Guidelines of Media Ethics, Ethical code of Press Council and others committees	2	
II		**Ethical Perspectives in Advertising**	**10**	**15**
	5	Ethics in advertising, social criticism and responsibility of advertising,: puffery/fraudulation, deceptive, misleading, offensive, materialistic, comparative advertising	3	
	6	artificial needs, stereotype, discrimination, Advertising and gender, Role of ethics in advertising and societal impacts	3	
	7	Targeting vulnerable groups: children, minorities, elderly	2	
	8	Ethical issues in advertising: truthfulness, fairness, harm, social	2	

		responsibility		
III	**Advertising Regulations Landscape**		**20**	**25**
	9	National and international advertising regulations	2	
	10	Advertisement Regulation Bodies of India, Legal frameworks	3	
	11	Acts and Laws	1	
	12	Doordarshan commercial code	3	
	13	ASCI commercial code, Editor Guild	3	
	14	Ethical decision making models and frameworks, Consumer protection act	3	
	15	case studies in ethical and legal controversies in advertising	1	
	16	Role of self-regulations and industry codes	1	
	17	Privacy and data protection, Use of consumer data in advertising, Government interventions	3	
IV	**Ethical Frameworks in Modern Advertising**		**8**	**15**
	18	Framework for ethical decision-making	1	
	19	Utilitarianism and the maximization.	1	
	20	Deontology, Virtue ethics, Corporate social responsibility	2	
	21	Algorithmic bias and discrimination, Sustainability and social responsibility.	2	
	22	Cultural differences, cross-cultural advertising campaigns, Case studies of advertising controversies.	2	
V	**Open Ended Module:**		**12**	
	1	**Ethical Advertising Campaign Analysis:** Students are tasked with selecting an advertising campaign from a real-world context. They analyze the campaign's adherence to ethical principles such as truthfulness, transparency, and respect for diverse audiences. Students present their analysis, highlighting ethical strengths and areas for improvement, and propose alternative strategies that align better with ethical considerations.	6	
	2	**Case Study Discussion on Advertising Regulations:** Students are provided with case studies highlighting ethical dilemmas and legal controversies in advertising targeting vulnerable groups. They discuss the implications of these cases on advertising regulations and societal perceptions of advertising ethics. Through group discussions, students apply ethical decision-making models to propose solutions and strategies for addressing the ethical concerns raised in the case studies.	6	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the*			

	suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)	

Books and References:

- Snyder, W. (2016). Ethics in advertising: Making the case for doing the right thing. Taylor and Francis
- Spence, E., and Van Heekeren, B. (2005). Advertising Ethics. Prentice Hall.
- Maye, C., Moore, R. L., and Collins, E. L. (2019). Advertising and Public Relations Law. Routledge.
- Sawant, P. B. (2002). Advertising Law and Ethics.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
PSO1	2	-	2	-	-	-	2		2			
PSO2	-	-	-	-	-	3				1		3
PSO3	-	-	-	-	-	1	2					1
PSO4	-	-	3	-	-	-			3			
PSO5	-	-	-	-	3	-					3	
PSO6	-	-	-	-	-	3						3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓			✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

ELECTIVE COURSES IN JOURNALISM AND MASS COMMUNICATION WITH NO SPECIALIZATION

Programme	BA Journalism and Mass Communication				
Course Title	**Feature Writing and Magazine Journalism**				
Type of Course	**ELECTIVE**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of journalism basics 2. Writing skills				
Course Summary	Through this course students will learn how to craft engaging stories for newspapers, magazines, and online platforms. They'll explore different types of feature articles, from human interest stories to opinion pieces. By the end, they'll have the skills to research, write, and edit captivating features that resonate with readers.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall the key characteristics of different types of feature articles, such as human interest stories and opinion pieces.	R	C	Written exams / Quiz. MCQS
CO2	Understand the distinctions between news reporting and feature writing, as well as the role of feature syndicates in journalism	U	C	Assignment/ Seminar Presentation/ Discussion
CO3	Apply techniques of feature writing, including structuring a feature story, crafting engaging headlines, and writing captivating leads.	Ap	P	Feature writing exercises
CO4	Analyze the language and structure of feature articles to identify their unique elements, such as narrative style and use of descriptive language.	An	P	Comparative analysis/ critical analysis of feature stories
CO5	Evaluate the effectiveness of feature content across different media platforms, considering factors like audience engagement and journalistic	E	C	Discussion

	integrity.			
CO6	Create original feature stories for various media outlets, demonstrating proficiency in research, writing, and editing techniques.	C	M	Feature writing exercises

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Feature Writing- Introduction**	15	20
	1	Features-Definition and characteristics-Human Interest Stories Process and techniques of feature writing Difference between news and features, Feature Syndicates.	3	
	2	Sources of feature Language and structure of a feature-feature headlines-Feature Leads	2	
	3	Types of Feature Stories- News Features--Interviews-Types and techniques	3	
	4	Opinion Writing: Editorial, Op-ed page and Middle	2	
	5	Special articles, Weekend pullouts, Supplements Backgrounders, Reviews (Books/Films/Documentaries)	3	
	6	Photo Features and Caption Writing	2	
II		**Magazine Journalism**	11	20
	6	Introduction to magazine journalism: Evolution of magazine journalism;	2	
	7	Type of Magazines – News, General Interest And Specialized Magazines-	2	
	8	Specialized Magazines- Women, Children, Leisure, Business, Science And Technology, Sports, Society, Environment	2	
	9	Use of visuals, colours and graphics in magazines	1	
	10	Planning the editorial mix of a magazine- Magazine Reporting: Current trends, style and future	2	

	11	E-Zines/web-based magazine-Scope for modern age magazines in various segments of journalism in India.	2	
III		Writing Features	11	15
	12	Structure and writing style of a feature story	2	
	13	Objectivity Vs Subjectivity	1	
	14	Content and writing style of different features	2	
	15	Feature stories for Radio	2	
	16	Feature Stories for television	2	
	17	Feature content for digital platforms	2	
IV		**Freelancing and Writing**	11	15
	18	Freelance writing – Concept and characteristics	2	
	19	Choosing a topic, Identifying sources, gathering information, importance of rewriting, Slanting, Studying the requirements of magazines/newspapers	3	
	20	Marketing strategies of features/write-ups	2	
	21	Avenues for freelancers-Content development for newspapers, E-Journals, On-line magazines. Blogging	2	
	22	Qualities of a freelance journalist	2	
V		**Open Ended Module**	12	
	1	**Feature Story Writing** Provide students with a choice of topics or prompts that lend themselves to feature writing, such as a local community event, a profile of an interesting individual, or an in-depth exploration of a current issue. Students will research, conduct interviews (if applicable), and draft a feature story using the techniques learned in the course. Encourage creativity and experimentation with narrative styles. After completion, students share their stories with the class for feedback and discussion.	4	
	2	**Headline and Lead Writing Exercise:** Ask students to write compelling headlines and leads for each article, capturing the essence of the story and drawing readers in.Afterward, discuss the different approaches taken	4	

		by students and the effectiveness of their headlines and leads.		
	3	**Editing and Revising Workshop:** Students will review their peer's feature story, providing constructive feedback on clarity, coherence, style, and overall effectiveness. Encourage students to identify areas for improvement and offer suggestions for revision. After receiving feedback, students will revise their feature stories accordingly, focusing on strengthening weak areas and polishing the final story	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Pape, S., and Featherstone, S. (2006). Feature writing: A Practical Introduction. SAGE.
- Sumner, D. E., and Miller, H. G. (2013). Feature and magazine writing: Action, Angle, and Anecdotes. John Wiley and Sons.
- Wilcox, M. (2022). The new Journalist's guide to freelancing: Building Your Career in the New Media Landscape. Broadview Press.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO 1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2						2					
CO 2		2										
CO 3			3		3							
CO 4	2						2					
CO 5				3							3	
CO 6		2		3						3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Technical Writing**				
Type of Course	**Elective**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Writing proficiency in English 2. Strong Communication Skills				
Course Summary	Technical writing and documentation skills are a necessity to communicate information gathered through technical work. This course aims to provide an idea about the professional technical writing and documentation process.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Familiarize the technical writing process and the professionals involved in it.	U	C	Instructor-created exams / Quiz
CO2	Identify common forms of writing.	Ap	P	Assignment / Seminar Presentation
CO3	Write and edit technical documents.	Ap	P	Writing portfolio
CO4	Identify tools used for technical writing.	U	C	Instructor-created exams / Home Assignments
CO5	Develop technical documents.	Ap	P	Writing assignments
CO6	Understand the industry requirements for a career in technical writing	Ap	P	Viva Voce/ presentation
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Technical Writing and Professionals Involved**		**10**	**15**
	1	Definition	2	
	2	Technical writing and other forms of writing	3	
	3	7 Cs of effective writing Final products of technical writing	3	
	4	Qualities and qualifications of technical writers	2	
II	**Technical Writing and Editing Process**		**15**	**25**
	5	Professionals involved in the technical writing process – project managers, subject experts, technical writers, technical editors, and graphic artists	2	
	6	Principles of technical writing	2	
	7	Style in technical writing - clarity, precision, coherence, and logical sequence in writing	1	
	8	Principals of editing for technical writing	2	
	9	Process of editing - Editing tables, graphs/illustrations, copy fitting, documents, and style sheets	2	
	10	Online editing process	2	
	11	Proofreading	1	
	12	Citation styles	1	
	13	Indexing and abstracting.	2	
III	**Technical Documentation Life Cycle**		**12**	**15**
	14	Stages in Documentation Life Cycle -DDLC	3	
	15	Design and layout of documents.	3	
	16	Instructional design	3	
	17	Document formats – hard and soft copy versions of designs	3	
IV	**Technical Documentation in Practice**		**11**	**15**
	18	Tools and Software used in technical document production - Microsoft Word, Macro media RoboHelp, Adobe FrameMaker, Snag IT, MS Visio, PowerPoint, Photoshop.	3	
	19	Document Production Practice – Practical application of the tools and software	2	
	20	Document Production Practice – Practical application of the tools and software	2	
	21	Document Production Practice – Practical application of the tools and software	2	
	22	Current trends in the field of professional technical writing.	2	
V	**Open Ended Module**		**12**	

	1	**User Manual Production Exercise:** ● Choose a simple household appliance that most people are familiar with. ● Begin by listing the key features and functions of the appliance. ● Take photographs or gather images of the appliance from different angles, highlighting its various parts and controls. ● Write step-by-step instructions for using the appliance, starting from basic setup to more advanced functions (if applicable). ● Organize the instructions logically, breaking them down into clear sections or chapters. ● Include safety precautions and troubleshooting tips to address common issues users may encounter. ● Use simple language and avoid technical jargon to ensure the manual is easy to understand for users of all skill levels. ● Incorporate visual aids such as diagrams, illustrations, and labels to complement the written instructions. ● Format the manual in a clear and visually appealing layout, using bullet points, numbered lists, and headings to improve readability. ● Review and revise the manual to ensure accuracy, clarity, and completeness before finalizing it for distribution.	8	
	2	**Document Formatting:** Provide students with a document that lacks consistent formatting, such as headings, fonts, spacing, and alignment. Students are tasked with formatting the document according to a provided style guide or industry standards. Encourage students to pay attention to detail and maintain consistency throughout the document. After completion, students present their formatted documents and discuss their choices.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- 1. Technical Communication*:* Process and Product - Sharon J. Gerson and Steven M. Gerson

Suggested Readings

- 1. Technical Writing 101: A Real-world Guide to Planning and Writing Technical Documentation (Third Edition) -Alan S. Pringle and Sarah O'Keefe
- 2. Technical Communication (Thirteenth Edition)- Mike Markel and Stuart Selber
- 3. Handbook of Technical Writing - Gerald J Alred, Charles T Brusaw, and Walter E Oliu

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1					
CO 2	-	-	2	-	1	-		3	2			
CO 3	-	-	3	-	-	-			3			1
CO 4	-	-	-	-	2	-		2			2	
CO 5	-	-	-	-	3	-	1				3	
CO 6	-	-	-	-	-	2		2				3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:
Final Exam : 70 marks
Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓		✓	✓
CO 3		✓	✓	✓
CO 4	✓			✓
CO 5		✓	✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	**Fundamentals of Design**				
Type of Course	**ELECTIVE**				
Semester	**VI**				
Academic Level	**300-399**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic computer literacy 2. Familiarity with design software				
Course Summary	This course provides a comprehensive introduction to visual communication and graphic design principles, covering topics such as visual literacy, typography, layout, and digital graphics creation.By the end of the course, students will be equipped with the knowledge and proficiency to create impactful visual designs and effectively communicate messages to target audiences.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall the basic principles of visual literacy and visual aesthetics.	R	F	Instructor-created exams / Quiz
CO2	Understand the fundamental elements and principles of design and typography.	U	C	Practical Assignment / Observation of Practical Skills
CO3	Acquire skills in graphic design, including typography, layout, and digital graphics creation.	R	P	Instructor-created exams / Home Assignments
CO4	Develop skills to design layout, colour, typography and navigation for a website.	E	P	Seminar Presentation / Group Tutorial Work

CO5	Create compelling graphics and digital designs using multiple design software programmes.	C	M	One Minute Reflection Writing assignments
CO6	Evaluate and critique graphic designs, considering their effectiveness in conveying intended messages and engaging target audiences.	E	C	Viva Voce/ Seminar Presentation
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Visual Communication**		**9**	**15**
	1	Visual Literacy and Visual Aesthetics	3	
	2	Creativity in Communication Art	2	
	3	Components of Graphic Communication	2	
	4	Functions of Graphic Communication	2	
II	**Introduction to Design Principles**		**9**	**10**
	5	Elements of Design: Line, Shape, Tone, Texture, and Space	3	
	6	Principles of Design: Balance, Proportion, Rhythm, Harmony, Contrast and Unity	3	
	7	Basic Approaches to Design	3	
III	**Typography, Colour and Images**		**15**	25
	8	Typography - Introduction and History	2	
	9	Typography - Structure and Design	1	
	10	Functions of Typography	1	
	11	Colour - Functions and its Physical Dimensions	1	

	12	Types of Colors, Colour Schemes, CMYK and RGB	2	
	13	Responses to Colour - Psychological, Socio-cultural, Individual and Symbolic	2	
	14	Visual Images - Functions	2	
	15	Categories of Images	2	
	16	Image File Formats	2	
IV	**Graphic Design Fundamentals**		**15**	20
	17	Principles of Layout and Design	3	
	18	Layout and Design of Newspaper Pages	3	
	19	Logo Design	2	
	20	Poster and Flyer Design	2	
	21	Infographics	2	
	22	Web Design: Layout, Color Scheme, Typography, and Navigation	3	
V	**Open Ended Module**		**12**	
	1	**Design Training Session** Conduct a training session in Designing Logos, Posters, and Digital Graphics using any Design Software like Photoshop or Canva.	8	
	2	**Typography Exercise:** Present Students with a text-heavy webpage layout and instruct them to choose appropriate fonts, sizes, and styles for headings, paragraphs, and other text elements. Emphasize readability and hierarchy in typography. After completion, review the typographic choices made by each participant and provide constructive feedback	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Sarkar, NN (2013). Art and Print Production. Oxford University Press, New Delhi.
- Pouline, Richard (2011). The Language of Graphic Design, Rockport Publishers Inc. United States of America.
- Quinn, Stephen (2001). Digital Sub-Editing and Design. Routledge
- Gavin Ambrose, Paul Harris (2009), The Fundamentals of Graphic Design, AVA Publishing SA

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Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1			2		
CO 2	2	3	-	-	-	-	2	2				
CO 3	-	-	1	-	-	-			1			
CO 4	-	-	2	3	-	-			2	3		
CO 5	-	1	-	-	-	-	1					
CO 6	-	-	-	3	-	-				3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation/ Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Rural Reporting**				
Type of Course	**Elective**				
Semester	**VI**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Journalism Fundamentals: Completion of introductory journalism courses or equivalent experience 2. Sociological Awareness: Basic knowledge of rural communities, their challenges, and social dynamics to better comprehend and report on rural issues effectively				
Course Summary	This course is designed to provide a comprehensive understanding on rural reporting, covering sociological foundations, journalistic skills, key challenges and opportunities, and ethical considerations. It aims to equip students with the knowledge and practical skills needed to effectively report on rural issues with sensitivity and accuracy. By the end of the course, students will be adept at creating narratives that not only reflect the realities of rural life but also contribute to informed and empathetic storytelling in the realm of journalism and mass communication.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Assess- Develop a reflective understanding of rural- social dynamics	U	C	Instructor-created exams / Quiz
CO2	Analyse- Investigate the evolving trends in rural reporting and shifts in narratives	U	C	Seminar Presentation/ Home Assignments
CO3	Recognise- Identify the journalistic skills required for rural reporting	Ap	C	Seminar Presentation / Group Tutorial Work
CO4	Critique- reviewing the challenges, and opportunities in rural reporting	E	C	Instructor-created exams / Home Assignments
CO5	Create: immerse in to rural communities and prepare media products	Ap	P	One Minute Reflection Writing assignments
CO6	Gain practical insights into producing accurate news stories.	E	P	Practical Assignment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Module I Understanding Rural Dynamics**		**10**	**15**
	1	Rural sociology	2	
	2	Social structure and cultural specifications	3	
	3	Region specific rural dynamics- social Hierarchy, Traditions and community networks	3	
	4	Economic landscapes in rural areas	2	
II	**Module II Evolving trends in rural reporting**		**10**	**15**
	5	Historical perspectives or rural reporting	3	
	6	Shifts in narratives- issue based	3	
	7	Agriculture, economy, Tourism	2	
	8	Education, migration, environment, employment	2	
III	**Module III Journalistic Skills for Rural Reporting**		**16**	**25**
	9	Understanding rural landscapes	2	
	10	Research, fieldwork	3	
	11	Interview	2	
	12	Storytelling, sourcing	2	
	13	Cultural sensitivity	3	
	14	Data management	2	
	15	Empathy, adaptabilitys	2	
IV	**Module IV Challenges and Opportunities**		**12**	**15**
	16	Health education, Infrastructure, Connectivity	4	
	17	Ethical concerns, Privacy concerns	4	
	18	Community relations, responsible journalism	4	
V	**Open Ended Module**		**12**	
			12	
	1	**Fieldwork and Reporting** Students will visit a rural community to observe and document ongoing development projects or initiatives. They will conduct interviews with local stakeholders, including community members, government officials, and project organizers. Using journalistic skills learned in Module III, students will write a comprehensive report highlighting the impact of the initiatives on the community. **Reference: Fieldwork guidelines and reporting techniques provided by experienced journalists.**	4	

	2	**Case Study Analysis** Students will choose a rural development initiative from a specific region. They will conduct research to understand the goals, implementation process, and outcomes of the initiative. Through group discussions, students will analyze the effectiveness of the initiative in addressing rural challenges and promoting community development. **Reference: Case studies from reputable organizations such as the World Bank, UNDP, or local NGOs.**	4	
	3	**Policy Analysis and Advocacy** Students will choose a policy or program related to rural development, such as agricultural subsidies, education reforms, or healthcare initiatives. They will analyze the policy's strengths, weaknesses, and potential impact on rural communities. Through group discussions and presentations, students will identify areas for improvement and propose advocacy strategies to policymakers. **Reference: Policy briefs, research articles, and advocacy toolkits provided by relevant organizations or academic institutions.**	4	
	Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

- Reporting on rural issues; a media guide, International Labour Organisation, 2014
- Rural Reporting in India, Prajasakti Book House, 2003
- Rural Journalism, B.K. Chaturvedi, Global Vision Publishing House, 2018
- Rural Reporting Focus Local Bodies: A Study, Bibhudatta Mahapatra, Kunal Books, 2019
- Mass Media and Rural Development in India: Socio Economic Change in Rural Society, M. Krishna Moorthi and A. Abdul Raheem, 2012
- Mass Media and Rural Development: A Sociological Study of Three Villages of Western U.P., Amit Malik, 2015
- Rural Development, Adam Pain, Routledge, Kjell Hansen, 2019
- Everybody Loves a Good Drought: Palagummi Sainath, 1996

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	1				1	
CO 2	3	1	-	-	-	-	1					
CO 3	1	1	-	2	-	-		1				
CO 4	1	1	2	-	-	-						1
CO 5	1	1	1	2	-	1						2
CO 6	-	1	-	-	1	3				1		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5		✓	✓	✓
CO 6		✓	✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Documentary Film Production**				
Type of Course	**ELECTIVE**				
Semester	**VIII**				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Interest in documentary films and film making 2. Basic knowledge in film making and video editing				
Course Summary	This course will equip learners with the knowledge and skills for documentary film making. Through lectures, discussions, screenings, and practical exercises, learners will explore the philosophy, history, and aesthetics of documentary film making. The course will also focus on fundamental storytelling techniques, pre-production planning, production processes, and post-production.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the historical development, philosophies, and approaches to documentary filmmaking	U	F/C	Assignments/ Instructor quiz
CO2	Familiarise the development of documentary filmmaking in India, major filmmakers and their works	U	F/C	Instructor quiz/ Final Documentary Project assessment
CO3	Develop a compelling documentary script using core storytelling principles and techniques	Ap	P	Assignments/ Final Documentary Project
CO4	Utilise editing software to assemble a documentary film.	Ap	P	Final Documentary Project
CO5	Demonstrate an understanding of ethical and legal considerations in documentary production	U	F	Observation of Class Discussions, internal exams
CO6	Collaborate effectively within a team to produce a documentary film	Ap/C	P	Classroom observation/Peer Review/ Final Documentary Project

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I	**Documentary: Art, History and Movements**		**15**	**20**
	1	Documentary as an Art	1	
		Approaches and Types: Observational, Participatory, Reflexive, Poetic, Performative, Autobiographical etc.	2	
	2	Historical Developments: Pre-documentary films, early filmmakers, reportage, newsreels	3	
	3	Propaganda and Social Commentary films: government-sponsored films, World War and Post-War films	2	
	5	The documentary movement: Grierson and Flaherty, Soviet films, European avant-garde films, British free cinema, New American Cinema, Cinema Verite, Direct Cinema	3	
	6	Documentary in India: History, Government sponsored films- Films Division,	2	
	7	Independent films and filmmakers in India and their works	2	
	Ref: McLane, B. A. (2012). *A new history of documentary film* (2nd ed). Continuum.			
II	**Documentary Storytelling**		**10**	**20**
	7	Treatment, Structures and Genres	1	
	8	Story Basics: Exposition, narrative, theme, plot, arc, character, developing the story	2	
	9	Preproduction: Developing story ideas, casting, pitching, proposal	2	
	10	Research: Critical analysis of textual documents, visual archives, on-site research for empirical data, ethnography	2	
	11	Scripting: Non-fictional scriptwriting, scripting before shooting vs scripting after shooting, storyboarding	1	
	12	Writing approaches: three-act structure, experimental forms	2	
	Ref: Bernard, S. C. (2007). *Documentary storytelling: Making stronger and more dramatic nonfiction films* (2nd ed). Focal Press.			
III	**Production of Documentary**		**10**	**15**
	13	Directing Documentaries: Communicating with participants, crew, workflow ns	1	
	14	Filming on Location: Logistics, safety, ethical consideration	2	
	15	Conducting Interviews: Preparation, techniques, building rapport	2	
	16	Capturing Interviews: On-the-fly interviews (OTFs), A-Roll and B-Roll footage	2	
	17	Field Recording: equipment, recording sync-sound, non-sync sound, ambient sound	2	
	18	Lighting: working with ambient light and artificial lights	1	
IV	**Post Production and Distribution**		**10**	**15**
	19	Music and Sound Design: Creating emotional impact, music score, diegetic and non-diegetic sound, sound motifs,	3	

		working with sound professionals		
	20	Post-production: Editing techniques, footage selection, archival footage	3	
	21	Legal and Ethical considerations: Story rights, copyright, fair use policy, release forms	2	
	22	Financing and Distribution: Funding, Grants, Film festivals, marketing strategies	2	
V		**Practicum: Documentary Production Project**	**30**	
	1	**Story Brainstorming and Pitching:** Learners in teams will brainstorm potential documentary topics based on current events or local issues. Each team will develop and present a detailed pitch outlining their chosen topic, target audience, research plan, and filming strategy. Pitch presentations will be delivered to the class for feedback and instructor approval.	6	
	2	**Research and Pre-Production:** During on-location filming, students will capture interviews, B-roll footage, and establishing shots. Team members will be responsible for sound recording and ensuring proper lighting and audio quality during interviews. Basic filming techniques will be emphasized, including proper framing, camera angles, and shot composition.	6	
	3	**Production**: During on-location filming, students will capture interviews, B-roll footage, and establishing shots. Crews will be responsible for sound recording and ensuring proper lighting and audio quality during interviews. Basic filming techniques will be emphasised, including proper framing, camera angles, and shot composition.	6	
	4	**Editing and Post-Production:** Students will utilize professional editing software to assemble their documentary footage. Rough cuts will be screened in class for peer feedback and instructor guidance. Teams will refine their editing based on feedback, incorporating music and sound design for emotional impact. Final documentaries will be polished and formatted for presentation.	6	
	5	**Presentations and Screening**: Each team will present their finished documentary to the class. Presentations should include a brief introduction to the topic and context, followed by the documentary screening. Classmates will provide constructive feedback on the content, storytelling techniques, and overall production quality.	6	
	6	***Assessment Rubrics*** 1. Clarity, originality and creativity of topic 2. Teamwork and collaboration 3. Treatment and scripting 4. Overall work		

Books and References:

- Battaglia, G. (n.d.). *Documentary film in India: An anthropological history*.

- Bernard, S. C. (2007). *Documentary storytelling: Making stronger and more dramatic nonfiction films* (2nd ed). Focal Press.
- Kishore, S. (2018). *Indian documentary film and filmmakers: Independence in practice*. Edinburgh University Press.
- McLane, B. A. (2012). *A new history of documentary film* (2nd ed). Continuum.
- Rabiger, M., and Hermann, C. (2020). *Directing the documentary* (Seventh edition). Routledge.

The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.

Note: The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	1	-	1	-	-	1	-	-	-	-	-
CO 2	2	1	-	1	-	-	1	-	-	-	-	-
CO 3	-	2	3	2	3	-	-	-	-	1	-	-
CO 4	-	-	3	-	-	2	-	-	2	-	-	-
CO 5	-	1	-	2	-	-	-	-	-	-	2	-
CO 6	-	-	3	2	2	-	-	2	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓	✓	✓
CO 4			✓	
CO 5	✓	✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Global Media and Politics**				
Type of Course	**ELECTIVE**				
Semester	**VIII**				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	3. Familiarity with the structure, functions, and role of media in society 4. Interest in International politics				
Course Summary	This course explores the intricate relationship between global media and politics, delving into how media influences public discourse, political agendas, and international affairs. Students will analyze case studies, media coverage, and political campaigns to understand the complexities of media power dynamics in shaping global political landscapes				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate an understanding of the historical development and evolution of global media systems and their intersections with political processes and power dynamics.	U	C	Written exams / Quiz/MCQS
CO2	Critically analyze the role of media in shaping public opinion, political agendas, and international relations, drawing connections between media representations and socio-political realities.	An	C	Assignment/ Seminar Presentation/ Discussion
CO3	Apply theoretical frameworks and analytical tools to evaluate media coverage of global events, identifying patterns of bias, propaganda, and agenda-setting within different media	Ap	P	Written Assignments
CO4	Evaluate the impact of technological advancements and globalization on media landscapes, assessing their implications for democracy, freedom of	E	P	Assignments/ Presentation

	expression, and cultural diversity			
CO5	Demonstrate their ability to create persuasive media messages, such as opinion editorials, social media campaigns, or multimedia presentations, to advocate for specific political perspectives or policy positions on global issues.	C	P	Campaigns
CO6	Evaluate the role of media conglomerates and transnational news agencies in shaping global media narratives	E	C	Discussion/ debate
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Media and Global Communication**	15	20
	1	The advent of popular media- a brief overview Propaganda in the inter-war years:	3	
	2	Nazi Propaganda,BBC foreign language broadcasts, Voice of America	2	
	3	Globalisation: barrier–free economy, multinationals and development	3	
	4	Technological advances, telecommunication, Globalization of TV formats	2	
	5	Global networks - information society-network service economy	3	
	6	Media and the Global Market	2	
II		**Media and Super Powers**	11	20
	6	Media during the Cold War; Radio Free Europe	2	
	7	Media during Vietnam war- Pentagon Papers	2	
	8	World Wars and Media Coverage-the rise of Radio-propaganda and persuasion	2	
	9	Communication debates during 70s – NWICO, McBride Commission and UNESCO	2	
	10	Disintegration of USSR-Third World Concerns	2	

	11	North- South Dialogue	1	
III	**Media Conglomerates**		12	15
	12	Media coverage post 1990s- 9/11 and global media	2	
	13	Cultural Imperialism and Global media debate	2	
	14	Media hegemony and Global cultures	2	
	15	Media conglomerates and monopolies: Ted Turner/Rupert Murdoch	2	
	16	Global and regional integrations- Zee TV as a Pan-Indian Channel	2	
	17	Local adaptations of global programmes Homogenization, the English language Local/Global, Local/Hybrid	2	
IV	**Global Conflict and Global Media**		10	15
	18	Rise of Regional Initiatives: Al-Jazeera,	2	
	19	International News flow- Wikileaks	2	
	20	Domination of Transnational news agencies	2	
	21	Technological Advancements- Digital Divide	2	
	22	Embedded Journalism and Global Politics	2	
V	**Open-ended Module**		12	
	1	**Debate:** Divide students into groups and assign each group a specific cultural exchange topic, such as the impact of global media on local traditions, the spread of Western cultural values through media conglomerates, or the role of local adaptations of global programs in preserving cultural identity. Students research their assigned topic and prepare arguments to support their stance in a structured debate format. Encourage students to consider both the positive and negative aspects of cultural exchange through media. After the debate, facilitate a discussion where students reflect on the different perspectives presented and their implications for global cultural dynamics.	6	
	2	**Case Study Analysis** Provide students with case studies of media-driven cultural exchanges, such as the global popularity of K-pop, Bollywood films, or Japanese anime.Students analyze the case studies to identify key factors contributing to the success and impact of these cultural phenomena on a global scale. They examine how media platforms facilitate cross-cultural communication and shape perceptions of identity and belonging. After analyzing the case studies, students discuss common themes and trends observed across different examples of cultural exchange through media	6	

	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)	

Books and References:

- Robertson, A. (2015). Media and politics in a globalizing world. John Wiley and Sons.
- Miller, T., and Kraidy, M. M. (2016). Global Media Studies. John Wiley and Sons.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2						2					
CO 2		2										
CO 3			3		3							
CO 4	2						2					
CO 5				3							3	
CO 6		2		3						3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Indian Society and Media**				
Type of Course	**ELECTIVE**				
Semester	**VIII**				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with the cultural, social, political, and economic aspects of Indian society 2. Ability to critically analyze media representations, messages, and narratives				
Course Summary	The course is meant as a broad introduction to the study of Indian society. It is also concerned to show how the study of Indian society is relevant to understand media institutions and media practices in the country. The course will provide a broad discussion of some of the key concepts for comprehending the socio-cultural dynamics of Indian society and introduce the student to the central issues of sociological analysis viz a vis media in India.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify key concepts for comprehending the sociocultural dynamics of Indian society.	U	C	Instructor-created exams / Quiz
CO2	Use these concepts to develop a historically informed understanding of how media in India represent, reflects and shapes sociocultural dynamics of Indian society.	Ap	P	Assignments/ Semianr presentation
CO3	Skills to read, comprehend, analyse, and critique reading materials on Indian society and media.	An	C	Seminar Presentation / Group Discussiom
CO4	Skills to express their opinions and ideas by using appropriate vocabulary.	Ap	P	Critical Analysis/ Home Assignments
CO5	Social sensitivity required to communicate in multi-cultural settings.	E	F	One Minute Reflection Writing assignments

CO6	Demonstrate the ability to develop innovative media strategies and campaigns that address pressing social issues in Indian society, utilizing their understanding of media dynamics and societal concerns	C	M	Media Campaigns/ Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Indian Society**		**11**	**15**
	1	Geographical Factors: Migration and Early Settlements;	2	
	2	Regions, Population and Demographics;	3	
	3	Agrarian Structures and their Transformations;	3	
	4	Caste and Religions In India.	3	
II	**Social Life in India**		**11**	**20**
	5	Social structure and stratification:	3	
	6	Various Dimensions of Social Inequality: Race, Caste, Class, Religion, Region, Gender and Tribe; ;	3	
	7	Colonialism and Emergence of Nation State	2	
	8	Making of Modern India: Political System and Parties.	3	
III	**Media and Public Culture**		**15**	**20**
	9	Media as a social institution; -; ; ;	3	
	10	Media and formation of public domains	3	
	11	Colonial and post-colonial contexts; media, civil society and social movements	3	
	12	Media and the question of representation	2	
	13	Ownership and audience	2	
	14	Media, culture and identity	1	
	15	Popular culture and Mass culture.	1	
IV	**Contemporary Challenges**		**11**	**15**
	16	Democracy and citizenship	2	
	17	Communalism and Violence	2	
	18	Media and Populism;	1	
	19	Freedom of Speech: Online Extreme Speech and Hate speech	2	
	20	Election and Media;	2	
	21	Fake News	1	
	22	New Patterns of Surveillance and Censorship.	1	

V	**Open Ended Module**		**12**	
	1	**Case Study Presentation** Each Student selects a village of their own or a village of their choice. Conducts a study about the social structure of the chosen village, considering factors such as caste, religion, gender roles, political affiliation etc. Students observe and analyse the media consumption habits of the villagers considering their preferences, access and the impact on the social dynamics of the village. Prepare a detailed case study report and present in the classroom, sharing insights into the social structure and media habits of their chosen villages.	4	
	2	**Media Analysis Project**- Students select a particular social group/event, observe various media outlets for a given time to see how they are represented in different media. Critically analyse the observations emphasizing its impact on public culture. Write a 1000 words essay based on their observations and analysis.	4	
	3	**Media Archive Project:** Students choose a topic/theme based on the discussions in the class, (for example, a particular incident of communal violence, hate speech) collect media resources for the given topic and create an archive of it. Write a brief reflective essay based on this archive.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Devy, G. N., Korisettar, R., and Joseph, T. (2023). The Indians: Histories of a Civilization. Aleph Book Company.
- Das, V. (2006). Handbook of Indian Sociology. OUP India.
- Nair, R. B., and deSouza, P. R. (2020). Keywords for India: A Conceptual Lexicon for the 21st Century. Bloomsbury Publishing.

Additional Readings:

- Deshpande, S. (2004). Contemporary India: A Sociological View.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1					
CO 2	-	-	2	-	-	-		3	2			
CO 3	-	-	3	-	-	-			2			
CO 4	-	-	-	-	2	-		3			2	
CO 5	-	-	-	-	3	-					3	
CO 6	-	-	-	-	-	2			1			3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks;Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3		✓		✓
CO 4	✓		✓	✓
CO 5		✓	✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	**Folk and Community Media**				
Type of Course	**ELECTIVE**				
Semester	**VIII**				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of society and Indian culture 2. Interest in community involvement and grassroots initiatives.				
Course Summary	This course will demonstrate a nuanced understanding of the differences between community media and mass media, as well as their respective societal functions. They will grasp the importance of community media within the broader media landscape dominated by mass and commercial entities, thereby cultivating skills essential for active participation and leadership roles within community media initiatives.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall the evolution and current status of community media initiatives in India	R	C	Written exams / Quiz. MCQS
CO2	Examine the challenges and opportunities associated with community media vis-à-vis mass media, including issues related to ownership, access, content creation, and revenue models	U	C	Group Discussion/ Comparative analysis
CO3	Analyze the distinct features and operational principles of community radio stations, newspapers, and participatory video projects, equipping them with the knowledge and skills necessary to engage effectively in community media production	Ap	P	Case Study Analysis
CO4	Assess the evolution and current status of community media initiatives in India, exploring their objectives, principles, and impact on local communities, thus gaining insights into the dynamics of community-based communication	An	P	Assignment/ Seminar Presentation

	processes.			
CO5	Critically evaluate the role of folk media in community development, social change, and political awareness, discerning its potential as a tool for grassroots empowerment and cultural preservation within diverse socio-cultural contexts.	E	C	Case Study/ Assignments
CO6	Develop practical competencies in community media practices, such as programming, content creation, and audience engagement, through hands-on activities, workshops, and project-based learning experiences	C	M	News content/ programme content creation for community media.
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Folklore and culture**	12	20
	1	Folklore and Oral Traditions	2	
	2	Folk and Resistance	2	
	3	Dominant Culture versus Subaltern Culture- Mass Culture	3	
	4	Community as place; Community as Identity/Belonging; Community as Ideology:Locality, Place and neighbourhood	2	
	5	Voicing public opinion and creating awareness through folk media	3	
II		**Folk Media**	12	20
	6	Folk Media – meaning, characteristics, its difference from Mass Media- Participative nature of folk media	3	
	7	Folk Media for community development Types of Folk Media :Ballads, Dance, theatre and music, folk theatre	2	
	8	Indian Folk forms- Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry forms in different states	3	
	9	Folk media as a tool for development - literacy, social	2	

		change, political awareness, health campaigns, gender Issues		
	10	Folk fairs and folk festivals	1	
	11	Folk and New Media	1	
III		**Understanding Community Media**	14	15
	12	Defining Community Media-- Characteristics of Community media, Objectives of Community media, Different forms of Community Media	2	
	13	Evolution of Community Media-The Beginnings in the 1940s, Rise during the 1970s and 80s, Current status of Community Media	2	
	14	Community Media in India-- Beginning of the Community Radio movement during the 1990s,	2	
	15	Rise of Community Radio Post 2000, Community Media Pioneers	2	
	16	Community Radio-- Understanding Community Radio, Characteristics of Community Radio, Principles of Community Radio Operations, Distinct Features of Community Radio, Activities in Setting-Up a Community Radio, Community Radio Programming Community Radio Initiatives in India (Special Focus: Kerala)	3	
	17	Community Media vs Mass Media-- Ownership, Management and Control, Reach, Access and Participation, Content and Content Creation Process, Revenue Model	3	
IV		**Initiatives in Community Media**	10	15
	18	Participatory Video-- Understanding Participatory Video, Origins of Participatory Video.	2	
	19	Characteristics of Participatory Video, Setting up a Participatory Video Process	2	
	20	Community Newspapers and Magazines-- Characteristics of Community newspapers/ magazines,	2	
	21	Starting a Community newspaper/ magazine, Examples of Community newspaper/ magazine	2	
	22	Theatre for social change:Street theatre and social activism in India-Theatre of the Oppressed	2	
V		**Open Ended Module**	12	
	1	**Community Media Analysis** Conduct a critical analysis of community media initiatives in your place, focusing on community radio stations or newspapers**.** Students explore a specific community radio/newspaper or organization, examining its objectives, target audience, programming/content, and impact on the local community.	6	

		They may conduct interviews with community media practitioners or visit local community media outlets to gather firsthand insights. This activity promotes deeper understanding of community media's role in grassroots communication and social change.		
	2	**Participatory Video Production** Students learn about the principles and techniques of participatory video through hands-on exercises and demonstrations. They work collaboratively to plan, shoot, and edit a short video documentary that highlights a community issue, event, or perspective. Students engage with community members as co-producers, capturing their voices and experiences authentically. The activity culminates in a screening of the videos, followed by a discussion on the power of participatory media in amplifying community voices and fostering social change. This exercise empowers students to harness the potential of video storytelling for community empowerment and advocacy.	6	
		(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)		

Books and References:

- Howley, K. (2010). Understanding community media. SAGE.
- Atton, C. (2015). The Routledge companion to alternative and community media. Routledge.
- Kumar, K. J. (2020). Mass Communication in India, Fifth Edition. Jaico Publishing House.

Essential Readings:

- Blank, T. J. (2012). Folk culture in the digital age: The Emergent Dynamics of Human Interaction. University Press of Colorado.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2						2					
CO 2		2										
CO 3			3		3							
CO 4	2						2					
CO 5				3							3	
CO 6		2		3						3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Media Economics**				
Type of Course	**ELECTIVE**				
Semester	**VIII**				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	5. Basic Understanding of Economic principles 6. Familiarity with fundamental concepts in Media.				
Course Summary	The Media Economics course delves into the economic underpinnings of the media industry, examining concepts like demand and supply analysis, market structures, and revenue models. Through the exploration of real-world case studies and regulatory frameworks, students gain insights into the economic forces shaping media ownership, content production, and audience behavior.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall key economic concepts and theories relevant to media industries, such as demand and supply analysis, market structures, and revenue models.	R	C	Written exams / Quiz. MCQS
CO2	Demonstrate an understanding of the economic factors influencing media content, including cost-benefit analysis, opportunity cost, and the political economy of media regulation.	U	C	Assignment/ Seminar Presentation/ Discussion
CO3	Apply economic principles to analyze the impact of media ownership concentration and regulatory policies on media content diversity, bias, and pluralism.	Ap	P	Assignments/ Seminar Presentation
CO4	Analyze global media ownership patterns and their implications for market competition, consumer choice, and cultural diversity in media markets.	An	P	Comparative analysis/ critical analysis of global media firms

CO5	Evaluate the effectiveness of various media revenue models, such as advertising, subscription, and digital monetization strategies, in generating revenue and sustaining media businesses.	E	C	Discussion
CO6	Develop strategic recommendations for media companies based on economic analysis, market research, and industry trends, demonstrating the ability to synthesize and apply economic concepts to real-world media business scenarios.	C	M	Campaign Development
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Economics of Media**	15	20
	1	Introduction to Media Economics: Concepts and Definitions	3	
	2	Economic Models in Media: Demand and Supply Analysis	2	
	3	Economic Factors Influencing Media Content	3	
	4	Economics and Media Regulation: cost benefit analysis, Opportunity cost, political economy	2	
	5	Economics of international media	3	
	6	Economics of the daily Newspaper Industry	2	
II		**Media Ownership and Regulation**	10	15
	7	Media Ownership Concentration	3	
	8	Regulation of Media Markets	1	
	9	Government Policies and Media Regulation: Licensing, Censorship, Subsidies	2	
	10	Global Media Ownership Patterns:Cross-ownership, Vertical Integration, Chain	2	
	11	Impact of Ownership and Regulation on Media Content: Bias, Diversity, Pluralism	2	
III		**Media Revenue Models**	11	20
	12	Advertising Revenue Model: Ad Rates, Ad Revenue Share	3	

	13	The Economics of Payola-Payola and Conflict of Interest	2	
	14	Subscription and Paywall Models: Freemium, Metered Paywall-Licensing and Syndication Models: Content Distribution Strategies	2	
	15	Sponsorship and Product Placement: Branded Content, Native Advertising	2	
	16	Digital Revenue Streams: Online Advertising, Subscription Services, E-commerce	2	
IV	**Economic Strategies**		12	15
	17	Economics of Broadcast Television Networks	2	
	18	Economics of Cable Industry- Economics of Contemporary Radio	2	
	19	Economics of Online/Digital Media platforms	2	
	20	Economics of Recording Industry	2	
	21	Trends in Media Consumption: Cord-Cutting, Time Shifting, OTT Services	2	
	22	Audience Measurement Techniques: Ratings, Surveys, Big Data Analytics	2	
V	**Open-ended Module**		12	
	1	**Case Study Analysis** Present students with real-world case studies from the media industry, covering a range of economic scenarios such as mergers, acquisitions, pricing strategies, or revenue optimization. Students then formulate recommendations based on their economic analysis and present their findings to the class.	6	
	2	**Debate;** Organize a debate on current economic policies and regulations impacting the media industry.Students are divided into teams representing different stakeholders, such as media companies, regulators, consumers, and advocacy groups. Each team researches and prepares arguments for or against specific policies or regulatory measures, such as net neutrality, media ownership limits, or tax incentives for local journalism	6	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Core Texts:

- Alexander, A., Owers, J. E., Carveth, R., Hollifield, C. A., and Greco, A. N. (2003). Media Economics: Theory and Practice. Routledge.

- Anderson, S. P., Waldfogel, J., and Stromberg, D. (2015). Handbook of Media Economics. Elsevier.

Essential Readings:

- Picard, R. G. (2012). The economics and financing of media companies. Choice/Choice Reviews, 49(06), 49–3108. https://doi.org/10.5860/choice.49-3108
- Picard, R. G. (2001). Relations among Media Economics, Content, and Diversity. Nordicom Review/NORDICOM Review, 22(1), 65–69. https://doi.org/10.1515/nor-2017-0345

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2						2			2		
CO 2		2					1					
CO 3			3		3						2	
CO 4	2						2					
CO 5				3							3	
CO 6		2		3						3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Commercial Photography**				
Type of Course	**ELECTIVE**				
Semester	**VIII**				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Learners should have a taste for visual communication, especially photography 2. Learners should have basic computer skills to learn the basics of post processing.				
Course Summary	The course will equip learners with the technical and creative skills necessary to thrive in the exciting world of commercial photography. It focuses on building a strong foundation in the core principles of photography, including camera operation, exposure control, and composition. The areas covered include product and portrait photography, and other genres of photography for advertising and marketing purposes.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the basic principles of photography and commercial photography	U	F	Instructor-created exams / Quiz
CO2	Apply the principles of exposure to achieve well-exposed and visually appealing commercial photographs	Ap	P	Observation of Practical Works/Portfolio Assessment/Peer Review
CO3	Utilise various lighting techniques to create specific moods and atmospheres in product and portrait photography	Ap and C	P	Observation of practical works Portfolio Review
CO4	Develop a basic understanding of styling and set design, and apply them to capture compelling product photographs	Ap and C	P	Observation of practical works Portfolio Review
CO5	Understand the ethical considerations and legal requirements associated with commercial photography.	U	F	Instructor-created exams/Quizzes /Portfolio assessment
CO6	Develop an understanding of the business of commercial	U	F	nstructor-created exams/Quizzes/

	photography and practising of the profession.			Peer review discussions

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Basics of Photography**	**12**	**15**
	1	Understanding digital photography and equipment	3	
	2	Principles of exposure: Aperture, Shutter Speed, and ISO	3	
	3	Depth of field	3	
	4	Basic rules of composition	3	
II		**Lighting Techniques**	**11**	**15**
	5	Natural lighting and artificial lighting	2	
	6	Basic lighting setups: One-light, Two-light, Three-light	2	
	7	Advanced lighting techniques: high-key, low-key, product lighting	2	
	8	Types of light and light Modifiers: flashes, strobes, continuous lights, soft boxes, reflectors, diffusers, grids	2	
	9	Colour Temperature and use of colour gels	2	
	10	Creating mood and atmosphere with lighting	1	
III		**Product and Still Life Photography**	**15**	**25**
	11	Styling and set design for product photography	1	
	12	Techniques for capturing product details and features	2	
	13	Food photography techniques	2	
	14	E-commerce product photography	2	
	15	Post-production techniques for product photographs	2	
	16	Fashion photography: model direction, posing, lighting techniques	2	
	17	Architectural and interior photography	2	
	18	Lifestyle Photography for advertising	2	
IV		**Advertising Photography**	**10**	**15**
	19	Storytelling through commercial photography	2	
	20	Working with Copywriters, Art Directors, Graphic Designers and Clients	3	
	21	Selling images: Working for ad agencies; stock photography; freelancing	2	
	22	Legal and ethical requirements: Ethical practices; contracts with clients; model release; licensing and usage rights	3	
V		**Open Ended Module**	**12**	
	i.	Product Photography: Learners will photograph a variety of products, experimenting with different lighting setups,		

		backgrounds, and compositions.		
	ii.	Portrait and Fashion Photography: Learners will work with human subjects and experiment with different lighting techniques, poses, and backgrounds to create images that convey the desired mood and message.		
	iii.	Architectural and Interior Photography: Learners will photograph a variety of buildings and interior spaces, focusing on composition, lighting, and perspective.		
		Final project: Learners will submit the selected photographs from the practical sessions as a portfolio.		
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- *Commercial Photography Handbook: Business Techniques for Professional Digital Photographers,* Amherst Media**,** 2009 by Kirk Tuck
- The Manual of Photography, Focal Press, 2010, by Elizabeth Allen and Sophie Triantaphillidou
- *Professional Commercial Photography: Techniques and Images from Master Digital Photographers*, Amherst Media, 2010 by Lou Jacobs
- *The Photographer's Eye: Composition and Design for Better Digital Photos*, Focal Press, 2007, Michael Freeman

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-	-	2	-	2	-	-	-
CO 2	-	-	-	3	-	-	1	-	1	-	-	-
CO 3	-	-	-	3	-	-	1	-	1	-	-	-
CO 4	-	-	-	2	-	-	1	-	1	-	-	-
CO 5	-	-	-	-	3	-	2	-	-	-	2	-
CO 6	-	-	2	-	-	-	2	-	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓			✓
CO 5	✓			✓
CO 6			✓	

MINOR COURSES IN JOURNALISM AND MASS COMMUNICATION

Programme	**BA Journalism and Mass Communication**				
Course Title	**Basics of Communication**				
Type of Course	**Minor**				
Semester	**I**				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Proficiency in language and communication skills. 2. Familiarity with common communication formats, such as written, verbal, and nonverbal communication				
Course Summary	The course aims to make the students aware of the basic elements of communication. It also attempts to impart the student fundamental knowledge of the basics of communication including types of communication, functions and dysfunctions and barriers.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define and explain the process of communication	U	C	Instructor-created exams / Quiz
CO2	List the different types of communication	Ap	P	Instructor-created exams / Practical Assignment
CO3	Explain the functions and dysfunctions of communication	Ap	P	Instructor-created exams / Home Assignments
CO4	Distinguish the barriers of communication	U	C	Instructor-created exams / Home Assignments
CO5	Interpret the communication events in ones' own life	Ap	P	Group Discussion
CO6	Identify the non verbal communication situations in life	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Communication: Types and Forms**		**13**	**15**
	1	Definition, Nature and Importance of Communication	2	
	2	Elements of Communication- 7Cs of Communication	2	
	3	Verbal and Non-verbal-Formal and Informal Communication	2	
	4	Types of communication - Intrapersonal, Interpersonal, Mass and Interactive Communication	2	
	5	Functions of mass communication-Dysfunctions of communication	2	
	6	Communication Barriers-Physical, Emotional, Psychological, Cognitive, Systematic , Cultural & Linguistic	3	
II	**Professional Communication**		**12**	**20**
	7	Professional Environment and Communication Etiquettes	1	
	8	Interpersonal and Group Communication Skills Storytelling Skills	2	
	9	Writing skills: Emails, Letters, Memos , Posters, Fliers, Notices Resumes, Profiles, Portfolios and Interviews	3	
	10	Presentation Skills: Oral presentation Skills Presentation before Camera, Small Group and Classroom Presentations	3	
	11	Presenting in Conferences and Seminars Public Speaking Skills	3	
III	**Media: Types and Characteristics**		**13**	**20**
	12	Media Landscapes- Role of Media in Society, Media Convergence	2	
	13	Print Media- Newspapers , Magazines	2	
	14	Broadcast Media- Television, Radio and Podcasts	2	
	15	Cinema-Silent Screens to Digital Dreams	2	
	16	Digital Media- Social Media Platforms, Digital Literacy and Digital Divide	3	
	17	Emerging Media Technologies: Virtual Reality, Augmented Reality.	2	
IV	**Innovative Communication Practices**		**10**	**15**
	18	Communication in the Age of Artificial Intelligence (AI)-	2	

	19	Chatbots, virtual assistants, and automated communication tools	2	
	20	Gamification in Communication	2	
	21	Interactive Media and User Experience (UX)	2	
	22	Social Media Algorithms	2	
V	**Open Ended Module:**		**12**	
	1	**Communication Analysis Project** **To analyze communication processes and identify the elements and types of communication in real-world contexts.** **Task:** 1. Students will choose a specific communication scenario or event (e.g., a team meeting, a public speech, a television program) and conduct a detailed analysis of the communication involved. 2. Students pair up and take turns interviewing each other for a mock job position. They prepare questions in advance and focus on developing their interview skills, including active listening and clear communication. 3. Students compile a professional portfolio that includes their resume, cover letter, writing samples (e.g., emails, memos), and a reflection on their communication skills and areas for improvement. 4.Students will present their analysis in a report or presentation, providing recommendations for improving communication effectiveness based on their findings.	6	
	2	**Media Characteristics Comparison** **To explore the characteristics of different types of media and understand their impact on communication processes.** **Task:** 1.Students will select two different types of media from the syllabus (e.g., print media and new media) and compare their characteristics. 2.Using examples, students will analyze the unique features of each type of media, such as accessibility, interactivity, and audience engagement. 3.Students create a visual timeline that traces the evolution of cinema from the silent era to the digital	6	

		age. Each student is responsible for researching and presenting a specific milestone in cinema history. 4.Students research and demonstrate a communication tool that utilizes AI (e.g., chatbots, virtual assistants). They explain how the tool works, its benefits, and potential challenges.		
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Vilanilam J.V (2005), Mass Communication in India: A sociological Perspective, Sage
- Dominick, Joseph R.(1995), The Dynamics of Mass Communication, McGraw-Hill Education
- Roman, K., & Raphaelson, J. (2021). Writing That Works How to communicate effectively in business: e-mail letters memos presentations plans reports proposals resumes speeches. https://eprints.stikosa-aws.ac.id/327/
- Christian, S. E. (2024). Everyday Media Literacy: An Analog Guide for Your Digital Life (2nd ed.). Routledge.

Additional reference:

- Kumar Keval J (2020), Mass Communication in India (5th edition), Jaico Publishing house
- Lule, J. (2016). Understanding Media and Culture: An Introduction to Mass Communication. University of Minnesota Libraries Publishing.
- Watson J and Anne Hill (2015), A Dictionary of communication and media studies ((9th Edition), Bloomsbury Academic USA.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	1	-	-	3					

CO 2	3	2	-	1	-	-	2	2				
CO 3	3	2		1	-	-		3			3	
CO 4	3	2		1	-	-			3		3	
CO 5	1		-	3	-	-				2	2	1
CO 6	-	-	-	3	-	-				1		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓

CO 5		✓		✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	**News Reporting and Editing**				
Type of Course	**Minor**				
Semester	**II**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic proficiency in language and writing skills. 2. Awareness of current affairs and events.				
Course Summary	The aim of the course is to give the students knowledge about reporting and editing for various media. The course also seeks to raise awareness of the fact that the fundamentals of journalism apply to all forms of media.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	List the important news values	Ap	C	Instructor-created exams / Quiz
CO2	Explain 5 Ws of the news	Ap	P	Instructor-created exams / Practical Assignment
CO3	Give example for various leads	Ap	P	Assignments
CO4	Write a news story and adapt it to various media	Ap	P	Writing Assignments
CO5	Edit a news story by understanding the media	Ap	P	Writing assignments
CO6	Evaluate news stories in the light of principles of reporting	U	C	Instructor-created exams
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**News**	**13**	**20**
	1	Define news	1	
	2	The 5 Ws of news	2	
	3	Hard news Vs Soft news	1	
	4	Major news values	2	
	5	Principles of news reporting- Accuracy, objectivity, fair practice, balance, accountability, attribution	2	
	6	News sources- People, Authorities, Documents, News agencies and syndicating, Social media/ User Generated Content	3	
	7	Cultivating sources	2	
II		**News Gathering**	**5**	**10**
	8	Tools for gathering news for different media – Observation, Interview, Online tools for gathering news	5	
III		**Writing the News Story**	**17**	**20**
	9	Structure of a news story - Inverted pyramid style,	1	
	10	Structure of a news story - Narrative style and Hour glass	1	
	11	Types of leads	3	
	12	Writing for the print	3	
	13	Writing for the ear	3	
	14	Writing for the TV	3	
	15	Writing for the online	3	
IV		**Editing**	**13**	**20**
	16	Editing and compiling news stories-Principles of Editing	1	
	17	Editing Process- Selection-Correction-Rewriting	2	
	18	The style book or style sheet	1	
	19	Editing a news story for the print	3	
	20	Editing news story for radio	2	
	21	Editing news story for TV	2	
	22	Editing news story for online news portals- Incorporating multimedia content	2	
V		**Open Ended Module:**	**12**	
	1	**Assignment 1: News Reporting and Writing Exercise** To apply principles of news reporting and writing to create news stories for different media platforms. **Task:** 1.Students will be assigned a news event or topic relevant to their local community or current affairs. 2.Using the 5 Ws of news and major news values, students will gather information from various sources, including interviews, documents, and online research. 3.They will write a news story following the structure of the inverted pyramid style, narrative style, or hourglass	6	

		format, depending on the medium (print, radio, TV, online). 4.Students will edit their news story for accuracy, objectivity, and clarity, adhering to the principles of fair practice, balance, and attribution. 5.Each student will present their news story to the class, explaining their editorial decisions and demonstrating their understanding of news reporting and writing techniques.		
	2	**Assignment 2: Multi-Media News Presentation** To integrate multimedia content into news stories for online platforms. **Task:** Students will select a news event or topic of interest and research it thoroughly, gathering information and multimedia elements (e.g., photos, videos, infographics). Using online tools and platforms, students will create a multi-media news presentation, incorporating text, images, videos, and interactive elements. They will write a news story tailored for online consumption, optimizing content for search engines and social media sharing. Students will edit their multimedia news presentation for coherence, engagement, and accessibility, ensuring that the content is suitable for online audiences. Each student will share their multimedia news presentation with the class, discussing their editorial choices and the effectiveness of their storytelling approach.	6	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Mencher, Melvin (2010), Melvin Mencher's News Reporting and Writing, 12th Edition, McGraw-Hill Education
- Itule, Bruce and Douglas Anderson (2006), News Reporting for Today's media, McGraw-Hill Education
- Brooks, Brian S. and James L. Pinson (2022**),** The Art of Editing in the Age of Convergence 12th Edition, Routledge, Taylor and Francis Group.
- Wulfemeyer, Tim K, (2003), Beginning Radio–TV News writing: A Self–Instructional Learning Experience 4th edition, John Wiley and Sons
- Friedmann, Anthony (2006), Writing for visual media, 2nd Edition, Focal Press

Suggested Readings

- Peterson (2019), Associated Press Guide to News Writing 4th Edition, Peterson Nelnet Co
- Kuldeep Nayyar (2012), Beyond the lines, Lotus

- Bhaskar, B R P (2021), News Room, D C books
- Mehta, Vinod (2011), Luknow Boy, Penguin India

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2			3	
CO 2	3	2	-		-	-		3				
CO 3	3		3		-	-				3		
CO 4			3		-	-					3	
CO 5	1		3		-	-			3			
CO 6	-	1	-	1	-	-				3		3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6	✓			

Programme	BA Journalism and Mass Communication				
Course Title	**Corporate Communication**				
Type of Course	**Minor**				
Semester	**III**				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of fundamental communication concepts. 2. Language and writing skills.				
Course Summary	The course aims at providing an overall understanding of the allied professions of journalism such as public relations, advertising and corporate communication. The objective includes enabling the students to prepare public relation materials and advertisements.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify the relation between corporate communication, P.R and advertising	U	C	Instructor-created exams / Quiz
CO2	Identify the difference between P.R. and corporate communication	U	P	Instructor-created exams / Practical Assignment
CO3	Prepare PR materials	Ap	P	Home / Group Assignments
CO4	Prepare an ad copy	Ap	C	Home/ Group Assignments
CO5	Critically evaluate the persuasive contents in campaigns	An	P	Group Discussion
CO6	Analyse the ethical aspects of public relations, advertising and corporate social responsibility	An	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Public Relations**	**12**	**20**
	1	Definition of public relations	2	
	2	Pioneers in the development of PR- Ivy Lee andEdward Bernays	2	
	3	Publics in PR- Internal and External publics	2	
	4	Tools for PR- External tools and internal tools	3	
	5	P R campaign	3	
II		**Advertising**	**16**	**20**
	6	Definitions of advertising	1	
	7	Types of advertising- Media-print ad, radio spots, commercials and online ads, Product ad, service, PSA, corporate ads, surrogate ad	3	
	8	Advertising Appeals	2	
	9	The elements of a print ad	3	
	10	USP	1	
	11	Copywriting	4	
	12	Ad campaign	2	
III		**Corporate Communication**	**15**	**20**
	13	Evolution of Corporate communication	3	
	14	-Facets of CC – Marketing communication, Management communication and Organizational Communication	2	
	15	Functions of corporate communication- Employee relations, Investor relations, Media relations, Government relations, Community relations	2	
	16	Tools for corporate communication	3	
	17	Crisis Communication	3	
	18	Corporate Social Responsibility	2	
IV		**Profession**	**5**	**10**
	19	PR- IPRA, PRSI	1	
	20	Advertising - AAAI, ASCI, DAVP	1	
	21	Corporate Communication- AMA	1	
	22	Ethical aspects- PR, AD and CC	2	
V		**Open Ended Module:**	**12**	
	1	**Assignment 1: Public Relations Campaign Development** To apply theoretical concepts of public relations to develop a comprehensive PR campaign. **Task:** Students will work in groups to design a PR campaign for a hypothetical organization or real-world client. Using the tools and principles of PR discussed in the	6	

		course, including internal and external publics, campaign planning, and crisis communication, students will create a strategic PR plan. Each group will identify objectives, target audiences, key messages, and communication channels for their campaign, considering the organization's goals and stakeholders. Students will present their PR campaign to the class, explaining their rationale and demonstrating how their plan aligns with ethical standards and professional best practices.		
	2	**Assignment 2: Advertising Campaign Analysis** To analyze the components and strategies of advertising campaigns in real-world contexts. **Task:** Students will select an advertising campaign from recent years (e.g., a print ad, TV commercial, online campaign) and conduct a detailed analysis. Using concepts such as advertising appeals, elements of a print ad, and unique selling propositions (USP), students will deconstruct the campaign to understand its effectiveness and impact. They will evaluate the creative elements, messaging, target audience, and overall strategy of the campaign, considering its success in achieving marketing objectives. Students will present their analysis in a written report or presentation, discussing the strengths, weaknesses, and ethical considerations of the advertising campaign.	6	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Pritch Pritchard, Bob and Jensen Moore (2017), The Comprehensive Public Relations Reader-Function and Practice
- Vilanilam J.V, A.K. Verghese (2004), Advertising basics- a resource guide for beginners, Sage publications Ltd.
- Corneilssen, Joep (2011), Corporate Communication-A Guide to theory and practice, Sage Publication Ltd.

Further reading

- Hardy, Jonathan**,** Iain Macrury, Helen Powell**,** The advertising Handbook**,** Routledge

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	1	-	-	3			2		3
CO 2	3	2	-	1	-	-	2	1		2		
CO 3	1	1	3		-	-	2	2	2			
CO 4	1	1	3		-	-			2		2	
CO 5	1	1	-	3	-	-					3	
CO 6	1	1	-	3	-	-	3					3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	**Four Modules (20 marks)**	**Open-ended Module (10 Marks)**
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5			✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	**Introduction to Electronic Media**				
Type of Course	**Minor**				
Semester	**I**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with electronic media platforms 2.Basic Communication Skills				
Course Summary	This course explores the foundations of electronic media, covering communication principles, the landscape of electronic media, content creation, and utilization of tools/platforms. Develop practical skills through hands-on projects and gain insights into AI applications. The learners will foster creativity in content production and distribution for electronic media.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Describe the concept of communication, explain its basic principles.	U	C	Instructor-created exams / Quiz
CO2	Discuss the characteristics of electronic media and categorize its types.	Ap	P	Observation/ Group Discussion
CO3	Present the types, structure and examples of electronic media.	An	P	Seminar Presentation / Group Tutorial Work
CO4	Use different tools and platforms for electronic media content creation.	Ap	C	Instruction/ Workshop
CO5	Experiment with new age content creation methods for electronic media.	C	P	Workshop/Project
CO6	Analyze the impact of emerging technologies on electronic media content creation and distribution, and evaluate their implications for communication practices and industry trends.	An	P	Home Assignments/ Seminar Presentation
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Communication Principles**	**11**	**15**
	1	Concept, Definition and Process	3	
	2	Elements of Communication	3	
	3	Types of Communication	3	
	4	Functions and Dysfunctions	2	
II		**Electronic Media: An Overview**	**11**	**15**
	5	Concept and Characteristics of Electronic Media	3	
	6	Types of Electronic media	3	
	7	Broadcast Media	2	
	8	Digital Media Platforms	3	
III		**Contents of Electronic Media**	**15**	**25**
	9	Electronic media Contents: Types	2	
	10	Electronic media Contents: Structure	2	
	11	Electronic media Contents: Examples	1	
	12	Audio Contents	2	
	13	Audio-visual contents	2	
	14	Digital Content	2	
	15	Streaming and Podcasting	1	
	16	Audience of electronic media	1	
	17	Demographics, Psychographics, and Media Consumption Patterns	2	
IV		**Tools and Platforms**	**11**	**15**
	18	Introduction to Electronic Media Tools- Audio, Video and Digital Tools	3	
	19	Microphone, Audio Editing Software, Camera	2	
	20	Video editing tools, Graphic Design Tools and Digital Tools	2	
	21	Using Social Media Platforms- Content distribution and Promotion	2	
	22	AI Tools for Electronic Media content creation.	2	
V		**Open Ended Module**	**12**	
	1	**Comparative Analysis of Broadcast and Digital Media** 1)Conduct a comparative analysis of broadcast media and digital media platforms. 2)Identify key characteristics, advantages, and limitations of each type of media. 3)Analyze examples of content from both broadcast and digital media to illustrate differences in content structure, delivery, and audience engagement. 4)Present findings in a written report format, highlighting	4	

		the unique features of each media type and their implications for content creators and consumers.		
	2	**Case Study on AI Tools in Electronic Media Content Creation:** 1)Select a case study focusing on the application of AI tools in electronic media content creation. 2)Research and analyze how AI technologies are used in various aspects of content creation, such as automated editing, content recommendation systems, and audience segmentation. 3)Evaluate the effectiveness and impact of AI tools on content quality, production efficiency, and audience engagement. 4)Present findings in a case study report format, including an overview of the AI technologies used, case study examples, and insights into the future trends of AI in electronic media content creation.	4	
	3	**Comparative Analysis of Broadcast and Digital Media: Task:** 1)Conduct a comparative analysis of broadcast media and digital media platforms. 2)Identify key characteristics, advantages, and limitations of each type of media. 3)Analyze examples of content from both broadcast and digital media to illustrate differences in content structure, delivery, and audience engagement. 4)Present findings in a written report format, highlighting the unique features of each media type and their implications for content creators and consumers.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Farrell, A. (2021). Introduction to electronic media and broadcasting. NY Research Press.
- McQuail, D. (2010). McQuail′s Mass Communication Theory. SAGE.
- Baran, S. J., and Davis, D. K. (2007). Mass Communication Theory: Foundations, Ferment, and Future. Cengage Learning.
- Kumar, K. J. (2020b). Mass Communication in India, Fifth Edition. Jaico Publishing House.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	2			1		
CO 2	2	3	-	-	-	-	1					
CO 3	-	-	1	-	-	-					1	
CO 4	-	-	2	3	-	-		2	3			
CO 5	-	1	-	-	-	-			3			
CO 6	-	-	-	3	-	-						3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Radio and Television**				
Type of Course	**Minor**				
Semester	**II**				
Academic Level	**100 - 199**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Awareness of Radio and TV media platforms and their basic functions. 2. Proficiency in reading, writing, and speaking				
Course Summary	The course covers the stages of electronic media production, writing for radio and TV programs, audio and video production, and on-air performance skills. It also emphasizes radio and television in the digital age. The course aims to equip students with the skills required to open their career option in the audio-visual industry.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the stages of electronic media production and roles of the production team.	U	C	Instructor-created exams / Quiz
CO2	Articulate a concept and write script for radio and television.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Demonstrate the AV content production process and on-air performance skills.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Discuss the new facets of radio and television in the digital age.	U	C	Instructor-created exams / Home Assignments
CO5	Experiment radio and television content production using digital media technologies.	Ap	P	One Minute Reflection Writing assignments
CO6	Analyze the impact of media convergence on production workflows and content distribution strategies.	Ap	P	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Radio and Television Production**		**11**	**15**
	1	Stages- Pre-production, Production and Post-production	3	
	2	Roles and responsibilities of the production team	3	
	3	Producer, Artist(s), Crew and Editors	3	
	4	Key personnel in radio and television production	2	
II	**Scripting for Media**		**11**	**15**
	5	Scripting for Radio programs	3	
	6	Scripting for Television programs	3	
	7	Structure and format of Radio and Television scripts	3	
	8	Techniques for writing effective scripts	2	
III	**Tools and Techniques**		**15**	**25**
	9	Audio - Process	2	
	10	Video production- Process	2	
	11	Audio - tools and techniques	1	
	12	Video production- tools and techniques	2	
	13	Editing- Need, Process and Tools	2	
	14	On-air performance skills for radio	2	
	15	Performance skills for Television	1	
	16	Live Programmes- Radio	1	
	17	Live Programmes- Television	2	
IV	**Emerging Trends**		**11**	**15**
	18	Media Convergence	2	
	19	Audio-visual content creation using smartphone	3	
	20	AR/VR	2	
	21	Podcasting and Streaming- Platforms and Tools	2	
	22	Podcasting and Streaming- limitations and challenges	2	
V	**Open Ended Module**		**12**	
	1	**Scriptwriting Workshop:** In this assignment, students will individually develop scripts for radio and television programs. They will explore the structure and format of scripts for each medium, focusing on techniques for engaging storytelling and effective communication. Students will receive feedback from peers and instructors to refine their scripts.	4	
	2	**Production Team Simulation:** Divide students into groups and assign each group a specific role within a production team (e.g., producer, artist, crew, editor). Students will simulate the pre-production, production, and post-production stages of a project, assigning tasks and responsibilities according to their roles. They will	4	

		document their process, highlighting challenges faced and strategies employed to overcome them.		
	3	**Media Convergence Project:** In this assignment, students will collaborate to create a multimedia project that leverages audio-visual content creation using smartphones, podcasting, and streaming platforms. They will integrate various elements such as interviews, music, and visuals to produce compelling content that demonstrates media convergence principles. The project will culminate in a presentation where students showcase their work and reflect on the challenges and opportunities of convergent media production.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Boyd, A., Stewart, P., and Alexander, R. (2012b). Broadcast journalism: Techniques of Radio and Television News. CRC Press.
- Gross, L., Gross, B., and Perebinossoff, P. (2012). Programming for TV, radio and the internet: Strategy, Development and Evaluation. Taylor and Francis.
- Keval J Kumar, 'Mass Communication in India', Jaico Publishing House.
- K.M Shrivasta, 'Radio and TV Journalism', Sterling Publishers Pvt. Ltd, New Delhi.
- Sharma, S. P. (2003). Basic Radio and Television, 2/E. Tata McGraw-Hill Education.
- Dominick, J. R. (1996). The dynamics of mass communication. McGraw-Hill Humanities, Social Sciences and World Languages.
- Ahuja, B. N., and Batra, S. (1978). Mass communications: Press, Radio, T.V., Films, Advertising, and Other Media : with Special Reference to Indian Conditions. New Delhi : Varma Bros.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs with PSOs and POs :

	PSO1	PSO 2	PSO 3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
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CO 2	2	3	-	-	-	-	2	3	-	-	-	
CO 3	-	-	1	-	-	-	-	-	1	-	-	
CO 4	-	-	2	3	-	-	-	-	2	3	-	
CO 5	-	1	-	-	-	-	-	1	-	-	-	
CO 6	-	-	-	3	-	-	-	-	-	3	-	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓			✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Digital Media**				
Type of Course	**Minor**				
Semester	**III**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Willingness to explore and learn about digital technologies and their applications 2. Familiarity with internet usage				
Course Summary	This course introduces the digital media and its principles, technologies, and creative aspects that shape the digital communication environment. Students will engage with hands-on activities and critical analysis to develop a comprehensive understanding of digital media's impact on society and communication through digital media production activities.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Discuss the principles and theories of digital media.	U	C	Instructor-created exams / Quiz
CO2	Apply digital media tools and techniques in real-world scenarios.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Analyze the impact of digital media on society.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Participate in continuous learning and adapt to emerging digital media trends.	U	C	Instructor-created exams / Home Assignments
CO5	Experiment content production using digital media technologies.	Ap	P	One Minute Reflection Writing assignments
CO6	Evaluate the legal and ethical considerations inherent in digital media production	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Digital Media**		**11**	**15**
	1	Introduction to digital media production	2	
	2	Principles of digital media production	3	
	3	Techniques of digital media production	3	
	4	Characteristics of Digital Media	3	
II	**Tools and Techniques**		**10**	**15**
	5	Digital media production tools and software	3	
	6	Content Creation and Editing	3	
	7	Media convergence	2	
	8	Content Production: Assignment	2	
III	**Digital Media and Society**		**15**	**25**
	9	Role of Digital Media in Society	2	
	10	Impact of Digital Media on Communication	2	
	11	Legal Aspects: IPR and Copyright	1	
	12	Ethical Considerations in Digital Media	2	
	13	Net Neutrality	2	
	14	Digital Divide -Concept	2	
	15	News Aggregators	1	
	16	Digital Piracy	1	
	17	Cyber Crimes	2	
IV	**Digital Media: Recent Trends**		**12**	**15**
	18	Web 2.0 to 3.0	2	
	19	Generative AI for digital content production	2	
	20	Digital Media Story telling- Concept, Models and Examples	3	
	21	Scripting-Making-Editing-Publishing	2	
	22	Micro Contents Making- Microblogging, Shorts/Reels etc	3	
V	**Open Ended Module**		**12**	
	1	Familiarize students with major tools and practice with open source or free software. • Group Projects • Individual Assignments • Peer Review	4	
	2	**Digital Media Project Showcase:** Students will collaborate in small groups to create a digital media project that incorporates various tools, techniques, and trends covered in the course. The project could be a short film, podcast, or social media campaign, showcasing their understanding and application of digital media concepts. Each group will	4	

		present their project to the class, highlighting their production process and creative decisions.		
	3	**Ethical Case Study Analysis:** Students will analyze a real-world case study involving ethical considerations in digital media production. They will identify the ethical issues involved, discuss potential consequences, and propose solutions or ethical guidelines to address the situation. This assignment will culminate in a small report submission outlining their analysis and recommendations.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

1. Susman-Peña, T. (2019). *Fighting misinformation: Digital Media Literacy*.
2. Silverblatt, A., Miller, D. C., Smith, J., and Brown, N. (2014). Media literacy: Keys to Interpreting Media Messages. Bloomsbury Publishing USA.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	3					
CO 2	2	3	-	-	-	-			2		3	
CO 3	-	-	1	-	-	-					3	
CO 4	-	-	2	3	-	-				1		1
CO 5	-	1	-	-	-	-		2				
CO 6	-	-	-	3	-	-					2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Introduction to Mass Communication**				
Type of Course	**Minor**				
Semester	**I**				
Academic Level	**100 - 199**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic familiarity with mass media platforms 2. Willingness to explore new concepts and ideas about communication				
Course Summary	Mass communication is a dynamic field offering abundant career opportunities for individuals with aptitude and talent. "Introduction to Mass Communication" will furnish students with a foundational understanding of communication elements, integrated marketing communication, and the fundamentals of journalism and storytelling across various mass media platforms.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental characteristics and types of communication and media.	U	C	Instructor-created exams / Quiz/ Seminar Presentation
CO2	Grasp fundamental concepts of digital marketing channels and their functionalities.	U	C	Instructor-created exams / Quiz/ Seminar Presentation
CO3	Apply basic techniques for content creation and social media engagement strategies	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	Understand the organisational structure of a newspaper and apply the basic print media practices such as reporting and editing.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Home Assignments
CO5	Analyse the significance of storytelling across different media platforms	An	M	One Minute Reflection Writing

				assignments/ Home Assignments
CO6	Find and develop stories from the immediate surrounding	C	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Fundamentals of Communication**		**10**	**15**
	1	Definition and elements of communication	2	
	2	Forms of Communication	2	
	3	Nature and Characteristics of Mass Communication	2	
	4	Functions and Dysfunctions of Mass Media	2	
	5	Characteristics and Types of Mass Media	2	
II	**Digital Marketing**		**12**	**18**
	6	Introduction to Digital Marketing	1	
	7	Website and Content Marketing	1	
	8	Social Media Marketing	2	
	9	Email Marketing	2	
	10	Search Engine Marketing (SEM) and Pay-per Click (PPC) Advertising	2	
	11	Online Advertising and Display Marketing	2	
	12	Analytics and Performance Measurement	2	
III	**Fundamentals of Journalism**		**16**	**25**
	13	Organizational Structure of a Newspaper	2	
	14	Responsibilities and Qualities of Editorial Staff.	2	
	15	Definition and Types of News, News Determinants	3	
	16	Features, Articles, Editorials, Interviews, Reviews, Cartoons, Columns, Readers 'Letters	3	
	17	News Story Structure, Inverted Pyramid Style, News Sources	3	
	18	Principles of Editing, Role and Responsibilities of a Sub-editor, Newspaper Layout and Design	3	

IV	**Mass Communication and Storytelling**		**10**	**12**
	19	Why Storytelling? Stories Vs Facts and Figures Elements of Storytelling	3	
	20	Narratives in Storytelling	2	
	21	Storytelling across different mass media platforms: Print, radio. Television, and digital media	3	
	22	Multimedia Storytelling	2	
V	**Open Ended Module:**		**12**	
	1	**Print Media Practices and Storytelling Analyses** Students can be assigned to write news stories based on campus activities or events in the surrounding area. Moreover, they can be encouraged to analyze and present case studies and examples of digital marketing strategies and storytelling across diverse mass media platforms.	12	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

Core Texts

- Baran, S. J., and Davis, D. K. (2003). Mass Communication Theory: Foundations, Ferment, and Future. Cengage Learning.
- Dominick, J. R. (2012). The dynamics of mass communication. McGraw-Hill Humanities, Social Sciences and World Languages.
- Kumar, K. J. (2020a). Mass Communication in India, Fifth Edition. Jaico Publishing House.
- Chaffey, D., and Ellis-Chadwick, F. (2015). Digital Marketing PDF eBook. Pearson Higher Ed.

Suggested Readings

- Agee, Ault and Emery. (1985). *Introduction to Mass Communications*, New York: Harper and Row
- Joseph A. Devito. (1978). *Communicology: An Introduction to the Study of Communication*, New York: Harper and Row.
- Bruce Itule, and Douglas Anderson. *News Writing and Reporting for Today's Media*, McGraw Hill.
- K.M Shrivastava. (2013). *News Reporting and Editing*, New Delhi: Sterling publishers Pvt. Ltd.
- Uma Joshi. (1999). *Text Book of Mass Communication and Media*, New Delhi: Anmol Publications.
- Bruce H. Westly. (1980). *News Editing*.
- Ram Pandey, Agya (2023). *Multimedia Storytelling in the Digital Age*. Juggernaut Publications
- Bennet, Ty. (2013). *Power of Storytelling: The Art of Influential Communication*

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	2	-	-	2	-	1	-	-	2
CO 2	2	-	2	-	2	2	2	2	2	2	-	2
CO 3	2	2	-	-	2	2	2	2	2	-	-	2
CO 4	2	-	2	-	2	1	2	1	2	-	1	-
CO 5	2	-	-	2	2	-	2	2	1	-	1	2
CO 6	-	2	2	2	2	-	-	2	2	2	1	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

External Examination : 70 Marks

Internal : 30

Internal Marks Split-up (Total 30 Marks)		
Components of Internal Marks Evaluation	Four Modules (20 Marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (Group or Individual)/ Debate or Discussion/ Case Studies/ Quiz/ Viva on Created Works/Productions	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	**Broadcast and Digital Journalism**				
Type of Course	**Minor**				
Semester	**II**				
Academic Level	**100 - 199**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Interest in staying informed about current events and a desire to explore how news is produced 2. Familiarity with digital tools and platforms				
Course Summary	The course Broadcast and Digital Journalism will provide a bird's-eye view of the dynamic media worlds of radio, television, and digital media. The course focuses on the basic skills required for a broadcast and digital journalist, introducing current practices.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the historical progression from radio to television and digital media.	U	C	Instructor-created exams / Quiz/ Seminar Presentation
CO2	Analyze the organizational structure and setup of radio and television newsrooms.	An	P	Instructor-created exams/Seminar Presentation
CO3	Demonstrate proficiency in writing, news gathering, and presentation techniques for radio journalism.	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	Demonstrate proficiency in writing, news presentation, and program formats for television journalism.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Group Tutorial Work
CO5	Understand the characteristics and elements of digital journalism and online newsroom setup.	U	M	Instructor-created exams / Quiz/ Practical Assignment
CO6	Engage in comparative analysis of radio, television, and online media, and participate in role-plays.	C	P	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Evolution of Broadcast and Digital Media**		**10**	**16**
	1	Brief History of Radio	2	
	2	Development of Television	2	
	3	Emergence of Digital Media	3	
	4	Organizational Structure of a Radio Station: Newsroom Setup	1	
	5	Organizational Structure of a Television Station: Newsroom Setup	1	
	6	Online Newsroom Setup	1	
II	**Radio Journalism**		**13**	**18**
	7	Radio Programme Formats	2	
	8	Elements of Radio	2	
	9	Writing for Radio	3	
	10	News Gathering Process for Radio	2	
	11	Presentation Techniques	2	
	12	Radio Jockeying	2	
III	**Television Journalism**		**13**	**18**
	13	Television Programme Formats	3	
	14	Writing for Television	3	
	15	Television News	3	
	16	Television Presentation Techniques	2	
	17	Television Anchoring	2	
IV	**Digital Journalism**		**12**	**18**
	18	Characteristics of Digital Media	2	
	19	Basic Elements of Digital Journalism	2	
	20	Writing for Online Media	3	
	21	Content Production: Online Media	3	
	22	Production of News Website	2	
V	**Open Ended Module**		**12**	
	1	**Broadcast and Digital Media Practices** Students can be tasked with comparing and analyzing the content of radio, television, and online media. Either on a group or individual basis, they can be asked to produce short programs for radio, television, or online media following standard procedures. They may also be prompted to engage in role-plays, taking on the personas of television	12	

		presenters or radio jockeys.		

Books and References:

Core Texts

- McLeish, R. (2005). Radio Production. Taylor and Francis.
- Zettl, H. (2011). Television Production Handbook + Workbook. Wadsworth Publishing Company.
- P.K. Ravindranath. (2004). *Broadcast Journalism*, New Delhi: Authors Press.
- Foust, J. (2017). Online journalism: Principles and Practices of News for the Web. Taylor and Francis.

Suggested Readings

- Arul Aram and Nirmaldasan. (2006). Understanding News Media, Chennai: Vijay Nicole Imprints Pvt. Ltd.
- Andrew Boyd. (2001). Broadcast Journalism, Techniques of Radio and Television News, London: Focal Press.
- Ted White. (2005). Broadcast News: Writing, Reporting and Producing, London: Focal Press.
- Joseph R. Dominick. (2012). *The Dynamics of Mass Communication*, New Delhi: McGraw Hill
- Keval J. Kumar. (2012). *Mass Communication in India*, New Delhi: Jaico Publishing House.
- Hill, Steve and Lashmar, Paul. (2013) *Online Journalism. The Essential Guide*. Sage Publications
- Ray, Tapas. (2006). *Online Journalism: A Basic Text*. Foundation Books

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Mapping of COs with PSOs and POs:

	PSO1	**PSO 2**	**PSO 3**	**PSO4**	**PSO 5**	**PSO6**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO 1	2	-	-	2	-	-	2	-	-	1	2	-
CO 2	2	-	-	2	2	-	2	-	1	-	1	-
CO 3	-	-	2	-	2	2	2	2	2	-	1	1
CO 4	-	-	2	-	2	2	2	2	2	-	1	1
CO 5	2	-	2	1	2	2	2	2	2	-	-	2
CO 6	-	2	2	2	2	-	-	2	2	2	-	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

External : 70 Marks

Internal Marks Split-up (Total 30 Marks)		
Components of Internal Marks Evaluation	Four Modules (20 Marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (Group or Individual)/ Debate or Discussion/ Case Studies/ Quiz/ Viva on Created Works/Productions	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	**Assignment**	**Seminar Presentation**	**End Semester Examinations**
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6		✓	✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Film and Television Production**				
Type of Course	Minor				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with the basics of film and television as mediums of storytelling 2. Curiosity about how stories are told through visual elements				
Course Summary	The course "Film and Television Production" offers a comprehensive overview of fundamental techniques in film and television production, covering pre-production, production, and post-production phases. Additionally, it delves into the historical evolution of film and introduces essential production personnel and equipment necessary for both mediums.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the historical evolution of cinema and television, including different film genres.	U	F	Instructor-created exams / Quiz/ Seminar Presentation
CO2	Identify and differentiate between various production types and stages, from pre-production to post-production.	Ap	P	Instructor-created exams/Seminar Presentation
CO3	Demonstrate proficiency in pre-production activities such as idea generation, script writing, and budgeting.	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	Gain practical knowledge of production equipment, personnel roles, lighting techniques, and camera operations.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Group Tutorial Work
CO5	Acquire skills in post-production processes, including visual and sound editing, special effects, and non-linear editing.	Ap	P	Instructor-created exams / Quiz/ Practical Assignment
CO6	Analyze and compare film genres,	An	M	Viva Voce

	television program formats, and engage in scriptwriting and mobile filmmaking.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Brief History of Film and Television**		**10**	**16**
	1	Brief History of Cinema	2	
	2	Emergence of Television	2	
	3	Types of Films: Film Genres	2	
	4	Types of Production: Single-camera Production, Multi-camera Production, ENG, EFP	3	
	5	Stages of Production: Pre-production, Production, Post-production	1	
II	**Pre-Production**		**13**	**18**
	6	Idea and Research	2	
	7	Treatment Writing, Script Writing, and Previsualisation	3	
	8	Planning, Budgeting, Location Hunting, and Casting	2	
	9	Finding the Right Production Crew	2	
	10	Arranging Equipment	2	
	11	Shooting Schedule	2	
III	**Production**		**15**	**20**
	12	Production Equipment	2	
	13	Production Personnel: Roles and Responsibilities	2	
	14	Lighting: Characteristics of Light, Sources of Light, Three-point lighting, Lighting Instruments and Accessories	2	
	15	Recording Moving Images: Shot, Scene and Sequence, Shot Sizes	3	
	16	Camera Angles	2	
	17	Camera Movements	2	
	18	Composition Rules	2	
IV	**Post-production**		**10**	**16**
	19	Visual Editing, Recording: Sound Editing and Mixing, Special Effects	3	
	20	Continuity Editing Approach, Parallel Editing, Montage Editing	3	
	21	Video Transitions	2	
	22	Non-linear Editing: Interface, Process and Technique	2	
V	**Open Ended Module**		**12**	
	1	**Film and Television Production Practices**	12	

		Students can be tasked with comparing and analyzing different film genres and television program formats. They can also be required to write scripts for short films or documentaries. Additionally, they may be prompted to produce short films or reels utilizing mobile phones and open-source editing software.		

Books and References:

Core Texts

1. Zettl, H. (2011c). Television Production Handbook + Workbook. Wadsworth Publishing Company.
2. Mamer, B. (2013). Film production technique: creating the accomplished image. Cengage Learning.

Suggested Readings

1. Wexman, V. W. (2010). A history of film. Pearson.
2. Hayward, S. (2013). Cinema studies: The Key Concepts. Routledge.
3. Monaco, J. (2009b). How to read a film: Movies, Media, and Beyond. OUP USA.
4. Barnwell, J. (2019). The fundamentals of film making. Bloomsbury Publishing.
5. Millerson, G., and Owens, J. (2009). Television production. Taylor and Francis.

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Mapping of COs with PSOs and POs:

	PSO1	**PSO2**	**PSO3**	**PSO4**	**PSO5**	**PSO6**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
CO 1	2	-	-	2	-	-	2	-	-	2		1
CO 2	2	2	2	-	2	-	2	2	2	-	-	-
CO 3	-	-	2	-	2	2	2	1	-	2	-	2
CO 4	-	-	2	-	2	2	2	2	2	1	-	
CO 5	-	-	-	-	2	2	1	2	2	-	-	2
CO 6	2	2	2	2	2	-	-	2	-	2	-	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Internal Marks Split-up (Total 30 Marks)		
Components of Internal Marks Evaluation	Four Modules (20 Marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (Group or Individual)/ Debate or Discussion/ Case Studies/ Quiz/ Viva on Created Works/Productions	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	**Assignment**	**Seminar Presentation**	**End Semester Examinations**
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	**Mass Media Essentials**				
Type of Course	**Minor**				
Semester	**I**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Familiarity with mass media platforms 2. Basic Communication Skills				
Course Summary	Provide students with an introduction to key concepts, processes, and skills related to mass media and journalism. Cover the foundations of communication, different types of media, news production, and publishing across print, electronic/digital platforms.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	CO1: Explain the fundamentals of communication and how mass media utilizes these concepts	U	F	Instructor-created exams / Quiz/ Seminar Presentation
CO2	CO2: Identify and compare different types of mass media, including print, electronic and digital	U	F	Instructor-created exams/Seminar Presentation
CO3	CO3: Describe the processes involved in news gathering, news editing, and content production for various media platforms	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	CO4: Outline the assessments and projects focused on evaluating skills related to reporting, editing, design, etc.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Group Tutorial Work
CO5	CO5: Students will create content to prepare for careers in news media.	An	M	Practical Assigments
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I	**Fundamentals of communication**		**10**	**15**
	1	Definitions of communication	2	
	2	Elements of communication- 7Cs of Communication	3	
	3	Types of communication- Intrapersonal, Interpersonal, Group, Mass, Non-verbal	3	
	4	Functions and dysfunctions of mass communication	2	
II	**Mass media**		**10**	**15**
	5	Types	3	
	6	Characteristics	3	
	7	Scope and limitations of the mass media- Print, Radio, Film, Television	2	
	8	New media	2	
III	**News gathering**		**17**	**25**
	9	News-Definition, Elements, Sources	2	
	10	Beat reporting	2	
	11	News Interview	2	
	12	Live news reporting	2	
	13	Photojournalism	2	
	14	Sting operation	2	
	15	Structure of news- Inverted pyramid and Hourglass	1	
	16	News Bureau, Reporters	2	
	17	Correspondents, Stringers, Citizen Journalist	2	
IV	**News editing**		8	**15**
	18	Principles of Editing- Accuracy, objectivity, consistency, fairness	2	
	19	Taste, balance and legal propriety	2	
	20	News-person's language, Stylebook	2	
	21	Writing headlines, Caption and catchwords, Photo editing	1	
	22	Basics of Design and Layout of newspaper and magazines.	1	
V	**PRACTICUM**		30	
	1	**Field Reporting Exercise** Students will conduct field reporting exercises in various settings, such as public events, press conferences, or community gatherings. They will practice identifying news stories, gathering information from diverse sources, and adapting to dynamic	12	

		reporting environments. Prepare a portfolio of the news reports		
	2	**News Editing Exercises** Edit News stories (Agency Copy or any erroneous one) and draft suitable headlines. Please concentrate on the accuracy of the story and check the factual errors.	10	
	3	Arrange discussion or debate on various topics related to the intricacies of mass communication. Motivate students to participate in the discussion/ peer debate.	8	
The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.				

Books and References:

- Mencher, M. (2011). Melvin Mencher's news reporting and writing..
- Lanson, J., and Stephens, M. (2008). Writing and reporting the news. Oxford University Press, USA.
- Fedler, F. (2005). Reporting for the media. Oxford University Press, USA.
- Saxena, A. (2007). Fundamentals of reporting and editing. Kanishka Publishers.
- Kumar, K. J. (2020c). Mass Communication in India, Fifth Edition. Jaico Publishing House.
- DeVito, J. A. (1982). Communicology: An Introduction to the Study of Communication. HarperCollins Publishers.

Books For Further Reading

- George, B. G., and Verghese, B. G. (2003). Breaking the big story: Great Moments in Indian Journalism. Viking Adult.
- Randall, D. (2005). The Great Reporters.
- George, T. J. S. (2007). Lessons in journalism. The Story of Pothan Joseph, New Delhi:
- Pratap, A. (2002). Island of Blood: Frontline Reports from Sri Lanka, Afghanistan and Other South Asian Flashpoints. Penguin Books.
- Verghese, B. G. (2005). Warrior of the Fourth Estate: Ramnath Goenka of the Express. Viking Adult.
- Nayar, K. (2006). Scoop! : Inside stories from the partition to the present. Harpercollins.

- **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2						2					2
CO 2		2										
CO 3			3		3							
CO 4	2						2					2
CO 5				3							3	
CO 6		2		3						3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Convergent Journalism**				
Type of Course	**Minor**				
Semester	**II**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Basic Awareness on Digital Media Platforms 2. Basic Communication Skills				
Course Summary	The Convergent Journalism course is designed to equip students with the essential skills and knowledge for news gathering, content creation, and curation across a multitude of media platforms. This includes traditional print, broadcast, web, and contemporary social media platforms. The course focuses on enabling students to report stories effectively using various formats such as writing, photography, Videography, web publishing, and social media, and to adeptly adapt content for diverse audiences across different platforms.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	The syllabus aims to impart both conceptual knowledge of digital journalism as well as practical skills in producing content for various digital media platforms.	U	C	Instructor-created exams / Quiz
CO2	It exposes students to tools and techniques of online reporting to prepare them for careers in converged media.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Upon completion of this course, students will demonstrate proficiency in convergent journalism practices across multimedia platforms.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	This includes conceptual knowledge of digital journalism and storytelling techniques. ·	U	C	Instructor-created exams / Home Assignments
CO5	The course enables the students hands-on skills in producing online content using a variety of tools and formats.	Ap	P	One Minute Reflection Writing assignments
CO6	Students will curate an online presence and manage digital content to prepare for careers in	Ap	P	Viva Voce

	converged news media.			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Digital Platforms**	**10**	**15**
	1	Meaning, definition, and scope of convergent journalism	2	
	2	Overview of convergent journalism in the digital age	2	
	3	The Web and a converged multimedia news environment;	2	
	4	Different types of news media online- online newspapers and specialized news portals	2	
	5	Social Media, Interactive Chats and Blogs.	2	
II		**Digital Content Creation**	**15**	**25**
	6	Unique features of news Websites	2	
	7	Elements of digital storytelling	2	
	8	Tools of online journalism.	3	
	9	Introduction to multimedia storytelling through image, audio, video, graphics and animation.	4	
	10	Use mobile devices for multimedia reporting	2	
	11	Data visualization and infographics.	2	
III		**Digital Content Management**	**10**	**15**
	12	Understanding the dynamics of digital platforms	3	
	13	Utilizing social media for journalism	2	
	14	Building and managing online presence	2	
	15	Convergence in newsrooms	3	
IV		**Digital Platforms**	**10**	**15**
	16	Challenges and opportunities in convergent journalism	2	
	17	Interactive Storytelling	2	
	18	Techniques for creating engaging and interactive stories,	2	
	19	Virtual Reality (VR) in newsrooms	2	
	20	Augmented reality (AR) in newsrooms	2	
V		**Practicum**	**30**	
	1	Students participate in a hands-on field reporting exercise using mobile journalism techniques. Working individually or in pairs, students identify a newsworthy event or story in their local community.	13	
	2	**Digital News Story Creation and Presentation**	12	

		● Provide students with a list of current news topics or allow them to choose their own. ● Instruct students to research their chosen topic, gather relevant information, and plan their digital news story. ● Encourage students to consider incorporating multimedia elements such as images, videos, or infographics. ● Each student or team presents their digital news story to the class, explaining their topic, sources, and creative choices.		
	3	**Digital Journalism Panel Discussion** ● **I**nvite a panel of digital journalism professionals, including journalists, editors, social media managers, and digital media experts, to participate in the talk series.	5	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books for References:

- De Wolk, R. (2001). Introduction to online journalism: Publishing News and Information. Addison-Wesley Longman.
- Foust, J. (2017). Online journalism: Principles and Practices of News for the Web. Taylor and Francis.
- Boczkowski, P. J. (2005). Digitizing the news: Innovation in Online Newspapers. MIT Press.
- Allan, S. (2006). Online news: journalism and the internet: Journalism and the Internet. McGraw-Hill Education (UK).
- Hewitt, H. (2006). Blog: Understanding the Information Reformation That's Changing Your World. Thomas Nelson.
- Bolter, J. D., Engberg, M., and MacIntyre, B. (2021). Reality media: Augmented and Virtual Reality. MIT Press.

Note: The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1	-	-	-	-	
CO 2	2	3	-	-	-	-	2	3	-	-	-	
CO 3	-	-	1	-	-	-	-	-	1	-	-	
CO 4	-	-	2	3	-	-	-	-	2	3	-	
CO 5	-	1	-	-	-	-	-	1	-	-	-	
CO 6	-	-	-	3	-	-	-	-	-	3	-	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar/ Practical Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Advertising and Copywriting**				
Type of Course	**Minor**				
Semester	**III**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. An understanding of media platforms, channels, and their respective audiences 2. Curious and proactive in exploring emerging trends and technologies shaping the advertising industry.				
Course Summary	The course is a comprehensive and immersive program designed to introduce students to the multifaceted world of advertising. Recognized as a critical support system for the media industry, advertising is not only a source of financial backing but also a field that demands creativity, persuasion, and widespread presence. This course aims to equip students with a deep understanding of advertising's core principles, its historical evolution, and the creative processes behind effective advertising campaigns.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Gain a foundational understanding of advertising's history, types, and key influencers in the industry.	U	C	Instructor-created exams / Quiz
CO2	Acquire skills in planning, analysing, and executing effective advertising campaigns with measurable outcomes.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Develop the ability to craft creative and persuasive advertising messages utilizing impactful language and creativity.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Understand ethical, legal, and societal impacts of advertising, including gender stereotyping and regulatory considerations.	U	C	Instructor-created exams / Home Assignments
CO5	Analyse the role of advertising in shaping societal norms and its economic implications.	Ap	P	One Minute Reflection Writing assignments
CO6	Enhance creative communication skills to produce compelling and	Ap	P	Viva Voce

	persuasive advertising content for diverse audiences.			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Introduction to Advertising**	**10**	**15**
	1	Advertising definition, concept, nature, history and evolution	2	
	2	Types of advertising	2	
	3	Classification- Based on service Based on geography Based on context	4	
	4	Key personalities David Ogilvy, Alique Padamsee, Piyush Pandey	2	
II		**Advertising Campaign**	**15**	**25**
	5	Campaign planning definitions	2	
	6	Brand versus social campaign	2	
	7	Situation analysis, Advertising objectives	2	
	8	Advertising Budget, Media types and vehicles	2	
	9	Creation and production of message	2	
	10	Successful advertising campaigns case studies	2	
	11	Advertising agencies types and structure	3	
III		**Crafting Creative Advertising Messages**	**10**	**15**
	12	Advertising as a tool of communication	2	
	13	Creativity in advertising	2	
	14	Creating an advertising copy	2	
	15	Language and creativity	2	
	16	Use of advertising language	2	
IV		**Advertising and Society**	**10**	**15**
	18	Ethical issues in advertising	2	
	19	Laws related to advertising in India	2	
	20	Advertising and Gender, stereotyping	2	
	21	Statutory bodies: ASCI, ABC, AAAI	2	
	22	Advertising and economy	2	
V		**PRACTICUM**	**30**	
	1	Create advertisements for different media	10	

		Review/ Analysis of selected advertisements/campaigns		
	2	Students will apply their knowledge and skills acquired throughout the course to develop and execute a comprehensive advertising Campaign.Finally, students will submit a comprehensive project report detailing their campaign's planning, execution, and evaluation processes, along with reflections on their learning and insights gained from the practicum experience	10	
	3	Conduct Workshops/training sessions for copywriting/ Ad content development and management	10	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Vilanilam, J. V., and Varghese, A. K. (2004). Advertising basics!: A Resource Guide for Beginners. SAGE.
- Jefkins, F. (2016). Advertising: Made Simple. Elsevier.
- Lane, W. R., and King, K. W. (2011). Kleppner's advertising procedure. Prentice Hall.

Books for further reading:

- Tellis GJ (2004) Effective Advertising Understanding When How and Why Advertising Works Response Books New Delhi
- Percy L, Rosenbaum R and Eliot R (2009) Oxford London
- Berman M (2012) The Copywriter's Toolkit Blackwell Publishing
- Valladares J (200)) The Craft of Copywriting Sage
- Burton et.al. (1993) Essentials of Media Planning NTSC Business Books USA
- Belch EG (2020) Advertising and Promotion an Integrated Marketing Communication Perspective McGraw Hill Education

Note: The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1	-	-	-	1	
CO 2	2	3	-	-	-	-	2	3	-	-	2	
CO 3	-	-	1	-	-	-	-	-	1	-		
CO 4	-	-	2	3	-	-	-	-	2	3		
CO 5	-	1	-	-	-	-	-	1	-	-	1	-
CO 6	-	-	-	3	-	-	-	-	-	3	2	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	**Evaluation of Practical Component of Credit-1 in a Major / Minor Course**	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation/ Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**മലയാള പത്രപ്രവർത്തനം**				
Type of Course	**Minor**				
Semester	**I**				
Academic Level	**100 - 199**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Proficiency in Malayalam **2.** Accessing online news portals, viewing TV news programs, listening to radio broadcasts				
Course Summary	This course is an exploration of the principles and practices of journalism within the context of Malayalam media.Students will develop skills in news reporting, editing, and ethical journalism practices specific to the Malayalam language and its cultural nuances. By the course's end, students will emerge equipped to navigate the dynamic landscape of Malayalam journalism with confidence and proficiency				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will demonstrate recall of key concepts, terminology, and historical developments in Malayalam journalism.	R	C	MCQs/Quizzes/Exam
CO2	Explain the role and function of media in Malayalam society	U	C	Group discussion/ Case study analysis/ Seminar
CO3	Apply journalistic techniques to produce news content in Malayalam	Ap	C	Assignments/ Discussion
CO4	Evaluate the credibility and reliability of Malayalam news sources	E	P	News Source Analysis/ Discussion
CO5	Analyse news media representations and biases in Malayalam journalism	An	P	Discussion/ Written Assignments/ Seminar Presentation
CO6	Students will create multimedia journalism projects, incorporating text, images, audio, and video, to effectively communicate news stories in the Malayalam	C	M	News Story production and distribution

	language.			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**മലയാള പത്രപ്രവർത്തനം**	**12**	**20**
	1	കേരളത്തിലെ അച്ചടി മാധ്യമങ്ങളുടെ ചരിത്രം- ഉത്ഭവം , വളർച്ച, വികാസം	3	
	2	മിഷണറിമാരുടെ സംഭാവന	2	
	3	മലയാള മാധ്യമങ്ങളും ഇന്ത്യൻ സ്വാതന്ത്ര്യസമരവും	3	
	4	ഹെർമൻ ഗുണ്ടർട് - സ്വദേശാഭിമാനി രാമകൃഷ്ണപിള്ള- കണ്ടത്തിൽ വർഗീസ് മാപ്പിള -നിധീരിക്കൽ മാണിക്കത്തനാർ	2	
	5	കെ പി കേശവ മേനോൻ -കേസരി ബാലകൃഷ്ണപിള്ള- സി വി കുഞ്ഞിരാമൻ -	2	
II		**മലയാള പ്രസിദ്ധീകരണങ്ങൾ**	**11**	**15**
	6	ആനുകാലിക പത്രങ്ങളും ടാബ്ലോയിഡുകളും	2	
	7	രാഷ്ട്രീയപാർട്ടികളുടെ പ്രസിദ്ധീകരണങ്ങൾ	2	
	8	പ്രത്യേക വിഭാഗങ്ങൾക്കായുള്ള പ്രസിദ്ധീകരണങ്ങൾ	1	
	9	ചലച്ചിത്ര പ്രസിദ്ധീകരണങ്ങൾ -സ്പോർട്സ് മാസികകൾ -സ്ത്രീ പ്രസിദ്ധീകരണങ്ങൾ	2	
	10	ആരോഗ്യ മാസികകൾ -കാർഷിക പ്രസിദ്ധീകരണങ്ങൾ	2	
	11	ലൈഫ്സ്റ്റൈൽ പ്രസിദ്ധീകരണങ്ങൾ	2	
III		**ന്യൂസ് റിപ്പോർട്ടിങ്**	**13**	**20**
	12	വിവിധതരം വാർത്തകൾ -മൃദു വാർത്തകൾ - കഠിന വാർത്തകൾ	2	
	13	വാർത്ത അവതരിപ്പിക്കേണ്ട വിധം- ഇൻവെർട്ടഡ് പിരമിഡും മറ്റു രീതികളും	3	
	14	പത്ര സമ്മേളനങ്ങൾ , പ്രസംഗങ്ങൾ റിപ്പോർട്ട് ചെയുമ്പോൾ	3	
	15	വാർത്താ ഉറവിടങ്ങൾ	2	
	16	വാർത്താ ലേഖകർ - കഴിവുകളും ചുമതലകളും	2	

	17	സ്ട്രിങ്ങർ ,കറസ്പോണ്ടന്റ് .	1	
IV		**ന്യൂസ് എഡിറ്റിങ്ങ്**	**12**	**15**
	18	എഡിറ്റിങ്ങ് -ആശയവും പ്രക്രിയയും	3	
	19	കോപ്പികൾ എഡിറ്റ് ചെയുന്ന വിധം- പത്രക്കുറിപ്പുകൾ - ഏജൻസി കോപ്പികൾ- ലേഖകരുടെ വാർത്തകൾ	3	
	20	ശൈലീ പുസ്തകം	1	
	21	തലക്കെട്ടുകൾ- പ്രാധാന്യവും എഴുത്തുരീതിയും	3	
	22	ന്യൂസ് എഡിറ്റർ - കഴിവും ചുമതലകളും	2	
V		**Open Ended Module:**	**12**	
	1	വിദ്യാർഥികൾ വിവിധതരം വാർത്താറിപ്പോർട്ടുകൾ തയ്യാറാക്കുക.	4	
	2	വാർത്തകൾക്ക് ഉചിതമായ തലക്കെട്ടുകൾ നൽകുക	4	
	3	മലയാളത്തിലെ പ്രഗൽഭരായ പത്രപ്രവർത്തകരുടെ പ്രവർത്തനങ്ങളെയും സംഭവനകളെയും വിമർശനാത്മകമായി വിലയിരുത്തുക	4	
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

1. മലയാള പത്രഭാഷ , കേരളഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട്
2. കേരള പത്രപ്രവർത്തന ചരിത്രം, പുതുപ്പള്ളി രാഘവൻ

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2				
CO 2	3	2	-		-	-	2	2				
CO 3	3		3		-	-	1		2			
CO 4			3		-	-			3			
CO 5	1		3		-	-	1		3			
CO 6	-	1	-	1	-	-		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6	✓			

Programme	BA Journalism and Mass Communication				
Course Title	മലയാള സിനിമ: ചരിത്രവും വർത്തമാനവും				
Type of Course	Minor				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic Familiarity with Malayalam cinema **2.** Basic knowledge of historical events and social movements in Kerala				
Course Summary	This course explores insight into the socio-cultural influences, major movements, and notable figures that have shaped Malayalam cinema. By the course's conclusion, students will emerge equipped with a nuanced understanding of Malayalam cinema's historical trajectory and its current position within the global film landscape.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall key milestones in the history of Malayalam cinema	R	C	MCQs/Quizzes/Exam
CO2	Understand the socio-cultural context of Malayalam cinema	U	C	Group discussion/ Case study analysis
CO3	Apply critical concepts to analyze Malayalam films	Ap	C	Assignments/ Discussion
CO4	Evaluate the cultural significance of Malayalam cinema	E	P	Home Assignments/Discussion
CO5	Analyze the evolution of Malayalam cinema over time, tracing the shifts in thematic concerns, stylistic innovations, and industry practices.	An	P	Discussion/ Written Assignments/ Seminar Presentation
CO6	Students will demonstrate their ability to apply their understanding of Malayalam cinema history and contemporary trends to produce original audiovisual content.	C	M	Short film making/ Film production
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**ഇന്ത്യൻ സിനിമ**	**12**	**20**
	1	ലൂമിയർ സഹോദരന്മാരും സിനിമാ പ്രദർശനവും ഇന്ത്യയിൽ-	3	
	2	ദാദാസാഹേബ് ഫാൽക്കെ, അർദേശിർ ഇറാനി -ഇന്ത്യയിലെ ആദ്യകാല ചലച്ചിത്ര പ്രവർത്തനങ്ങൾ	2	
	3	ഇന്ത്യൻ സിനിമ - നിശബ്ദ കാലഘട്ടം	3	
	4	ശബ്ദ സിനിമയുടെ കാലഘട്ടം	2	
	5	സത്യജിത് റേ	2	
II		**മലയാള സിനിമ**	**11**	**15**
	6	മലയാളത്തിലെ നിശബ്ദ സിനിമകൾ	2	
	7	വിഗതകുമാരൻ -ജെ സി ഡാനിയേൽ -പി കെ റോസി -മാർത്തണ്ഡവർമ	2	
	8	മലയാളത്തിലെ ശബ്ദ സിനിമയുടെ കാലഘട്ടം	1	
	9	മറുഭാഷാ ചിത്രങ്ങളുടെ സ്വാധീനം	2	
	10	ബാലൻ - ശബ്ദസിനിമയുടെ പിറവി	2	
	11	കെ എസ് സേതുമാധവൻ , രാമു കാര്യാട്ട് , എ വിൻസൻറ് , പി ഭാസ്കരൻ	2	
III		**മലയാളംസിനിമയുടെ വികാസം**	**13**	**20**
	12	സാഹിത്യത്തിൻറെ സ്വാധീനം മലയാള സിനിമയിൽ	2	
	13	സാഹിത്യകൃതികളുടെ അനുവർത്തനങ്ങൾ	3	
	14	നാടകങ്ങളുടെ സ്വാധീനം മലയാള സിനിമയിൽ	3	
	15	1960 കളിലെയും 1970കളിലെയും ലയാള സിനിമ- അടൂർ ഗോപാലകൃഷ്ണൻ , ജി അരവിന്ദൻ , കെ ജി ജോർജ് .ജോൺ എബ്രഹാം	2	
	16	ഫിലിം സൊസൈറ്റി പ്രസ്ഥാനങ്ങൾ	2	
	17	ചലചിത്രോത്സവങ്ങൾ - ദേശീയ അന്തർദേശീയ പുരസ്കാരങ്ങൾ	1	
IV		**മലയാള സിനിമയും നൂതന പ്രവണതകളും**	**12**	**15**
	18	ജനപ്രിയ സിനിമ അന്നും ഇന്നും	3	
	19	സിനിമ പ്രേക്ഷകരിലും ചലച്ചിത്ര നിർമിതിയിലും വന്ന മാറ്റങ്ങൾ	3	

	20	മലയാളസിനിമയിലെ നവതരംഗം	1	
	21	താര വ്യവസ്ഥ	3	
	22	കേരളചലച്ചിത്ര അക്കാദമി	2	
V	**Open Ended Module:**		**12**	
	1	സിനിമാ പ്രദർശനം മലയാള സിനിമ ചരിത്രത്തിൽ നാഴികക്കല്ലായി വിലയിരുത്തുന്ന സിനിമകളുടെ പ്രദർശനം		
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

1. മലയാള സിനിമയുടെ കഥ, വിജയകൃഷ്ണൻ
2. Saran, R. (2014). History of Indian cinema. Diamond Pocket Books Pvt Ltd.
3. Pillai, M. T. (2010). Women in Malayalam Cinema: Naturalising Gender Hierarchies.
4. Abraham, Joshil K, and Judith Misrahi-Barak. The Routledge Companion to Caste and Cinema in India. Taylor and Francis, 18 Nov. 2022.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PSO5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2				
CO 2	3	2	-		-	-	2	2				
CO 3	3		3		-	-	1		2			
CO 4			3		-	-			3			
CO 5	1		3		-	-	1		3			
CO 6	-	1	-	1	-	-		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6	✓			

Programme	**BA Journalism and Mass Communication**				
Course Title	**ഡിജിറ്റൽ മാധ്യമപ്രവർത്തനം**				
Type of Course	**Minor**				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic Computer Skills 2. Familiarity with different types of digital media platforms.				
Course Summary	This course is designed to equip students with the essential knowledge and skills required to navigate and critically engage with the rapidly evolving landscape of digital media. Students will explore key concepts, tools, and platforms in digital media, enhancing their ability to effectively consume, produce, and analyze digital content.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate an understanding of the evolution and development of digital media,	U	C	Instructor-created exams / Quiz
CO2	Explain the concepts of media literacy, information literacy, and digital literac	U	C	Analyse the importance of media literacy through analysis, assignments etc.
CO3	Analyze the differences between various types of digital audiences	An	C	Group Presentation/ Discussion
CO4	Evaluate ethical concerns related to digital media	An	C	Debates on particular cases.
CO5	Demonstrate proficiency in fact-checking and verification techniques	Ap	P	Fact Checking Exercises.
CO6	Examine the concept of cyber culture and digital citizenship	U	C	Essays on topics related to.

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**ഡിജിറ്റൽ ജേർണലിസം**	**14**	**20**
	1	ഡിജിറ്റൽ ജേർണലിസം -നിർവ്വചനം ഉൽഭവവും വളർച്ചയും	3	
	2	ഡിജിറ്റൽ മാധ്യമങ്ങൾക്കുള്ള വ്യത്യാസം	2	
	3	ഡിജിറ്റൽ ജേർണലിസം ആസ്വാദകർ / ഗുണഭോക്താക്കൾ	3	
	4	ഡിജിറ്റൽ വാർത്താ ഉറവിടങ്ങൾ	2	
	5	വെബിനായി എഴുതുമ്പോൾ -തത്വങ്ങൾ പരിമിതികൾ	2	
	6	മലയാള ഡിജിറ്റൽ വാർത്താ പോർട്ടലുകൾ	1	
	7	മലയാള പത്രങ്ങൾ -ഓൺലൈൻ എഡിഷനുകൾ	1	
II		**ഡിജിറ്റൽ മാധ്യമ സാക്ഷരത**	**11**	**15**
	6	സൈബർ കുറ്റകൃത്യങ്ങൾ	2	
	7	ഡിജിറ്റൽ സുരക്ഷാ പ്രശ്നങ്ങൾ	2	
	8	വ്യാജ വാർത്തകളും നിർമിതികളും	2	
	9	പകർപ്പവകാശം, അശ്ലീല ചിത്രീകരണം	1	
	10	ഹാക്കിങ് ,സൈബർ ബുള്ളിയിങ്	2	
	11	ഓൺലൈൻ പരസ്യങ്ങൾ	2	
III		**നൂതന പ്രവണതകൾ**	**13**	**20**
	12	ഓൺലൈൻ പോർട്ടലുകൾ	2	
	13	സിറ്റിസൺ ജേർണലിസം	3	
	14	ഓഗ്മെന്റഡ് റിയാലിറ്റി	3	
	15	വിർച്വൽ റിയാലിറ്റി	2	
	16	ആർട്ടിഫിഷ്യൽ ഇന്റലിജൻസ്	2	
	17	ഡാറ്റ ജേർണലിസം	1	
IV		**മൊബൈൽ ജേർണലിസം (MOJO)**	**10**	**15**
	18	മൊബൈൽ പത്രപ്രവർത്തനം -	2	
	19	ഷൂട്ടിങ് മൊബൈൽ ഫോണിൽ	2	
	20	എഡിറ്റിംഗ് മൊബൈൽ ഫോണിൽ	2	
	21	മോജോ കിറ്റ് -മൊബൈൽ ഫോൺ പരിമിതികളെ മറികടക്കൽ	2	
	22	ധാർമികതയും മൂല്യങ്ങളും	2	

V	**Open Ended Module:**		**12**	
	1	വ്യാജ വാർത്തകളും ഡിജിറ്റൽ മാധ്യമവും എന്ന വിഷയത്തിൽ ഉള്ള സെമിനാർ/ ശില്പശാല സംഘടിപ്പിക്കുക	6	
	2	മൊബൈൽ ഫോൺ ഉപയോഗിച്ച് കോളേജിൽ നിന്നോ അടുത്ത പ്രദേശത്തുനിന്നോ ഉള്ള ഒരു വാർത്ത നിർമ്മിക്കുക . ഗ്രൂപ്പ് പ്രവർത്തനം ആയി ചെയ്യാവുന്നതാണ്	6	
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

1. Dewdney, A. andRide, P., The New Media Handbook, Routledge, London, 2006.
2. Schmidt , E. and Cohen, J., The New Digital Age, John Murray, 2013.
3. Siapera and Veglis, Handbook of Online Journalism, Wiley-Blackwell, 2012.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2				
CO 2	3	2	-		-	-	2	2				
CO 3	3		3		-	-	1		2			
CO 4			3		-	-			3			
CO 5	1		3		-	-	1		3			
CO 6	-	1	-	1	-	-		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6	✓			

Programme	BA Journalism and Mass Communication				
Course Title	**Science Communication**				
Type of Course	**Minor**				
Semester	**I**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of basic scientific concepts 2. Proficiency in language and writing skills to communicate				
Course Summary	This course equips students with the skills and knowledge necessary to effectively communicate scientific information through news reporting.By the end of the course, students develop proficiency in crafting concise, accurate, and informative news stories on scientific topics, preparing them for careers in science journalism and communication.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate recall of fundamental principles of news reporting, including the inverted pyramid structure, headline writing, and journalistic ethics.	R	F	Instructor-created exams / Quiz
CO2	Interpret and explain scientific research findings accurately in their news reports	U	C	Case Studies/Debates.
CO3	Assess the quality and credibility of scientific sources and research studies, demonstrating the ability to discern reliable information for inclusion in news reports.	E	C	Comparative Analysis/ Discussion
CO4	Apply news reporting techniques and conventions effectively to communicate scientific information concisely and engagingly in their news reports.	Ap	P	Science News Reporting Exercises/
CO5	Analyze scientific research studies and data critically, evaluating their relevance, significance, and potential impact in the context of news reporting.	An	P	Assignments
CO6	Produce original and well-crafted news reports on scientific topics, demonstrating creativity, clarity, and journalistic integrity in their writing.	C	P	Scientific Report writing
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Communicating Science**		**13**	**20**
	1	Science Communication—Evolution of science communication in India, Importance of science communication	2	
	2	Writing for Science Communication-- Language for science communication-Coverage of Science and Technology events	3	
	3	Institutional efforts in science communication-- ISRO, DRDO, NCSTC, National Science Communication Congress, Bridge between research institutions and masses	2	
	4	Science Communication Events – National and International Science Films Festival of India;National Children Science Congress; India International Science Festival; Indian Science Congress; Indian Science Communication Congress	2	
	5	Science Popularization in India - Programmes, organizations, individuals	2	
	6	Problems in popularizing and reporting science, ways to overcome the challenges	2	
II	**Science , Technology and Media**		**15**	**20**
	7	Community media for science communication	2	
	8	Science Communication in Print Media-- Space devoted to science Reporting in newspapers of various types, Science magazines, journals, science section in General magazines	2	
	9	Science Reporting in TV and Radio-- Experiments in Doordarshan on science communication- Science journalism for the digital media platforms	2	
	10	Essential features of science reporters; role of a science page editor; Popular science magazines	3	
	11	Science Communication and Voluntary Organizations-- Voluntary associations for science communication, Newsletters, journals of the voluntary associations, organizations, Comparison of coverage.	3	
	12	Writing science features and articles- suitable examples of science features and articles in Indian Media	3	
III	**Technology and Innovation Reporting**		**12**	**15**
	13	Distinction between science and technology; Covering Technology:	3	
	14	Covering Tech Trends and Industry Insights	1	
	15	Effective interviews with technology professionals and innovators.	2	
	16	Cutting-edge developments in Technology and innovation	1	

		areas		
	17.	Reporting science and technology Accuracy in S and T reporting	2	
	18.	Source and techniques to gather S and T data Coverage of S and T information in different media Problems of technical terminologies	3	
IV	**Ethical Science Communication**		**8**	**15**
	19	Ethics,trust, credibility, and integrity in science reporting.	2	
	20	Addressing misinformation in science reporting-Avoiding Bias in Science reporting	2	
	21	Science Journalists in fostering public trust and understanding.	2	
	22	Ethical use of images, data, and visual representations in science journalism	2	
V	**Open Ended Module:**		**12**	
	1	**Science News Report Writing** Provide students with a selection of recent scientific research studies, discoveries, or breakthroughs from reputable sources such as scientific journals, university press releases, or science news websites. Using the inverted pyramid structure commonly used in news reporting, instruct students to write a news report summarizing the key findings of their assigned topic. Encourage students to write in clear, concise language suitable for a general audience, avoiding jargon and technical terminology whenever possible. Facilitate a peer review or feedback session where students can provide constructive feedback on each other's news reports	6	
	2.	**Science Communication Campaign** Divide students into teams and assign each team a science communication campaign topic (e.g., climate change, vaccination, biodiversity conservation). Provide guidelines and resources for campaign planning, including target audience analysis, messaging strategies, and outreach tactics. Encourage creativity and innovation in campaign design, such as using social media, organizing events, or collaborating with community partners. Teams will present their campaign proposals to the class, highlighting their key ideas and strategies	6	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Angler, M. W. (2017). Science Journalism: An Introduction. Taylor and Francis.
- Angler, M. W. (2021). Journalistic practice: science storytelling: Why Science Must Tell Stories. Springer Nature.

Suggested Readings:

- The Oxford Handbook of the Science of Science Communication

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	3	-	-	3			2		
CO 2		1	-	3	3	-		2			3	1
CO 3	-	2		-	-	-			3			
CO 4	-	-	3		-	-		3		3		
CO 5	1		-	3	-	-					3	
CO 6	-	-	3		3	-		2				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	6	4
Assignment/ Fact Verification Activities	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓	✓	✓
CO 3	✓		✓	✓
CO 4	✓	✓		✓
CO 5	✓		✓	✓
CO 6		✓	✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Health and Environment Reporting**				
Type of Course	**Minor**				
Semester	**II**				
Academic Level	**100 - 199**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1.Familiarity with different media platforms, including print, online, broadcast, and social media 2. Interest in Health and Environmental Topics				
Course Summary	The Health and Environment Reporting course offers students an in-depth exploration of journalism practices and principles related to health and environmental issues. Through a combination of theoretical study, and real-world case studies, students will develop the knowledge, skills, and ethical awareness necessary to report accurately, ethically, and effectively on topics such as public health, environmental conservation, climate change, and sustainability.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall key concepts, and issues in developments in environmental communication and health communication	R	F	Instructor-created exams / Quiz
CO2	Demonstrate an understanding of the principles and practices of environmental communication and health communication	U	C	Seminar Presentation
CO3	Evaluate the ethical and legal dimensions of environmental and health reporting, considering issues such as accuracy, fairness, privacy, and transparency, and applying ethical frameworks to guide responsible journalism practices	E	C	Debate/ Discussion
CO4	Apply communication theories and principles to analyze and evaluate environmental problems, health issues, and communication campaign	Ap	P	News Reporting Exercises/ News Analysis
CO5	Analyze the effectiveness of different forms of environmental communication, including media coverage, advocacy campaigns, and public awareness initiatives	An	P	Assignments
CO6	Create original communication materials, such as articles, reports, multimedia presentations, and social media campaigns, to raise awareness of environmental issues, promote public health messages, and	C	P	Health/ Environment Report writing

	advocate for positive social change.			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Environmental communication**	**11**	**15**
	1	Environmental communication:an overview	2	
	2	National, international environmental agreements, declarations and protocols- UNEP	3	
	3	Major environmental problems in India	2	
	4	Environmental movements in India and abroad	2	
	5	Media and Environment Literacy	2	
II		**Reporting on environment**	**15**	**20**
	6	Environmental reporting	1	
	7	Types of stories - investigative, in-depth and interpretative. Journalism vs Activism,	2	
	8	Reporting on environment through print, radio, television, social and folk media.	3	
	9	Major environmental publications-Documentaries and movies.	2	
	10	Sources for environmental reporting.	2	
	11	Problems faced by environmental journalists	2	
	12	Reporting climate change Features, Columns, Editorial and Report on environmental issues	3	
III		**Health Communication**	**12**	**20**
	13	Role of communication in health	3	
	14	Communication process and principles applied to health	1	
	15	Interpersonal and mass media sources	2	
	16	Source credibility factors	1	
	17.	opinion leaders and change agents	2	
	18.	Health and family welfare communication campaigns- Hurdles in health communication campaign	3	
IV		**Reporting Health**	**10**	**15**
	19	Health Publications-Health magazines- Portals	2	
	20	Health columns in newspapers Solutions journalism in health reporting	3	
	21	Ethical and legal aspects of health Reporting	2	
	22	Health Reporter qualities and challenges- Evaluating evidence and debunking myths	3	

V	**Open Ended Module:**		**12**	
	1	**Health News Analysis** Selects a variety of health news articles from reputable sources, covering different topics such as disease outbreaks, medical research findings, public health policies, etc.Students are divided into small groups and assigned one health news article per group. Each group reads and analyzes their assigned article. After analyzing the articles, each group presents their findings to the class, highlighting strengths and weaknesses in the reporting and discussing any discrepancies or concerns.	6	
	2.	**Environment Reporting** **T**eacher provides students with a dataset containing environmental data relevant to a specific issue or topic, such as air quality measurements, water pollution levels, biodiversity indices, or climate change indicators.Students work individually or in small groups to analyze the dataset.Each student or group selects one aspect of the environmental data to focus on and prepares a news report or presentation exploring its significance and implications.Students present their reports or presentations to the class, explaining their methodologies, discussing their findings, and reflecting on the challenges and limitations of working with environmental data.	6	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Harrabin, R., Coote, A., and Allen, J. (2003). Health in the news: Risks, Reporting and Media Influence
- Sachsman, D. B., and Valenti, J. M. (2020b). Routledge Handbook of Environmental Journalism. Routledge.
- Mencher, M. (2011). Melvin Mencher's news reporting and writing.

Suggested Readings:

- The Oxford Handbook of the Science of Science Communication

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	3	-	-	3			2		
CO 2		1	-	3	3	-		2			3	1
CO 3	-	2		-	-	-			3			
CO 4	-	-	3		-	-		3		3		
CO 5	1		-	3	-	-					3	
CO 6	-	-	3		3	-		2				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	6	4
Assignment/ Fact Verification Activities	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓	✓	✓
CO 3			✓	✓
CO 4		✓		✓
CO 5	✓		✓	✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Scientific Photography**				
Type of Course	**Minor**				
Semester	**III**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. A basic understanding of scientific concepts 2. Genuine interest in photography				
Course Summary	Course attempts to offer an in-depth study of the techniques and applications of photography in scientific research and documentation. It emphasizes the importance of visual communication in science and the ethical considerations involved in scientific imaging.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate an understanding of fundamental principles of photography, including exposure, composition, and lighting techniques.	U	F	Instructor-created exams / Quiz
CO2	Able to explain the importance of ethical considerations in scientific photography, including issues related to image manipulation, data integrity, and consent.	R	F	Case Studies/Debates.
CO3	Apply basic photography skills and techniques to capture scientifically accurate and visually compelling images in various scientific contexts	Ap	C	Comparative Analysis/ Discussion
CO4	Evaluate the effectiveness of different lighting and composition techniques in conveying scientific concepts and enhancing the communicative power of scientific images.	E	P	News Reporting Exercises/
CO5	Students will assess the impact of different lighting, composition, and editing techniques on the clarity, accuracy, and communicative power of scientific images.	An	C	Team projects/ Peer Evaluation
CO6	Design and produce a portfolio of original scientific photographs that effectively communicate complex scientific concepts or phenomena through visually compelling imagery.	C	P	Digital media content creation

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Scientific Photography**		**12**	**20**
	1	Overview of scientific photography	2	
	2	Importance and applications in various fields	3	
	3	Significance of Scientific Photography in research and science education.	2	
	4	Basic principles of photography and camera mechanics.	2	
	5	Emerging technologies in scientific photography	2	
	6	Computational photography, multi spectral imaging, and 3D imaging	1	
II	**Equipment and Techniques for Scientific Imaging**		**15**	**20**
	7	Specialized cameras, lenses, and accessories for scientific photography.	3	
	8	Macro, micro, and aerial photography techniques.	3	
	9	High-speed and time-lapse photography for capturing dynamic scientific processes.	3	
	10	Stereoscopic photography: Creating 3D images	2	
	11	Forensic photography: Principles and practices	2	
	12	Digital Ultraviolet and Infrared Photography	2	
III	**Lighting and Composition in Scientific Photography**		**12**	**15**
	13	Advanced lighting techniques for enhancing detail and clarity in scientific images.	3	
	14	Composition and framing techniques specific to scientific subjects.	1	
	15	Digital image processing techniques for scientific purposes.	2	
	16	Using software for image enhancement and data extraction.	1	
	17.	Composition techniques to different scientific subjects - static specimens, dynamic processes, and experimental setups.	3	
	18.	Controlling distractions, and incorporating contextual cues	2	
IV	**Ethical and Legal Aspects of Scientific Photography**		**9**	**15**
	19	Ethical considerations and responsible conduct in scientific imaging.	3	
	20	Copyright and intellectual property rights related to scientific photographs.	3	
	21	Proper attribution and citation of images	2	
	22	Issues of representation, bias, and cultural sensitivity	1	
V	**Open Ended Module:**		**12**	
	1	**Scientific Photography Projects** Project where students work in small groups to design and execute a scientific photography project on a chosen topic.		

		Each group will develop a detailed project proposal outlining the objectives, methodology, and timeline for the study, as well as the specific photographic techniques and equipment required.They will apply the principles learned in the course, including lighting, composition, and image processing, to produce scientifically accurate and visually compelling photographs. At the conclusion of the project, each group will present their findings through a written report and an oral presentation, showcasing their images and discussing the scientific significance and implications of their work		
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

- Savazzi, E. (2011). Digital Photography for Science (Hardcover). Lulu.com.
- Peres, M. R. (2021). Natural Science Imaging and photography. CRC Press.

Suggested Readings:

- Krauss, T. C., and Warlen, S. C. (1985). The Forensic science use of reflective ultraviolet photography. Journal of Forensic Sciences, 30(1), 10991J. https://doi.org/10.1520/jfs10991j

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	3	-	-	3					
CO 2			-	3	3	-		2			3	
CO 3	-	2		-	-	-			3			
CO 4	-	-		3	-	-	3			3		
CO 5	-		-	3	-	-					3	
CO 6	-	-	3		3	-		2				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	6	4
Assignment/ Fact Verification Activities	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2		✓	✓	✓
CO 3			✓	✓
CO 4		✓		✓
CO 5			✓	✓
CO 6			✓	

VOCATIONAL MINOR COURSES IN JOURNALISM AND MASS COMMUNICATION

Programme	BA Journalism and Mass Communication				
Course Title	**News Reporting : Principles and Techniques**				
Type of Course	**Vocational Minor**				
Semester	I				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	**1.** Communication skills, including listening, speaking, and interviewing **2.** Exposure to News Media				
Course Summary	This course provides students with a comprehensive understanding of the principles and techniques of news reporting. Through a combination of theoretical study and practical exercises, students will learn the fundamentals of journalism, including news gathering, interviewing, writing, and ethical considerations				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate an understanding of the principles and practices of news reporting	U	C	MCQs/Quizzes/Exam
CO2	Comprehend various news gathering techniques	U	P	Discussion/ Written Assignments
CO3	Explain the inverted pyramid structure and other writing styles used in news reporting	An	C	Assignments/ Discussion
CO4	Evaluate the credibility and reliability of news sources and information	E	P	Media content Analysis/ Discussion
CO5	Analyze the layout and design principles of print newspapers and magazines	An	C	Comparative Analysis
CO6	Create dummy newspaper pages or magazine spreads, applying design principles and layout techniques	U	C	Newspaper Production/ News reporting exercises
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**News Gathering**	**13**	**20**
	1	Reporting and Reporters - Training and Qualifications	1	
	2	Reporting for Newspapers - Reporting the expected and unexpected	3	
	3	Reporting skills- Nose for News, Observation	1	
	4	Taking notes and audio recording, finding, checking, verifying, analyzing and interpreting information-	3	
	5	Asking Questions- Press conference, Policy Issues, celebrities	2	
	6	Interviewing- Types of interviews	2	
	7	Interviewing techniques.	1	
II		**Skills for Writing News**	**12**	**15**
	8	The basic formula - The Inverted Pyramid	2	
	9	Writing the Lead-Kinds of Leads	3	
	10	Datelines, Credit Lines, Bylines	3	
	11	Checklists for the standard of the news story	2	
	12	Essential skills needed for a news reporter	2	
III		**News Writing**	**12**	**20**
	13	Extracting Stories from outside sources-Citizens, Press releases, Institutional sources Ministries and Govt. Departments	2	
	14	Reporting accidents and disasters, writing obituaries	2	
	15	Writing caption for cartoons and photos;	2	
	16	Writing human interest stories.	3	
	17	Understanding Beats	3	
IV		**Specialized Writing**	**11**	**15**
	18	Oped articles	3	
	19	Editorials	2	
	20	Articles	2	
	21	Middles	2	
	22	Columns	2	
V		**Open Ended Module:**	**12**	
	1	**News Story Writing Practice** Provide students with a current event or news topic and ask them to write a news story following the inverted pyramid structure	4	

	2	**Interview Skills:** Organize a mock press conference or interview scenario where students take turns playing the roles of journalists and interviewees. Provide students with a set of questions or prompts related to a specific topic and evaluate their interviewing skills based on their ability to ask relevant, probing questions and extract key information from the interviewee.	4	
	3.	Task students with going out into the community to gather news stories by observing events, interviewing sources, and collecting relevant information. Provide students with a list of specific criteria or topics to cover, such as local events, community issues, or human interest stories.	4	
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

- Mencher, Melvin (2010), Melvin Mencher's News Reporting and Writing, 12th Edition, McGraw-Hill Education
- Itule, Bruce and Douglas Anderson (2006), News Reporting for Today's media, McGraw-Hill Education

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2				
CO 2	3	2	-		-	-	2	2				
CO 3	3		3		-	-	1		2			
CO 4			3		-	-			3			
CO 5	1		3		-	-	1		3			
CO 6	-	1	-	1	-	-		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1		✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3		✓		✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6	✓		✓	

Programme	BA Journalism and Mass Communication				
Course Title	**News Editing: Principles and Techniques**				
Type of Course	**Vocational Minor**				
Semester	**II**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic Writing Skills **2.** Awareness of current affairs and events				
Course Summary	This course provides an in-depth exploration of the principles and techniques of news editing, focusing on the role of editors in shaping and refining news content for publication. Students will develop the skills and knowledge necessary to edit news stories effectively, uphold journalistic standards, and enhance the quality and impact of news publications.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate an understanding of the fundamental principles and responsibilities of news editing	U	C	MCQs/Quizzes/Exam
CO2	Recall and identify key principles and techniques of news editing	R	C	Comparative Analysis
CO3	Apply copy editing techniques, headline writing principles, and photo selection strategies to refine news content for publication	Ap	C	Assignments/ Discussion/ headline Writing exercises/ News Editing Exercises
CO4	Evaluate news content and editorial decisions for quality, relevance, and impact, assessing the effectiveness of editing techniques	E	P	Media content Analysis/ Discussion
CO5	Analyze news stories for clarity, accuracy, and adherence to journalistic standards	An	P	Discussion/ Written Assignments
CO6	Create polished news stories, headlines, and visual elements that meet	C	P	Newspaper Production/ News Editing exercises/ headline writing

	editorial standards			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**News Editing**	**13**	**20**
	1	Principles of editing	1	
	2	Process of Editing	1	
	3	Headlines; importance, functions of headlines	3	
	4	Types of headline	1	
	5	Typography and style book- language	3	
	6	Importance of photographs	2	
	7	Selection of news pictures	2	
II		**Editorial Page**	**13**	**20**
	8	Editorial page: Structure, Purpose.	3	
	9	Content and design of editorial page	2	
	10	Edits, middles, letters to the editor	3	
	11	Special articles/ columns,Opinion pieces, Op. Ed page	2	
	12	Editing of Feature Pages: Sunday Magazines, Special Sections, Special Supplements and City pull	3	
III		**Skills for Editing**	**12**	**15**
	13	News Judgement	2	
	14	Mastery over language	2	
	15	Reading between lines	2	
	16	Creative Headlines and fitting the news stories	3	
	17	Working and rewriting the news stories	3	
IV		**Organizational Structure**	**10**	**15**
	18	Role and function of copy desk	2	
	19	Functions of Editor/ Chief Editor	2	
	20	Resident Editor, Asst. Editor, News Editor	2	
	21	Functions and qualifications of a sub-editor	2	
	22	Chief Sub Editor	2	
V		**Open Ended Module:**	**12**	
	1	Headline writing exercises based on newspaper published stories; Writing caption/changing caption of the selected cartoons and photos	4	

	2 3.	Editing erroneous news Copy Re-writing headlines of published news copies Designing front page/ Editorial page of a newspaper (dummy)	4 4	
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

- Mencher, Melvin (2010), Melvin Mencher's News Reporting and Writing, 12th Edition, McGraw-Hill Education
- Stepp, C. S. (2008). Editing for Today's Newsroom: A Guide for Success in a Changing Profession. Routledge

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2				
CO 2	3	2	-		-	-	2	2				
CO 3	3		3		-	-	1		2			
CO 4			3		-	-			3			
CO 5	1		3		-	-	1		3			
CO 6	-	1	-	1	-	-		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6	✓			

Programme	BA Journalism and Mass Communication				
Course Title	**Broadcast News: Principles and Techniques**				
Type of Course	**Vocational Minor**				
Semester	**III**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Proficiency in written and oral communication **2.** Foundational understanding of journalistic principles and practices				
Course Summary	This course is designed to provide students with comprehensive training in the principles, techniques, and practices of broadcast journalism. Through a blend of theoretical learning and hands-on experience, students will develop the skills necessary to research, report, write, and produce news stories for television and radio broadcasts.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate an understanding of the principles and practices of broadcast news production	U	C	MCQs/Quizzes/Exam
CO2	Recall and identify key terminology, concepts, and technical procedures used in broadcast news production	R	C	Written Assignments and exams
CO3	Apply technical skills to produce broadcast-quality news content for television and radio platforms	Ap	C	Assignments/ Discussion
CO4	Evaluate the impact of broadcast news content on audience perceptions, attitudes, and behaviors	E	P	News Analysis/ Discussion
CO5	Analyze news stories and broadcast segments for clarity, accuracy, and newsworthiness	An	P	Discussion/ Written Assignments
CO6	Develop, and produce original news programming, including live broadcasts, news segments, and special reports	C	P	News Production exercises
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C))				

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Writing for Radio**		**13**	**20**
	1	Writing for the Ear-Writing techniques of news on radio	1	
	2	Elements of a Radio News Story: : Gathering, Writing/Reporting- Radio News Bulletins	3	
	3	Working in a Radio News Room	2	
	4	News Bulletin structure	1	
	5	Interview and discussion	2	
	6	Writing for commercials	2	
	7	Scripting for Radio features and documentaries	2	
II	**Newsroom Structure**		**13**	**20**
	8	Newsroom and its functioning	3	
	9	News editing and production- Radio News Production: Stages of Audio Production	3	
	10	Sound recording techniques	3	
	11	Qualities of Radio Journalist- Radio news producer	2	
	12	Radio Jockey- Skills	2	
III	**Television News**		**12**	**15**
	13	Writing and Reporting for TV: Finding the story and Developing the sources, Gathering the facts (Getting right visuals, facts and figures)	3	
	14	Writing for television Interviews	3	
	15	Preparing Scripts for different news formats	2	
	16	Rundown and structure of news bulletin, news graphics	2	
	17	Television news team-role and responsibilities	2	
IV	**News Production**		**10**	**15**
	18	TV news Production: Pre production, Production and Post production;	2	
	19	Producing Debate, Panel Discussion, Live Coverage and Recorded Programmes, News Interviews,outstation broadcast	3	
	20	Piece to camera, Phone-Ins, Vox-pop	2	
	21	Voice Over, Info-graphics	1	
	22	Qualities and functions of News presenter	2	
V	**Open Ended Module:**		**12**	
	1	**Script Writing** Students are provided with a short news story or press	4	

		release and are tasked with writing a broadcast news script based on the provided information.		
	2	**Interviewing Exercise** Students pair up and take turns interviewing each other on a given topic or news event, with one student acting as the interviewer and the other as the interviewee. To develop interviewing skills, including asking open-ended questions, active listening, and engaging in meaningful dialogue, while also practicing on-camera or microphone presence.	4	
	3.	**Voice over Recording Exercise** Students record voice over narration for a short news segment or package, which may include reading a news script or providing commentary on a news story. To practice vocal delivery, articulation, and pacing for broadcast news presentations, emphasizing clarity, authority, and audience engagement.	4	
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

- Barnas, F. (2017). Broadcast news writing, reporting, and producing. Taylor and Francis.
- Boyd, A., Stewart, P., and Alexander, R. (2012). Broadcast journalism: Techniques of Radio and Television News. Taylor and Francis.
- Zettl, H. (2006). Handbook of Television Production. Wadsworth

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2				
CO 2	3	2	-		-	-	2	2				
CO 3	3		3		-	-	1		2			
CO 4			3		-	-			3			
CO 5	1		3		-	-	1		3			
CO 6	-	1	-	1	-	-		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6	✓			

Programme	BA Journalism and Mass Communication				
Course Title	**Digital News Production**				
Type of Course	**Vocational Minor**				
Semester	**VIII**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Foundational understanding of news media and journalistic conventions **2.** Familiarity with digital tools and online platforms				
Course Summary	This course explore the intersection of technology and journalism, mastering digital tools and platforms essential for contemporary news reporting. Through collaborative projects and experiential learning, students develop a deep understanding of audience dynamics, content distribution strategies, and emerging trends in digital news consumption.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate an understanding of the role and significance of digital journalism in contemporary media landscapes, including its evolution, impact, and ethical considerations.	R	C	MCQs/Quizzes/Exam
CO2	Students will comprehend the processes involved in digital news production	U	C	Group discussion/ Case study analysis
CO3	Appreciate the ethical and legal considerations inherent in digital journalism, including issues related to accuracy, fairness, privacy, and intellectual property rights.	An	C	Assignments/ Discussion/
CO4	Evaluate digital audience engagement strategies and best practices for maximizing audience reach, interaction, and retention across digital platforms	E	P	Digital news audience Analysis/ Discussion
CO5	Analyse digital storytelling techniques and strategies used in online journalism, including multimedia storytelling, audience	An	P	Discussion/ Written Assignments/ Seminar Presentation

	engagement tactics, and narrative structures.			
CO6	Grasp the use of digital content creation tools and platforms essential for producing news content	C	M	Digital News Story production and distribution
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Digital Journalism : Introduction**		**10**	**15**
	1	The Social and Technological Contexts of Digital Journalism	2	
	2	Taxonomy of Digital News-News Community	2	
	3	Participative newsrooms structure	2	
	4	News Websites of Major Electronic Media Houses	2	
	5	Independent News Websites, News Agencies and Their Web Portals	2	
II	**Digital Storytelling**		**14**	**20**
	6	Basics of digital story writing	1	
	7	Elements of Digital News: Focus, Accuracy, Attribution, ,	3	
	8	Elements of Digital News:Balance, Fairness, Brevity, Clarity, Readability	3	
	9	Elements of Digital News: Human Interest, Fact Checking, Objectivity, On track, Observation.	2	
	10	Searchers and Scanners	3	
	11	Timeline creation for digital news	2	
III	**Crafting Digital Story**		**16**	**20**
	12	Using Multimedia Components-Text, Graphics, Audio, Video andAnimation Together into News, Content Generation and Writing: Blog and Social Platforms	3	
	13	Writing Headlines, Writing with hyper links	3	
	14	Search Engine Optimized Writing	2	
	15	Writing Nonlinear, Interactive Stories - Managing Content, Adding Links	2	
	16	Navigation Styles, The Footer - Useful Information on Every Page	2	
	17	Content Elements ,Fonts, Headers, Photograph and Images, Graphics, Videos, Layout Considerations - Primary (Anchor Text) and Secondary Content	4	

IV	**Digital Content Distribution**		**8**	**15**
	18	Digital Content Distribution Platforms	2	
	19	News Aggregators-Third party aggregators	2	
	20	Paid and Unpaid Sstrategies for Content Distribution.	1	
	21	Social Networking (Facebook, Twitter, Google+), Professional Networking (LinkedIn etc.,)	1	
	22	Streaming Servers-, Recorded Video Streaming, Video-on-DemandServer (VOD) V/s Live Video Streaming (IPTV Server).	2	
V	**Open Ended Module:**		**12**	
	1	**Digital Newsletter Creation** Students collaborate to create a digital newsletter featuring curated news stories, articles, and updates on topics of interest to a specific audience or community.This exercise allows students to practice content curation, writing, and design skills while exploring digital newsletter platforms. It encourages students to consider audience preferences and engagement strategies for digital storytelling in newsletter format	6	
	2	Students organize and moderate a Twitter chat on a relevant news topic or issue, inviting participants to join the conversation using a designated hashtag. It encourages active listening, engagement with diverse perspectives, and effective communication in a digital forum.	6	
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

- Tassel, J., Murphy, M., and Schmitz, J. (2020). The new news: The Journalist's Guide to Producing Digital Content for Online and Mobile News. Routledge.
- Neto, B. M., Amaral, I., and Ghinea, G. (2021b). Digital convergence in contemporary newsrooms: Media Innovation, Content Adaptation, Digital Transformation, and Cyber Journalism. Springer Nature.

Suggested Readings

- Klinenberg, É. (2005). Convergence: news production in a digital age. the ↓Annals of the American Academy of Political and Social Science/the ↓Annals, 597(1), 48–64. https://doi.org/10.1177/0002716204270346

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2				
CO 2	3	2	-		-	-	2	2				
CO 3	3		3		-	-	1		2			
CO 4			3		-	-			3			
CO 5	1		3		-	-	1		3			
CO 6	-	1	-	1	-	-		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6	✓			

Programme	BA Journalism and Mass Communication				
Course Title	**Introduction to Film Production**				
Type of Course	**Vocational Minor**				
Semester	**I**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. An understanding of cinema as a form of (mass) communication **2.** An ability to or habit of critically evaluating cinema.				
Course Summary	This course provides students with a foundational understanding of the principles and techniques involved in filmmaking, including pre-production, production, and post-production processes. Through hands-on exercises and projects, students will learn the basics of storytelling, cinematography, editing, and sound design, preparing them for further exploration in the field of film production.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall basic principles of film production	R	C	MCQs/Quizzes/Exam
CO2	Understand the role of each stage in the film production process	U	C	Group discussion/ Case study analysis
CO3	Apply film making techniques in practical exercises	Ap	C	Assignments/ Discussion/ case study analysis
CO4	Analyze film clips to identify and analyze the artistic choices made by filmmakers, including cinematography, editing, and sound design	E	P	Film screening and Analysis/ Discussion
CO5	Evaluate the effectiveness of film elements	An	P	Discussion/ Written Assignments/ Seminar Presentation
CO6	Collaborate to plan, shoot, and edit a short film project, demonstrating their ability to apply film making principles and techniques to create original audiovisual content.	C	M	Short film production and distribution
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction**		**12**	**15**
	1	Overview of the Film Making-Collaborating and working with team	2	
	2	Film Genres: Basic genre conventions and their variations	3	
	3	Importance of storytelling in film	2	
	4	Understanding film language- Mis-en-scene	3	
	5	Techniques for analyzing films: narrative structure, themes, motifs, etc.	2	
II	**Film Crew: Role and Responsibilities**		**14**	**20**
	6	Role and responsibilities- Producer, Director,,	1	
	7	Cinematographer, Stunt Director, Stunt Artists	3	
	8	Choreographer (Dance Director), Art Director, Music Director	3	
	9	Choreographer (Dance Director), Art Director, Music Director	2	
	10	Costume Designers	3	
	11	Junior Artists-Outdoor Unit Technicians	2	
III	**Stages of Production**		**12**	**20**
	12	Pre Production (planning)-	1	
	13	Proposals, Budgeting, Scheduling, Scouting locations, casting actors	3	
	14	Production (filming)	1	
	15	Shooting- Types of production- Single cam/ Multi cam production- Sync sound	3	
	16	Post Production (Editing and Distribution)	1	
	17	Video Editing- Dubbing- Distribution	3	
IV	**Film Direction**		**10**	**15**
	18	Film as the Director’s medium of expression-Develop a directorial vision for film projects	3	
	19	Director at different production stages-Oversee the entire film making process from pre-production to post-production	3	
	20	Analyze scripts and interpret them visually	1	
	21	Collaboration with key departments	2	
	22	Shaping the final cut to maintain the director's vision	1	
V	**Open Ended Module:**		**12**	
	1	Assign each student or group a specific film genre (e.g., comedy, thriller, drama) and ask them to watch a selection of films within that genre. Students will analyze the common themes, motifs, and stylistic elements present in	6	

		the films, noting variations and deviations from genre conventions. They will then present their findings, discussing how different filmmakers approach the same genre in unique ways.		
	2	Ask each student to select a film script or scene and develop a directorial vision for it. They will analyze the script, identify key themes and visual motifs, and create a presentation outlining their directorial approach, including their interpretation of the script, casting choices, visual style, and desired emotional impact on the audience. Students will present their directorial visions to the class, explaining their creative decisions and how they align with the overall storytelling goals.	6	
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

- Honthaner, E. L. (2013). The Complete Film Production Handbook. Taylor and Francis.
- Proferes, N. T. (2017). Film directing fundamentals: See Your Film Before Shooting. Taylor and Francis.
- Brown, B. (2020). The basics of filmmaking: Screenwriting, Producing, Directing, Cinematography, Audio, and Editing. Routledge.
- Millerson, G., and Owens, J. (2012). Video Production Handbook. CRC Press
- Friedman, L. D., Desser, D., Kozloff, S., Nochimson, M., and Prince, S. (2014). An introduction to film genres. W. W. Norton.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2				
CO 2	3	2	-		-	-	2	2				
CO 3	3		3		-	-	1		2			
CO 4			3		-	-			3			
CO 5	1		3		-	-	1		3			
CO 6	-	1	-	1	-	-		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6	✓			

Programme	BA Journalism and Mass Communication				
Course Title	**Script Writing and Storyboarding**				
Type of Course	**Vocational Minor**				
Semester	**II**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with different film genres, storytelling techniques, and visual aesthetics **2.** An understanding of visual elements				
Course Summary	The Script Writing and Storyboarding course provides students with a comprehensive understanding of the fundamentals of script writing and story boarding for film and television.students will learn the principles of narrative structure, character development, dialogue writing, and visual storytelling techniques. By the end of the course, students will have developed the skills necessary to conceptualize, outline, and visualize compelling stories for various media formats.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall fundamental principles of scriptwriting and storyboarding	R	C	MCQs/Quizzes/Exam
CO2	Understand the elements of effective storytelling	U	C	Group discussion/Assignments
CO3	Apply narrative techniques in scriptwriting	Ap	C	Written Assignments/ Seminar
CO4	Evaluate the strengths and weaknesses of scripts and storyboards	E	P	Case study Analysis/ Discussion
CO5	Analyze scripts and storyboards for structure and effectiveness	An	P	Discussion/ Written Assignments/ Seminar Presentation
CO6	Create original scripts and storyboards for film or television projects	C	M	Writing scripts and storyboards
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Screenwriting**		**12**	**20**
	1	Introducing the Art of Screenwriting	2	
	2	Thinking Visually-Surviving Writer's Block	3	
	3	Difference between Screenplay and Script	2	
	4	What makes a Good Screenplay-Conflict, Characters, Situation, Convincing Protagonist, antagonists, Visual narration	3	
	5	Basic Script Formats- Single column format and Two column Format	2	
II	**Basics of Script writing**		**11**	**15**
	6	Use of Script Writing-Action- Scene heading (Slug Line)	2	
	7	Character Name- Screenplay Breaking	2	
	8	What exactly is a script?Good Script style	2	
	9	Elements of Script Writing- Action, Character, setting, Theme, Structure	3	
	10	Script writing- Idea generation, Treatment and Synopsis	2	
III	**Story Boarding**		**18**	**25**
	11	Visual Storyboards- purpose and benefits	2	
	12	Storyboarding process	3	
	13	Basic Components and Principles of the Storyboard	3	
	14	Rule of Thirds- Foreground, Middle Ground and Background - Developing Drawing Skills	3	
	15	Dialogue, camera indication, storyboard panels	2	
	16	Shot Angles- Building the Storyboard	2	
	17	Creating effective storyboards- simple, focus on essentials, use reference images etc.	3	
IV	**Types of Storyboards**		**7**	**10**
	18	Traditional Storyboarding, Thumbnail storyboards	3	
	19	Digital Storyboarding	1	
	20	Animation Storyboards	1	
	21	Manga Storyboard	1	
	22	Special effects in storyboards	1	
V	**Open Ended Module:**		**12**	
	1	Introduce students to the fundamentals of visual storytelling and shot composition. In this practical session, students will work in small groups to create storyboards for short film scenes. They will learn about shot types, framing, camera angles, and composition principles. Each group will select a short scene from a film script or create their own scenario. Using paper or digital	6	

		tools, they will sketch out the sequence of shots for their scene, focusing on conveying the desired emotions, pacing, and narrative flow.	6	
	2	**Dialogue Writing Challenge** Divide the class into pairs or small groups. Provide each group with a scenario or prompt that sets the scene for a short dialogue exchange between two characters Instruct each group to write a short dialogue exchange (approximately 1-2 minutes) based on the provided scenario. Encourage students to focus on creating natural-sounding dialogue that reveals character traits and advances the plot.		
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

- Gumelar. (2024). Mastering the art of screenwriting and storyboard: From Words to Visuals for Animation and Movies. An1mage.
- Brown, B. (2020). The basics of filmmaking: Screenwriting, Producing, Directing, Cinematography, Audio, and Editing. Routledge.
- Millerson, G., and Owens, J. (2012). Video Production Handbook. CRC Press
- Rousseau, D. H., and Phillips, B. R. (2013). Storyboarding essentials: SCAD Creative Essentials (How to Translate Your Story to the Screen for Film, TV, and Other Media). Watson-Guptill.
- Grierson, T. (2013). FilmCraft: Screenwriting. CRC Press.

Suggested Readings and Activities

Students are tasked with reading popular screenplays and scripts in Malayalam to gain insight into the unique storytelling techniques and cultural nuances prevalent in Malayalam cinema.

Invite industry experts, such as experienced screenwriters and storyboard artists from the Malayalam film industry, to conduct a workshop with the students.Prior to the workshop, instruct the interested students to prepare their script drafts or storyboard sketches for review by the experts. Encourage them to focus on a specific scene or sequence they would like feedback on.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2				
CO 2	3	2	-		-	-	2	2				
CO 3	3		3		-	-	1		2			
CO 4			3		-	-			3			
CO 5	1		3		-	-	1		3			
CO 6	-	1	-	1	-	-		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6	✓			

Programme	BA Journalism and Mass Communication				
Course Title	**Cinematography and Lighting**				
Type of Course	**Vocational Minor**				
Semester	**III**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic Understanding of Film Production **2.** A keen eye for visual composition, aesthetics, and storytelling				
Course Summary	This course offers an in-depth exploration of the principles and techniques of cinematography and lighting for film and video production.students will learn how to effectively use camera equipment, lighting instruments, and visual aesthetics to create compelling visual narratives. By the end of the course, students will have developed the skills and knowledge necessary to capture cinematic images that enhance storytelling and evoke emotion.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall key principles of cinematography and lighting	R	C	MCQs/Quizzes/Exam
CO2	Understand the relationship between cinematography, lighting, and visual storytelling	U	C	Group discussion/ Case study analysis/ seminar presentation
CO3	Apply cinematography and lighting techniques in practical exercises	Ap	C	Practical Assignments/ Discussion/
CO4	Evaluate the effectiveness of cinematography and lighting	E	P	Assignment/ Discussion
CO5	Analyze cinematography and lighting in film and video	An	P	Discussion/ case study analysis
CO6	Create cinematic sequences with effective cinematography and lighting	C	M	Film or video production exercises
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction to Cinematography**	**12**	**15**
	1	Power of visuals-Learning the camera language	2	
	2	Composition-Framing	3	
	3	Camera Techniques and Lenses-Type of Lenses	2	
	4	Understanding the shot requirement and usage of a lens	3	
	5	Idea of perspective: Depth of Field, Depth of focus	2	
	6	Critical understanding of Fixed Lens Vs. Zoom Lens		
II		**Camera Movements**	**14**	**20**
	7	Basic Grammar of shots	3	
	8	Primary Camera Movement: Pan, Tilt, Zoom	3	
	9	Usage and need of Track and Trolley, Crane, Jimy Gib	2	
	10	Single camera Setup; Multi camera setup	3	
	11	Character Movements	2	
III		**Lighting**	**12**	**20**
	12	Role of light- shooting in day light	1	
	13	High-key and low-key lighting	3	
	14	Indoorand Outdoor Lighting	1	
	15	Three point lighting-Ratio lighting	3	
	16	Mood Lighting, Face lighting. Key, fill, back light	1	
	17	Use of cutter stand, black cloth and Camera filters; Use of reflectors	3	
IV		**Audio for Video**	**10**	**15**
	18	Sound- the essential component	1	
	19	Mono Sound-Stereo sound-sync sound	2	
	20	Recording-Dubbing	2	
	21	Types of Microphones: Dynamic, Condenser, Ribbon, Polar Pattern, Sensitivity	3	
	22	Audio Consoles	2	
V		**Open Ended Module:**	**12**	
	1	Familiarize students with basic camera operation and lighting techniques for film production. Students will practice adjusting camera settings such as focus, aperture, and shutter speed to achieve desired visual effects. Additionally, they will experiment with different types of lighting equipment, including key lights, fill lights, and back lighting, to understand how lighting can enhance mood and atmosphere in a scene.	6	
	2	Low-Key and High-Key Lighting Divide students into groups and assign each group a	6	

		specific lighting style (low-key or high-key). Provide them with a scene or scenario to light, such as a dramatic confrontation or a cheerful celebration. Students will use lighting techniques to enhance the mood and atmosphere of the scene, focusing on contrast, shadow, and brightness levels. After setting up the lights, students can capture images or film short scenes to showcase their lighting designs.		
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

- Brown, B. (2016). Cinematography: theory and practice: Image Making for Cinematographers and Directors. CRC Press.
- Brown, B. (2020). The basics of filmmaking: Screenwriting, Producing, Directing, Cinematography, Audio, and Editing. Routledge.
- Millerson, G., and Owens, J. (2012). Video Production Handbook. CRC Press

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2				
CO 2	3	2	-		-	-	2	2				
CO 3	3		3		-	-	1		2			
CO 4			3		-	-			3			
CO 5	1		3		-	-	1		3			
CO 6	-	1	-	1	-	-		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6	✓			

Programme	BA Journalism and Mass Communication				
Course Title	**Film Management and Marketing**				
Type of Course	**Vocational Minor**				
Semester	**VIII**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with the various stages of film production **2.** Ability to effectively communicate ideas, collaborate with team members				
Course Summary	Film Management and Marketing course offers an overview of the business aspects of the film industry, focusing on film production, distribution, and marketing strategies. Through theoretical lectures, case studies, and practical exercises, students will gain insights into the processes involved in managing film projects, navigating distribution channels, and implementing effective marketing campaigns. By the end of the course, students will be equipped with the knowledge and skills necessary to successfully manage and market films in today's competitive industry landscape				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will recall foundational concepts such as film production processes, distribution channels, marketing strategies, and industry trends.	R	C	MCQs/Quizzes/Exam
CO2	Understand the principles of film management and marketing	U	C	Group discussion/ Assignment
CO3	Students will apply film management and marketing strategies through case studies	An	C	Assignments/ Discussion/Case study analysis
CO4	Evaluate the impact of film management and marketing efforts on film projects' success	E	P	Discussion/ Written reports/Case study analysis
CO5	Analyze film management and marketing practices in the context of real-world film projects, evaluating the effectiveness of different strategies	An	P	Analysis/ presentation/ peer discussions
CO6	Will create comprehensive	C	M	Digital News Story

	marketing plans for hypothetical film projects			distribution

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Financing the films**	**14**	**20**
	1	Film financing landscape Funding Models: Independent financing, Co-production, Crowd funding, Grants and public funding	2	
	2	Revenue Sharing and Recovery	3	
	3	Monitoring the Box Office Collection.	2	
	4	Operations and structure of Film Production House	3	
	5	Hollywood's Domination of the Global Box Office	2	
	6	Developments in the South Korean Film Industry	2	
II		**Film Marketing**	**13**	**15**
	7	Defining Film Marketing-Role of marketing in the success of a film.	3	
	8	The Film Marketing Mix	3	
	9	Role of the Stars-Actors- Non-actor Stars	2	
	10	Script/Genre	3	
	11	Film Release strategy-The Role of the Critics	2	
III		**Consumer Selection of Films**	**12**	**20**
	12	Motives Underlying Film Consumption	1	
	13	The Impact of the Film Marketing Mix on Consumption Choices	3	
	14	Film Marketing Calender: Film Posters - Film Trailers- The Purpose of the Trailers-Audio Launch-Promotional Programmes	1	
	15	Film Festivals and Markets	3	
	16	Convergence in the Marketing of Creative Industries	2	
	17	Social/Digital media Marketing Strategies for film	2	
IV		**Film Packaging And Distribution**	**9**	**15**
	18	Art of developing Promos- Advertisements	1	
	19	Film Distribution : Distribution for theaters, Distribution for Film Festivals, Distribution for Television	2	
	20	Film, Content and the New Face of Global Distribution-Streaming Giants	2	
	21	Collaborating with distributors and marketing partners-Distribution agreements and contracts	2	

	22	Legal considerations and pitfalls in distribution deals.	2	
V	**Open Ended Module:**		**12**	
	1	**Distribution Channel Analysis:** Provide students with case studies of different film distribution models, such as theatrical releases, streaming platforms, and international distribution. Instruct students to analyze the advantages and disadvantages of each distribution channel, considering factors such as audience reach, revenue potential, and marketing requirements. Students can then develop distribution plans for hypothetical film projects, selecting the most suitable distribution channels based on their analysis.	6	
	2	**Box Office Analysis Exercise** Provide students with data on box office performance for recent film releases. Instruct students to analyze the marketing strategies employed for each film, including advertising spend, release timing, and promotional activities. Students will evaluate the correlation between marketing efforts and box office success, identifying trends and patterns in audience response. Through group discussions, students will draw conclusions about effective marketing practices and lessons learned from unsuccessful campaigns.	6	
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			

Books and References:

- Cleve, B. (2012). Film Production Management. Taylor and Francis.
- Cleve, B. (2017). Film Production Management: How to Budget, Organize and Successfully Shoot your Film. Taylor and Francis.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2				
CO 2	3	2	-		-	-	2	2				
CO 3	3		3		-	-	1		2			
CO 4			3		-	-			3			
CO 5	1		3		-	-	1		3			
CO 6	-	1	-	1	-	-		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6	✓			

GENERAL FOUNDATION COURSES IN JOURNALISM AND MASS COMMUNICATION

Programme	BA Journalism and Mass Communication				
Course Title	**The Art of Photography**				
Type of Course	**MDC - Multi Disciplinary Course**				
Semester	**1**				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. Interest in photography and visual arts 2. Basic understanding of computers desired				
Course Summary	The learners will gain an understanding of the evolution of the art of photography and at the same time gain hands-on experience in photography through the course. The course will also focus on composition techniques, various photographic styles and post-processing skills. The learners will be equipped to create compelling still photographs using professional grade equipment, fostering creative and technical abilities.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop an understanding of the history and evolution of photography, including the impact of the digital revolution	U	C	Instructor-created exams / Quiz
CO2	Gain proficiency in operating a DSLR/Mirrorless camera and camera accessories effectively and creatively.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Understand and apply various principles of composition, compositional rules and techniques to create visually compelling photographs.	U/Ap	C/P	Seminar Presentation / Assessment of portfolio
CO4	Understand and apply lighting principles and techniques in various photographic scenarios.	U/Ap	C/P	Instructor-created exams / Classroom Assignments
CO5	Learn and apply a variety of photographic techniques and skills in different styles of photography.	Ap	P	Classroom Assignments
CO6	Develop skills in post-processing and understand the role of post-processing in enhancing photographs.	Ap	P	Observation of Classroom/ Media Lab tutorial sessions

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (36+9)	Marks (50)
I	**Introduction to Photography**		**8**	**10**
	1	The evolution of the art of Photography	2	
	2	Photographic vision and the society	2	
	3	The digital revolution in photography	2	
	4	Influence of smartphones and new media in photography	2	
II	**Understanding Camera and Accessories**		**12**	**15**
	5	Digital camera basics: DSLR/Mirrorless	3	
	6	Understanding light and exposure: aperture, shutter speed and ISO	2	
	7	Fundamentals of lenses: types of lens, utility and creative usage.	2	
	8	Depth of field:	2	
	9	Camera settings: exposure modes, controls, meters, White Balance, histogram	2	
	10	Other accessories: filters, tripod, flash, storage device etc.	1	
III	**Compositional Techniques and Lighting**		**8**	**15**
	11	Principles of composition: balance, symmetry, patterns, repetitions, texture, visual interest	2	
	12	Compositional rules and techniques: rule of thirds, leading lines, negative space, dividing the frame, frames within the frame, horizon	2	
	13	Basics of lighting: directional light, golden hour, flash photography-on camera flash and off camera flash	2	
	14	Creative lighting techniques	2	
IV	**Photographic Techniques, Styles, and Post-Processing**		**8**	**10**
	15	Creative techniques: long exposure, HDR photography, stop-motion movie	2	
	16	Basics of portrait photography: candid, basic posing techniques, environmental portraits.	2	
	17	Introduction to Studio Photography: basic setup, working with strobes, high key and low key lighting	2	
	18	Freezing the frame: capturing action and sports photography	1	
	19	Post processing: basic adjustments, cropping and exporting images	1	
V	**Open Ended Module:**		**9**	
	1	**Case studies:** Class presentation and discussion on photographs of great masters like Ansel Adams, Robert Capa, Dorothea Lange, Annie Leibovitz, Steve McCurry,	4	

		Nick Ut, Raghu Rai, Victor George, Madhuraj etc. **Portfolio development:** Preparation of a portfolio of photographs of various genres and styles learned during the course. Proper presentation, captioning etc needs to be carried out.	5	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Allen, E., and Triantaphillidou, S. (2012). *The Manual of Photography and Digital Imaging* (Eds.; 10th ed.). Routledge.
- Jacobs, Lou (2010). *Professional Commercial Photography: Techniques and Images from Master Digital Photographers*, Amherst Media.
- Freeman, Michael., *The Photographer's Eye: Composition and Design for Better Digital Photos*, Focal Press, 2007,
- Hedgecoe, J. (2006). *The Art of Digital Photography* (1st American ed). DK Pub.

Note: The course is divided into five modules, with four modules together having total 19 fixed units and one open-ended module . There are total 45 instructional hours. Internal assessments (25 marks) are split between the open-ended module (5 marks) and the fixed modules (20 marks). The final exam, however, covers only the 19 units from the fixed modules. The 50 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	2	-	-	2	2	-	3	-	-	-
CO 2	-	-	3	-	-	3	-	-	3	-	-	-
CO 3	2	-	3	-	-	-	-	-	2	3	-	-
CO 4	-	-	3	-	-	3	-	-	2	-	-	-
CO 5	-	-	3	-	-	-	-	-	3	2	-	-
CO 6	-	-	3	-	-	-	-	-	2	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz/ photography assignments	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓			✓

Programme	BA Journalism and Mass Communication				
Course Title	**Film Appreciation and Review**				
Type of Course	**Multi Disciplinary Course (MDC)**				
Semester	**II**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. A basic understanding and passion for cinema 2. Basic familiarity with film viewing platforms,				
Course Summary	The course aims to create an overall understanding among non-journalist students of the process of film appreciation. This course also has the objective of giving some hands-on experience in preparing reviews for different media.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Exhibit knowledge in cinema related terminologies	U	C	Instructor created exams/MCQs
CO2	List major milestones in the evolution of cinema	U	C	Instructor-created exams
CO3	Identify the meaning of camera position in a cinema	Ap	P	Seminar/ Assignments
CO4	List the major camera movements, shots and transitions	U	C	Assignments/ Seminar Presentation
CO5	Identify the Auteur characteristics exhibited in a given cinema	Ap	P	Group Discussion/ Assignments
CO6	Prepare a review of cinema	Ap	P	Writing Assignments
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (36+9)	Marks (50)
I	**Cinema**		**6**	**10**
	1	How to view/read the movie?	1	
	2	Milestones in the evolution of World cinema	1	
	3	Milestones in the evolution of Indian cinema	2	
	4	Film Genres: Basic genre conventions and their variations	2	
II	**Evaluating Films**		**15**	**20**
	5	Film Genres: Basic genre conventions and their variations	2	
	6	Analysis of Film by its Cultural, Political, Social, Psychological, Economical Context-	2	
	7	Challenges of film analysis	1	
	8	Film viewing environment, Film Vocabulary, Film psychology	2	
	9	Elements of a Film, film viewing platforms- from theaters to OTT	2	
	10	Thematic Elements: Theme and focus, Focus on Plot, Focus on Emotional Effect or Mood	2	
	11	Focus on Character- Focus on Style or Texture or Structure	2	
	12	Focus on Ideas, identifying the theme, evaluating the theme, Analyzing Theme, Watching for Theme, Themes and Symbolism	2	
III	**Film Appreciation**		**10**	**10**
	13	Analyzing the film from the point of view of story and Screen play	2	
	14	From the Direction point of view-From the cinematography point of view	3	
	15	From the Editing point of view, from the aesthetics point of view	3	
	16	From the acting point of view, literary analysis	1	
	17	Dramatic structure and significance of title.	1	
IV	**Film Review**		**5**	**10**
	18	Importance of film reviews- review Writing	2	
	19	Digital Platforms and Film Review- review writers as Influencers	3	
V	**Open Ended Module:**		**9**	
	1	The students are assigned to watch different genres of cinema Students should watch the selected film attentively,	9	

		taking note of various elements such as plot, characters, cinematography, sound, editing, and themes. Following the viewing, students are to write a comprehensive review of the film, focusing on both critical analysis and personal reflection.		
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Dix, A (2016), Beginning Film Studies, 2nd Edition, Manchester University Press
- Kupsc, J. (2003). The History of Cinema for Beginners. Writers and Readers Publishing.

Further reading

1. Ray, Sandip (Ed) (2013), Satyajith Ray on Cinema, Columbia University Press
2. Vasudevan Nair M.T.(2020), M T yude 3 thirakkathakal, D C Books
3. Vijayakrishnan (2022), Indian cinemayude 100 varshangal, Chintha Publishers

Note: The course is divided into five modules, with four modules together having total 19 fixed units and one open-ended module . There are total 45 instructional hours. Internal assessments (25 marks) are split between the open-ended module (5 marks) and the fixed modules (20 marks). The final exam, however, covers only the 19 units from the fixed modules. The 50 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	2	-	-	-	-	2	2	-	-	-	-
CO 2	2	2	-	-	-	-	2	2	-	-	-	-
CO 3	2	2		2	-	-	2	2		2	-	-
CO 4	2	-		2	-	-	2	-		2	-	-
CO 5	2	2	-	2	-	-	2	2	-	2	-	-
CO 6	2	-	-	2	-	-	2	-	-	2	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar/ Film Appreciation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓		✓	✓
CO 3	✓	✓	✓	✓
CO 4		✓	✓	✓
CO 5	✓	✓		✓
CO 6		✓	✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Introduction to AI**				
Type of Course	**Value Added Course-VAC**				
Semester	**III**				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. Curiosity and Enthusiasm for Emerging Technologies 2. Basic digital literacy				
Course Summary	This course introduces students to the burgeoning field of Artificial Intelligence (AI), offering a comprehensive overview of its principles, methods, and practical applications. Students will learn about the history of AI, key theoretical frameworks, machine learning algorithms, and real-world AI applications across various domains.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall the fundamental concepts AI and its subfields.	R	F	Instructor-created exams / Quiz
CO2	Identify real-world applications of AI and ML across various domains.	U	C	Instructor-created exams / Home Assignments
CO3	Analyse the social and ethical implications of Artificial Intelligence.	An	P	Instructor-created exams / Presentations
CO4	Recognize the the usage and potential of AI in journalism and related fields.	E	P	Classroom Debate / Group Tutorial Work
CO5	Students will develop teamwork, communication, and problem-solving skills essential for working effectively in multidisciplinary teams to tackle	Ap	C	Instructor-created exams / Presentations

	complex AI challenges and innovate solutions			
CO6	Students will be well-prepared to pursue further studies or careers in the field of Artificial Intelligence, equipped with a comprehensive understanding of AI principles	Ap	P	Classroom Debate / Group Discussion
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (36 +9)	Marks (50)
I	**Introduction to Artificial Intelligence**		**10**	**15**
	1	Artificial Intelligence - Definition and Scope	2	
	2	History and Growth of AI	3	
	3	Key concepts in AI	2	
	4	AI vs Human Intelligence	1	
	5	Types of AI - Based on Functionalities/Capabilities	2	
II	**Domains of Generative AI**		**10**	**15**
	6	Application of Generative AI	2	
	7	Text Generation	2	
	8	Image Generation	2	
	9	Audio Generation	2	
	10	Video Generation	2	
III	**Machine Learning in Journalism**		**9**	**10**
	11	Machine Learning - Scope and Definition	2	

	12	Types of ML - SL, UL, RL	2	
	13	ML or AI in News Gathering	1	
	14	ML or AI in News Production	1	
	15	ML or AI in News Distribution	1	
	16	AI News Applications	2	
IV	**Ethical and Social Implications of AI**		7	**10**
	17	Bias and fairness in AI systems	2	
	18	Privacy and data protection concerns	2	
	19	Ethical guidelines and responsible AI practices	3	
V	**Open Ended Module**		9	
	1	Applications of AI in different domains - healthcare, finance, transportation, customer service and chatbots, education	5	
	2	AI and creativity: Generative models and artistic applications	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Shireeshkumar Sharadkumar Rudrawar, Nayana Subhash Ratnaparkhi (2023). AI for Everyone: Fundamentals. DSMACS College, Jintur.
- Akshay Kulkarni, Adarsha Shivananda, Anoosh Kulkarni, Dilip Gudivada (2023). Applied Generative AI for Beginners. Apress Media LLC, California
- Charlie Beckett and Mira Yaseen (2023) Generating Change: A Global Survey of What News Organisations are doing with AI. POLIS, London School of Economics and Political Science.
- AI Journalism Starter Pack by Polis, London School of Economics and Political Science and Google News Initiative.

Note: The course is divided into five modules, with four modules together having total 19 fixed units and one open-ended module . There are total 45 instructional hours Internal assessments (25 marks) are split between the open-ended module (5 marks) and the fixed modules (20 marks). The final exam, however, covers only the 19 units from the fixed modules. The 50 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1	-	-	-	-	-
CO 2	2	3	-	-	-	-	2	3	-	-	-	-
CO 3	-	-	1	-	-	-	-	-	1	-	-	-
CO 4	-	-	2	3	-	-	-	-	2	3	-	-
CO 5	-	1	-	-	-	-	-	1	-	-	-	-
CO 6	-	-	-	3	-	-	-	-	-	3	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5	✓	✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Understanding Indian Polity and Media**				
Type of Course	**Value Added Course-VAC**				
Semester	**IV**				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. Familiarity with the socio-political context of India 2. Interest towards contemporary political context.				
Course Summary	The course *Understanding Indian Polity and Media* provides an in-depth exploration of the Indian political system and its interaction with the media landscape. Students will analyze key institutions, processes, and dynamics within Indian politics, as well as the role and influence of media in shaping public opinion and policy discourse				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the evolution of the Indian political system and the foundational principles Constitution.	U	C	Instructor-created exams / Quiz
CO2	Comprehend the structure and functions of key political institutions.	Ap	P	Instructor-created exams / Home Assignments
CO3	Recognise and evaluate the role and functioning of media in a democratic society	E	P	Instructor-created exams / Presentations
CO4	Illustrate ability to critically evaluate current political developments.	An	C	Classroom Debate / Group Tutorial Work
CO5	Students will critically examine media representations	E	C	Debates/ Discussion/ Presentation

CO6	Develop media literacy skills to critically evaluate information sources, discern propaganda and misinformation, and actively engage as informed citizens in democratic processes	Ap	P	Media Literacy campaigns

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (36 +9)	Marks (50)
I	**Overview of Indian Constitution**		**6**	**10**
	1	Constituent Assembly of India	1	
	2	Salient features of Indian Constitution	2	
	3	Fundamental rights and Duties	2	
	4	The Directive Principles of State Policy	1	
II	**Political Institutions and Processes**		**8**	**10**
	5	Structure and functions of Parliament and State Legislatures	3	
	6	Roles and powers of Executive, Judiciary, and Election Commission	3	
	7	Key characteristics of federalism in India	1	
	8	Media as the Fourth Pillar of Democracy	1	
III	**Party Politics in India**		**15**	**20**
	9	Evolution party politics in India	2	
	10	Party system in India	2	
	11	Types of Political Parties in India	1	

	12	Rise of Coalition Politics in India	2	
	13	Major political parties and their leaders in Kerala	2	
	14	Coalition Politics in Kerala	2	
	15	Constituencies in Kerala and its members	2	
	16	Cabinets in Kerala since 1957	2	
IV	**Role of Media in Democracy**		**7**	**10**
	17	Role of Media in National Awakening	2	
	18	Indian Media after Independence	2	
	19	Impact of Social Media on Political Discourse and Public Opinion	3	
V	**Open Ended Module**		9	
	1	Discussions on recent political developments in India and Kerala	5	
	2	Case study - Evaluate the role of media shaping public opinion with special reference to any General or State Elections	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Basu, D. D. (2022). Introduction to the Constitution of India. Lexis Nexis, New Delhi.
- Hasan, Z. (2004). Parties and party politics. OUP India.
- Batabyal, S., Chowdhry, A., Gaur, M., and Pohjonen, M. (2013). Indian mass media and the politics of change. Routledge.
- Chander, N. J. (1986). Dynamics of State Politics, Kerala.
- K. C. John, Kerala Rashtriyam, Oru Asambandha Natatakam, Pen Books, 1999
- Cherian Philip, (2022) Kaal Nootandu, DC Books
- Krishnamurthi, Nadig, Indian Journalism: Origin, Growth and Development of Indian Journalism, University of Mysore, 1966.

Note: The course is divided into five modules, with four modules together having total 19 fixed units and one open-ended module . There are total 45 instructional hours Internal assessments (25 marks) are split between the open-ended module (5 marks) and the fixed modules (20 marks). The final exam, however, covers only the 19 units from the fixed modules. The 50 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1	-	-	-	-	-
CO 2	2	3	-	-	-	-	2	3	-	-	-	-
CO 3	-	-	1	-	-	-	-	-	1	-	-	-
CO 4	-	-	2	3	-	-	-	-	2	3	-	-
CO 5	-	1	-	-	-	-	-	1	-	-	-	-
CO 6	-	-	-	3	-	-	-	-	-	3	-	-

Correlation Levels

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	**Multimedia Content Creation**				
Type of Course	**SEC - Skill Enhancement Course**				
Semester	**V**				
Academic Level	**100-199**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. Interest in photography and visual arts 2. Basic understanding of computers desired				
Course Summary	The learners will gain an understanding of the evolution of the art of photography and at the same time gain hands-on experience in photography through the course. The course will also focus on composition techniques, various photographic styles and post-processing skills. The learners will be equipped to create compelling still photographs using professional grade equipment, fostering creative and technical abilities.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop comprehensive understanding of multimedia concepts and applications in the digital era.	U	C	Instructor-created exams / Quiz
CO2	Apply fundamental principles of digital photography, including camera operation, composition techniques, lighting approaches, and basic post-processing workflows.	Ap	P	Instructor-created exams / Observation of classroom assignments and skill sessions
CO3	Develop skills in planning, scripting, and storyboarding video content and lighting techniques.	Ap	P	Instructor-created exams / Observation of classroom assignments
CO4	Students will gain proficiency in editing techniques, sound design, colour grading for video production, audio recording, and basic audio mixing/post-processing.	Ap	P	Instructor-created exams / Classroom Assignments
CO5	Students will analyse and strategize content creation for social media platforms and understand transmedia practices in content distribution.	An	C/P	Classroom Assignments/ Peer Review

CO6	Demonstrate critical thinking skills through case studies, analytical presentations etc. and develop content creation ideas for various platforms	E/C	P/M	Observation of Classroom discussion and engagement

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (36+9)	Marks (50)
I	**Introduction to Multimedia Content**		**6**	**10**
	1	Understanding Multimedia: Definitions, Components, and Applications	2	
	2	Media convergence in the digital era	1	
	3	Multimedia content and platforms	2	
	4	Trends and future of media content creation	1	
II	**Introduction to Digital Photography**		**10**	**10**
	5	Introduction to Photography and Camera Basics	2	
	6	Composition rules and techniques	3	
	7	Basics of lighting	2	
	8	Post-Processing: basic adjustments and digital workflow	3	
III	**Introduction to Audio and Video Content Creation**		**14**	**20**
	9	Introduction to Videography and Equipment	2	
	10	Pre-production Planning, scripting and storyboarding	2	
	11	Basic visual grammar: camera angles, shots and movements	2	
	12	Lighting for video production	2	
	13	Post-Production: Editing, Sound Design, and Colour Grading	2	
	14	Audio Production and Equipment	2	
	15	Recording Techniques, Audio Mixing and Post Processing	2	
IV	**New Media Content Creation**		**6**	**10**
	16	Content Strategy for Social Media	2	
	17	Audio Podcasting and Live Streaming	2	
	18	Transmedia practices in content distribution	1	
	19	Analytics and Measuring Success in New Media	1	
V	**Open Ended Module**		**9**	
	1	Case studies: Assignments and analytical presentations on multimedia content available in various legacy and new media platforms.	5	

	2	Brainstorming: Discussions on various content creation ideas, topics and strategies for various trending and upcoming platforms.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Allen, E., and Triantaphillidou, S. (2012). *The Manual of Photography and Digital Imaging* (Eds.; 10th ed.). Routledge.
- Earnshaw, R. A., and Vince, J. (2001). *Digital content creation*. Springer.
- Millerson, G., and Owens, J. (2008). *Video production handbook* (4th ed). Focal Press.
- Alten, S. R. (2012). *Recording and producing audio for media*. Course Technology PTR.

Note: The course is divided into five modules, with four modules together having total 19 fixed units and one open-ended module . There are total 45 instructional hours Internal assessments (25 marks) are split between the open-ended module (5 marks) and the fixed modules (20 marks). The final exam, however, covers only the 19 units from the fixed modules. The 50 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	1	3	2	-	-	2	-	3	-	-	-
CO 2	-	-	3	-	-	-	-	-	1	-	-	-
CO 3	-	-	3	-	-	-	-	-	1	-	-	-
CO 4	-	-	3	-	-	-	-	-	1	-	-	-
CO 5	-	1	3	2	-	-	1	2	2	-	-	-
CO 6	1	2	2	3	2	-	1	3	2	2	2	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	**News Anchoring and Presentation**				
Type of Course	**Skill Enhancement Course (SEC)**				
Semester	**VI**				
Academic Level	**100 - 199**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. Proficiency in communication skills, including public speaking, voice modulation etc. 2. Foundational understanding of journalism principles and broadcasting concepts.				
Course Summary	News Anchoring and Presentation course focuses on developing skills in clear communication, effective storytelling, and professional demeanor. Students learn techniques for delivering news with clarity, confidence, and credibility, mastering aspects such as voice modulation, body language, and script writing.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Learn to effectively engage with the TV audience by mastering presentation techniques.	U	C	Instructor-created exams / Quiz
CO2	Refine presentation style for clear and concise delivery.	Ap	P	Practical Exercises / Observation of Practical Skills
CO3	Demonstrate control over voice modulation and expression to convey appropriate emotion	Ap	P	Peer Discussions / Group Tutorial Work
CO4	Enhance news delivery to captivate and retain audience attention.	U	C	Practical training
CO5	Develop fluency in reading news scripts from a Teleprompter.	Ap	P	Reading exercises
CO6	Assess the role and obligations of a news anchor within the broadcast industry	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (45)	Marks (50)
I	**News reading and presentation**		**10**	**10**
	1	News reading and presentation- The role of news presenter	2	
	2	Mechanics of presentation -Voice modulation, body language, eye contact, facing camera	3	
	3	Bytes, Piece to camera,	3	
	4	Interview, Discussions	2	
II	**Module II: Television News Presenters**		**11**	**15**
	5	Essential Qualities: Knowledge of Different Fields Ability of Multitasking Objectivity Command Over Language	3	
	6	Dressing Sense Capability of Sight Reading Voice Modulation	3	
	7	Skills to Use Teleprompter	3	
	8	Acquaintance with Journalistic Ethics and Laws	2	
III	**Module III: TV Anchoring**		**10**	**15**
	9	Voice broadcast skills	1	
	10	Pronunciation	1	
	11	Use of teleprompter	1	
	12	Live studio	2	
	13	Moderating TV studio discussions	1	
	14	On Air Essentials	1	
	15	Talk Show Host and moderating an event	1	
	16	Different Reporting styles	1	
	17	Reporting techniques-Reporting a news and Interviewing, recording the byte and transcription and scripting	1	
IV	**Module IV: Anchoring for Different Types of Programmes**		**5**	**10**
	18	Common Formats of News and Role of the Anchor	1	
	19	Presentation of Special Bulletins and Shows	2	
	20	Presentation of Talk Shows, Panel Discussions and Debates-Presentation of Interviews-Presentation of Live and Multi-Anchor Shows	2	
V		**Open-ended Module**	9	
		Engage in teleprompter exercises to improve fluency and confidence in news reading. Practice delivering news content smoothly while maintaining eye contact with the camera. Refine pacing and rhythm to ensure a natural and		

		authoritative delivery. Receive feedback on pronunciation, enunciation, and overall presentation style. Enhance the ability to adapt to breaking news situations and deliver updates seamlessly. Gain proficiency in navigating and controlling the teleprompter interface efficiently.		
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

- A Textbook of Interview Journalism and Television Anchoring (2011) by Ghose Supatro
- The ABC of News Anchoring (2012) by Richa Jain Kalra, Pearson
- Larasati, G. U. R. (2013). How to be A News Anchor. Gramedia Pustaka Utama.
- Meltzer, K. (2010). TV News anchors and Journalistic Tradition: How journalists adapt technology. https://openlibrary.org/books/OL23944726M/TV_news_anchors_and_journalistic_tradition

Note: The course is divided into five modules, with four modules together having total 20 fixed units and one open-ended module . There are total 45 instructional hours Internal assessments (25 marks) are split between the open-ended module (5 marks) and the fixed modules (20 marks). The final exam, however, covers only the 20 units from the fixed modules. The 50 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	3	-	-	-	-	
CO 2	2	3	-	-	-	-	2	3	-	-	-	
CO 3	-	-	1	-	-	-	-	-	1	-	-	
CO 4	-	-	2	3	-	-	-	-	2	3	-	
CO 5	-	1	-	-	-	-	-	1	-	-	-	
CO 6	-	-	-	3	-	-	-	-	-	3	-	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar/ News Presentation exercises	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

ADVERTISING AND SALES MANAGEMENT (DOUBLE MAJOR)
SYLLABUS FOR ADVERTISING PART OF THE DOUBLE MAJOR

Programme	BA Advertising and Sales Management				
Course Title	**Fundamentals of Mass Media**				
Type of Course	**Major**				
Semester	**I**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with different types of media (e.g., print, broadcast, digital), formats 2. Proficiency in reading, writing, and listening skills.				
Course Summary	This course provides a broad overview of mass media, spanning from traditional print to digital platforms, while examining their formats, societal impact, and contemporary issues such as misinformation and digital activism.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will recall key features and historical developments of various mass media formats, such as print, radio, television, cinema, and the internet.	R	F	Instructor-created exams / Quiz
CO2	Students will comprehend the influence of mass media on entertainment, news dissemination, socialization, and audience perception, including the magic of audio, podcasting, and visual storytelling.	U	C	Assignments analyzing the impact of different media formats on society
CO3	Students will apply critical thinking skills to analyze and evaluate the content and messages conveyed through different media platforms, including advertisements, films, television shows, and digital content	Ap	P	Media Analysis Group Work
CO4	Students will analyze media literacy concepts to understand their implications on media consumption and society.	An	C	Case studies to dissect real world examples
CO5	Students will evaluate the pros and cons of digitally driven activism in online media environments.	E	M	Debates and discussions
CO6	Demonstrate understanding by creating multimedia projects	C	P	Analysis of created works.
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Mass Media Messages and Formats**		**12**	**15**
	1	Types of Mass Media A brief understanding of the features of: print media, radio, television, cinema, internet.	3	
	2	Influence of Mass media on daily life: Entertainment, News and Socialization	2	
	3	Magic of Audio and Podcasting in the digital world	2	
	4	FM/AM Radio Jockey - Video Jockey and Disc Jockey-Podcast Host	2	
	5	Audience Impact- Influence of Films, Television soaps, Advertisements, Reels, Influencer Videos etc.	3	
II	**From Print to Pixels**		**15**	**25**
	6	Print From Gutenberg to Digital Age	2	
	7	Analyzing Print Media Genres (Newspapers, Magazines)	2	
	8	So many channels, so few choices: An overview of television Screening: Various Clips from Television History	2	
	9	Visual Story telling-Captivating Audience with Video Content	2	
	10	The Big Picture: An overview of film Screening: Various Clips from Cinema History	2	
	11	Crafting Creative Content: A journey through memorable Ad campaigns (focus: Indian Ads)	2	
	12	Rise of digital media: Content Creators in Online space	2	
	13	Interactive and Immersive Content-MOJO,Social Media, Blogs and Websites	1	
III	**Approaches to Media Literacy**		**12**	**15**
	14	Media Literacy- Key Concepts,Media Message,The Media Triangle	3	
	15	Perspectives- Third person effect, Boomerang effect	3	
	16	Media Usage- Usage Differences, Media Habit-Nomophobia	3	
	17	Media Consolidation -Oligopoly, Conglomeration, Media Mergers	3	
IV	**Mass Media Industry**		**9**	**15**
	18	Convergence- Cross Promotion,Metaverse- Augmented	2	

		Reality, Virtual Reality, Artificial Intelligence (AI)		
	19	Media Multi Tasking- Filter Bubbles and Echo Chambers,Serendipity	2	
	20	Digitally Driven Activism- Hashtag Campaigns,slacktivism	1	
	21	Types of Misinformationand Disinformation- Satire/Parody,Shoddy Journalism, Biased Journalism, Misleading Advertising, Click bait	2	
	22	Netiquettes- Surveillance,Content Creation, Net Neutrality	2	
V	**Open Ended Module**		**12**	
	1	**S**plit into groups and debate the pros and cons of Digitally Driven Activism	3	
	2.	Select a single episode of a sitcom to watch as a group. Identify the stereotypical behaviors, characteristics and attitudes portrayed by the characters	2	
	3.	Screening of a classic film followed by a group discussion on its themes, storytelling, and impact, with a focus on understanding the historical and cultural context of the film	3	
	4	Students produce short videos promoting a cause or event, drawing inspiration from successful media campaigns	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

- Christian, S. E. (2024). Everyday Media Literacy: An Analog Guide for Your Digital Life (2nd ed.). Routledge.
- Lule, J. (2016). Understanding Media and Culture: An Introduction to Mass Communication. University of Minnesota Libraries Publishing.

Suggested Readings:

- Atkinson, T. (2020). Understanding media and mass communication.LarsenandKeller
- Guess, A. M., Lerner, M., Lyons, B., Montgomery, J. M., Nyhan, B., Reifler, J., and Sircar, N. (2020). A digital media literacy intervention increases discernment between mainstream and false news in the United States and India. Proceedings of the National Academy of Sciences of the United States of America, 117(27), 15536–15545. https://doi.org/10.1073/pnas.1920498117
- Sparviero, S., Peil, C., and Balbi, G. (2017). Media convergence and deconvergence. Springer.

- **Note**: This course is designed to provide a broad overview and fundamental understanding of the topics outlined in the syllabus. It aims to equip students with a foundational knowledge base without delving into extensive theoretical or in-depth analysis. The focus is on cultivating a general understanding and awareness rather than exhaustive exploration
- The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	3	-	-	3					
CO 2			-	3	3	-		2			3	
CO 3	-	2		-	-	-			3			
CO 4	-	-		3	-	-	3			3		
CO 5	-		-	3	-	-					3	
CO 6	-	-	3		3	-		2				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation/ Media Analysis	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓	✓	✓
CO 3	✓		✓	✓
CO 4	✓	✓		✓
CO 5	✓		✓	✓
CO 6			✓	

Programme	BA Advertising and Sales Management				
Course Title	**Introduction to Advertising**				
Type of Course	**Major**				
Semester	I/II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of media platforms and advertising formats 2. Proficiency in written and oral communication				
Course Summary	In the course Introduction To Advertising, students will be introduced to the fundamental concepts and theories of advertising. Through interactive lectures, case studies, and hands-on projects, students will explore the role of advertising in modern society, gain insight into consumer behavior, and begin to develop the creative and strategic skills necessary for success in the field of advertising.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental concepts of advertising, including its definition, significance, and role in society, and articulate the purposes and goals of advertising campaigns.	U	C	Instructor-created exams / Quiz
CO2	Identify and analyze the contributions of famous personalities in the advertising industry and demonstrate knowledge of professional organizations	Ap	P	Practical Assignment
CO3	Evaluate the different advertising media including print, electronic, outdoor, and digital, and assess their characteristics and suitability for various advertising campaigns.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Critically examine the societal impacts of advertising, including its effects on children, portrayal of women, and its psychological and social implications.	U	C	Instructor-created exams
CO5	Analyze the structure and functions of advertising agencies, and demonstrate an understanding of the dynamics of agency-client relationships and the skills required for a career in advertising.	Ap	P	Written assignments
CO6	Explore various career options in	Ap	P	Viva Voce

	advertising, including freelancing opportunities in graphics, animation, modeling, dubbing, etc., and develop a comprehensive understanding of the skills and competencies required for success in the field			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Foundations of Advertising**		**10**	**15**
	1	Definition of Advertising, Meaning and Significance of Advertising	2	
	2	Purpose and Goals of Advertising	3	
	3	The role of Advertising in Society	3	
	4	Benefits of Advertising to Business Firms and Consumers	2	
II	**Navigating the Advertising Landscape**		**10**	**15**
	5	Famous Ad Personalities	3	
	6	Professional Organizations in Advertising	3	
	7	AAAA, AMA, IAA, AAAI, ISA ASCI,	2	
	8	Famous Indian and International Advertising Awards	2	
III	**Media Channels and Societal Reflections**		**20**	**25**
	9	Advertising Media	2	
	10	Print media, Electronic Media, Outdoor media	3	
	11	Digital Media	1	
	12	Characteristics of Different Media	3	
	13	Advertising and Society	3	
	14	Impact of Ads on Children	3	
	15	Portrayal of Women in Ads	1	
	16	Social Impact	1	
	17	Psychological Impact	3	
IV	**Inside the Advertising World: Agencies**		**8**	**15**
	18	Advertising Agencies: Function, Structure and Types,	2	
	19	Agency and Client: Maintaining Agency–Client relationship	2	
	20	Careers in advertising: Skills required for a Career in Advertising	2	
	21	Various Career Options	1	
	22	Freelancing Career Options - Graphics, Animation, Modeling, Dubbing etc.	1	

V	**Open Ended Module:**		**12**	
	1	**Ad Analysis Exercise:** Students analyze and critique a selection of advertisements from different media channels, identifying their target audience, messaging strategies, and effectiveness in achieving advertising goals.	4	
	2	Students work in teams to create a mock advertising campaign for a fictional product or service, from concept development to execution, including creative elements, media placement, and campaign evaluation.	4	
	3	Students research and present on a famous figure in the advertising industry, discussing their contributions, influence, and notable campaigns.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Altstiel, T., Grow, J., Augustine, D., and Jenkins, J. L. (2022). Advertising creative: Strategy, Copy, and Design. SAGE Publications.
- Arens, W. F., Weigold, M. F., and Arens, C. (2009). Contemporary advertising. Irwin/McGraw-Hill.
- Chunawalla, S. A. (2008). Foundations of advertising: Theory and Practice.
- Powell, H., Hardy, J., Hawkin, S., and Macrury, I. (2013). The advertising Handbook. Routledge.
- Belch, G. E., and Belch, M. A. (2017). Advertising and Promotion: An Integrated Marketing Communications perspective. McGraw-Hill Education.
- Ogilvy, D. (2011). Confessions of an advertising man. Southbank Publishing
- Ruchi, G. (2012). Advertising principles and practice. S. Chand Publishing.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	-	-	-	-	-	3	-	-	-	-	-
CO2	-	1	-	-	-	-	-	1	-	-	-	-
CO3	3	-	3	-	-	-	3	-	3	-	-	-
CO4	3	-	3	-	-	-	3	-	3	-	-	-
CO5	3	-	-	-	3	-	3	-	-	-	3	-
CO6	3	-	-	2	-	3	3	-	-	2	-	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz/Debate	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Advertising and Sales Management				
Course Title	**Introduction to Communication**				
Type of Course	**Major**				
Semester	**II**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. A general comprehension of the various mass media 2. Essential language skills and abilities to communicate				
Course Summary	This course is designed to provide students with a foundational understanding of communication principles and practices. Through a comprehensive exploration of communication processes, forms, and functions, students will develop essential skills applicable to various contexts.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will recall fundamental concepts and principles of communication, including its definition, significance, and the process involved.	R	F	Instructor-created exams / Quiz
CO2	Students will demonstrate comprehension of the elements of the communication process	U	C	Practical Assignment / Observation of Practical Skills
CO3	Apply the "7 Cs of Communication" in various communication contexts to ensure effective communication.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Differentiate between various forms and types of communication	E	C	Instructor-created exams / Home Assignments
CO5	Recognize and analyze the functions of mass communication and develop creative solutions to address communication challenges in real-life situations.	C	P	One Minute Reflection Writing assignments
CO6	Students will analyze the factors influencing communication effectiveness to identify barriers and	An	C	Viva Voce

	develop strategies to overcome them.			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Module I: Understanding Communication**	9	17
	1	Definition and need for communication.	2	
	2	Process of Communication and its Elements: Source, Receiver, Message, Channel, Encoding, Decoding, Context, Noise, Effect, and Feedback.	3	
	3	7 Cs of Communication	2	
	4	Factors affecting Communication	2	
II		**Module II: Forms of Communication**	9	18
	5	Formal and Informal Communication Verbal and non-verbal communication. Forms/Stages of Communication (Verbal Communication) Forms/Stages of Communication (Non-verbal Communication) Forms/Stages of Communication (Interpersonal Communication)	3	
	6	Types of Communication: Intrapersonal and Interpersonal	2	
	7	Types of Communication: Group (Public, Crowd, Small Group)	2	
	8	Types of Communication: Mass Communication.	2	
III		**Module III: Functions of Mass Communication**	20	25
	9	Functions of Mass Communication: Inform, Educate, Entertain and Socialize	2	
	10	Laswellian Functions: Surveillance, Correlation, Transmission of Culture.	2	
	11	Dysfunctions of Mass Communication	1	
	12	Overview of Folk Media	2	
	13	Print Media-Types, Nature and characteristics	3	
	14	Radio-: Types, Nature and characteristics	3	
	15	TV -Functions, Nature and characteristics	3	
	16	Film : Nature and Characteristics	2	
	17	New media: Nature and characteristics	2	
IV		**Module IV: Barriers of Communication**	10	10

	18	Barriers: Definition, examples and strategies	2	
	19	Physical barriers and Linguistic barriers	2	
	20	Attitude barriers and Cultural barriers	2	
	21	Psychological barriers	2	
	22	Examples from real life situations.	2	
V	**Open-ended Module**		12	
	1	**Analyzing Communication Scenarios** Students will be presented with various communication scenarios from real-life situations. They will analyze these scenarios, identifying the elements of communication (source, receiver, message, channel, etc.) and discussing the factors affecting communication in each case.	4	
	2	**Verbal and Non-verbal Communication Analysis** Students will explore examples of verbal and non-verbal communication in different contexts. They will analyze the effectiveness of both verbal and non-verbal cues in conveying messages, considering cultural differences and situational factors.	4	
	3	**Interpersonal Communication Skills Workshop** Focuses on practical exercises to enhance interpersonal communication skills. Students will participate in role-plays, group discussions, and other interactive activities aimed at improving their ability to communicate effectively in various interpersonal settings.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Fiske, J. (1982). Introduction to Communication Studies. Routledge
- Mcquail, D. (2011). Mcquail's Mass Communication Theory (6th ed.). SAGE Publications India Pvt Ltd.
- Bran,S.J. (2013). Introduction to Mass Communication Theory Foundations, Ferment, and Future(5th ed.). Wadsworth.

Essential Reading / Recommended Reading:

- Narula, U. (2008). Mass Communication: Theory and Practice. Haranand Publications Pvt Ltd.
- Bran, S. J. and Davis, D.K. (1999). Mass Communication and Man - Mass Communication Theory (2nd ed.). USA: Thomson/Wadsworth.
- MacBride, S. (Eds.). (1982). Many Voices, One World. New Delhi: Oxford and IBH Publishing Co

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2						2					
CO 2		2										
CO 3			3		3							
CO 4	2						2					
CO 5				3							3	
CO 6		2		3						3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz/Debate	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Advertising and Sales Management				
Course Title	**News Reporting**				
Type of Course	**Major**				
Semester	**III**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Proficiency in Malayalam and English 2. Accessing online news portals, viewing TV news programs, listening to radio broadcasts, and reading newspapers and magazines				
Course Summary	This course delves into the foundational journalistic principles, focusing on news gathering, writing, and presentation skills. Students will explore various reporting formats, including print, broadcast, and online journalism, and gain practical insights into producing accurate news stories.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental principles and ethical considerations of news reporting	U	C	Instructor-created exams / Quiz
CO2	Understand the principles and importance of news gathering and identify various sources for gathering news	U	C	Seminar Presentation/ Home Assignments
CO3	Apply news values to identify and develop newsworthy stories.	Ap	C	Seminar Presentation / Group Tutorial Work
CO4	Assess the quality of routine stories and Specialized reporting	E	C	Instructor-created exams / Home Assignments
CO5	Analyze the nuances of various styles of storytelling	Ap	P	One Minute Reflection Writing assignments
CO6	Gain practical insights into producing accurate news stories.	E	P	Practical Assignment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Overview of news reporting**		**10**	**15**
	1	Definitions and types of News	2	
	2	News determinants	3	
	3	Principles of news reporting-Accuracy, Objectivity, Fair practice, Balance, Accountability and Attribution	3	
	4	The Qualities of a reporter	2	
II	**News gathering**		**13**	**15**
	5	News sources-People, Authorities, Documents, News agencies and syndicating, Social media/ UGC, Cultivating the source	4	
	6	News gathering techniques: Beat, Press conferences, meet the press, press releases	4	
	7	Tools for gathering news-Observation, Interview	2	
	8	Online tools such as News API, Feedly, and Storyful	3	
III	**News writing techniques**		**15**	**25**
	9	Elements of news story	2	
	10	Writing the lead	2	
	11	Types of leads	2	
	12	Writing readable leads	2	
	13	Styles in storytelling-Story organization, Story forms, Storytelling and feature techniques	3	
	14	Broadcast news writing	2	
	15	Writing for the online-Trans media news presentation, Hyperlinking	2	
IV	**Advanced Reporting Techniques and Beat Coverage**		**10**	**15**
	16	Coverage of routine stories: reporting accidents, scandals, speeches, crime	2	
	17	Specialized reporting: Investigative reporting, business reporting, political reporting, sports reporting, legal reporting, legislative reporting	4	
	18	Development reporting: Science and technology, education, environment, health	4	
V	**Open Ended Module**		**12**	**20**
	1	**Field Reporting Exercise** Students will conduct field reporting exercises in various settings, such as public events, press conferences, or community gatherings. They will practice identifying news stories, gathering information from diverse sources, and adapting to	12	

		dynamic reporting environments. Emphasis will be placed on applying the principles of accuracy, objectivity, and accountability in real-time reporting situations. Feedback and debriefing sessions will help students reflect on their experiences and refine their reporting skills.		
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Core texts

- Mencher, Melvin (2000): News Reporting and Writing, 8th (ed.) New York, McGraw Hill.
- Rich C. (2010). Writing and reporting news: A coaching method. Boston (USA) Wardsworth

Suggested References

- Alao, D. (1992): News Reporting. Lagos, Unique Publications
- Itule, B. D and Anderson, D. A. (2008). News writing and reporting, 7th edition. New York: McGraw Hill

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	2					
CO 2	3	1	-	-	-	-		2				
CO 3	1	1	-	2	-	-					1	
CO 4	1	1	2	-	-	-					1	
CO 5	1	1	1	2	-	1					2	
CO 6	-	1	-	-	1	3						2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Final Exam : 70 marks
- Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	**Four Modules (20 marks)**	**Open-ended Module (10 Marks)**
Test Paper	10	4
Seminar Presentation/ Debate/Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project/News report Evaluation/Seminar	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6		✓	✓	

Programme	BA Advertising and Sales Management				
Course Title	**Advertising Theories**				
Type of Course	**Major**				
Semester	**III**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. An understanding of media platforms, channels, and their respective audiences 2. Curious and proactive in exploring emerging trends and technologies shaping the advertising industry.				
Course Summary	This course introduces advertising concepts, history, key personalities, and agencies. It covers advertising theories, appeals, and its role in communication and culture. Students learn campaign planning, creativity, ethical issues, and advertising's societal impact. Through practical exercises, students create ads for various media and analyze advertisements.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Infer about the role of advertising in our life	U	C	Instructor-created exams / Quiz/ class discussions
CO2	Outline various theoretical principles involved in advertising and develop Advertising Literacy.	U and A	C	Developing advertising literacy materials like educational videos or pamphlets.
CO3	Compare different media available for advertisements and come out with innovative approaches.	An	P	Comparative analyses of advertising campaigns across various media platforms
CO4	Outline the techniques involved in the production of an advertisement.	U	P	Written assessment/quizzes/hands-on assignments creating storyboards or scripts for

				advertisements.
CO5	Create an attractive advertisement suitable for relevant media.	Aand C	C	Ad creation for different media.
CO6	Critically evaluate the ethical considerations in advertising practices	E	C	Debates discussing ethical issues in advertising.
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Introduction to advertising**	**8**	**15**
	1	Advertising definition, concept, nature, history and evolution. Types of advertising and classification - Based on service, Based on geography,Based on context	4	
	2	Key personalities David Ogilvy, Alique Padamsee, Piyush Pandey. Advertising Agencies.	4	
II		**Theories of advertising**	**10**	**20**
	3	AIDA, AIDCA, DAGMAR	2	
	4	Rosser Reeves and USP	1	
	5	Elaboration Likelihood Model	1	
	6	Advertising appeals: Emotional Personal, Popularity Humour,and Fear	2	
	7	Advertising as a tool of communication	1	
	8	Advertising and culture	2	
	9	Demographics and psychographics	1	
III		**Campaign and Creativity**	**20**	**20**
	10	Ad Campaign and planning- definition	2	
	11	Brand versus social campaign	2	
	12	Elements of campaign: Situation analysis, Advertising objectives, Budget, Media types and vehicles,Creation and production of message Measurement of results	3	
	13	Successful advertising campaigns case studies	3	
	14	Creativity in advertising	2	
	15	Creating an advertising copy	3	
	16	Language and creativity	2	
	17	Specific language techniques and rhetorical devices in advertising	3	

IV	**Advertising and Society**		**10**	**15**
	18	Ethical issues in advertising	3	
	19	Laws related to advertising in India	3	
	20	Advertising and Gender, stereotyping	2	
	21	Statutory bodies :ASCI, ABC, AAAI	1	
	22	Advertising and economy	1	
V	**Open Ended Module**		**12**	
	1	Students will apply their knowledge and skills acquired throughout the course to develop and execute a comprehensive advertising project. The project will consist of creating an advertising campaign for a real or fictional product/service, incorporating elements such as target audience analysis, creative concept development, media planning, and execution strategies.	3	
	2	**Campaign Planning:** Develop a campaign brief outlining objectives, target audience, key messages, and desired outcomes. Create a campaign timeline with milestones and deadlines	2	
	3	**Creative Concept Development:** Brainstorm creative ideas and concepts that align with the campaign objectives and resonate with the target audience. Develop visual and written content, including ad copy, slogans, and visual elements.	3	
	4	**Message Creation and Production:** Produce advertising materials such as outdoor ads,print ads, TV commercials, radio spots, digital banners or social media content.	2	
	5	**Campaign Execution:** Launch the advertising campaign across selected media channels according to the planned schedule. Monitor campaign performance and make adjustments as needed based on real-time data and feedback.	2	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

- Jefkins, F. W., and Yadin, D. L. (2000). Advertising. Financial Times Prentice Hall.
- Vilanilam JV and Verghese Ak (2004) Advertising Basics A Resource Guide for Beginners Sage Publications New Delhi
- King K and Ron WL (2010) Klepner's Advertising Procedure Prentice Hall

Books for further reading:

- Tellis GJ (2004) Effective Advertising Understanding When How and Why Advertising

Works Response Books New Delhi
- Percy L,Rosenbaum R and Eliot R (2009) Oxford London
- Berman M (2012) The Copywriter's Toolkit Blackwell Publishing
- Valladares J (200)) The Craft of Copywriting Sage
- Burton et.al.(1993) Essentials of Media Planning NTSC Business Books USA
- Belch EG (2020)Advertising and Promotion An Integrated Marketing Communication Perspective Mc Grow Hill Education

- **Note:** The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-		-	-	2					
CO 2		3	-			-				2		
CO 3	-			-	3	-			2			
CO 4	-	-	3					2				
CO 5	-		-	3	-	-					2	
CO 6	-	-		3		-						2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation/ Ad Analysis	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3			✓	✓
CO 4			✓	✓
CO 5		✓	✓	✓
CO 6	✓			✓

Programme	BA Advertising and Sales Management				
Course Title	**News Editing**				
Type of Course	**Major**				
Semester	**IV**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understand the basics of journalism, like news values and ethics. 2. Be comfortable with digital tools and platforms.				
Course Summary	This course provides an in-depth examination of copy editing, encompassing its historical evolution to contemporary practices. Students apply this knowledge to journalism and different media formats, gaining proficiency in newsroom dynamics and diverse media formats. The course hones content design skills across media platforms and concludes with expertise in multi-platform story editing, ensuring that students emerge as versatile media editors.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand comprehensively the history of copy editing, spanning from its origins to contemporary practices.	U	F	Seminar Presentation / Quiz
CO2	Apply acquired knowledge in copy editing for journalism by effectively understanding the newsroom dynamics and Demonstrate proficiency in editing diverse news formats .	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Acquire familiarity with specialized copy editing for academia and promotions, and optimize using AI tools.	Ap	P	Practical Assignment / Observation of Practical Skills
CO4	Use content design skills across media platforms and apply best practices to utilize diverse story forms for captivating readers in publication design	Ap	P	Group Tutorial Work/ Instructor-created exams
CO5	Develop proficiency in multi-platform story editing by mastering the art of adapting and refining content for print, radio, and digital news.	Ap	P	Practical Assignment / Observation of Practical Skills
CO6	Collaborate effectively with content creators and other	Ap	P	Practical Assignment / Observation of

	stakeholders to achieve editorial objectives and uphold the integrity of the publication.			Practical Skills
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Fundamentals of Copy Editing**		**11**	**15**
	1	Origin and Evolution	2	
	2	Key Figures and Milestones	2	
	3	Types of Mass Media – Print, Broadcast, Online and Digital	2	
	4	Industry Transitions	2	
	5	The editor and the Audience	1	
	6	Principles of copy editing	1	
	7	Duties and responsibilities of copy editor	1	
II	**Copy Editing for Journalism**		**12**	**15**
	8	Understanding the Newsroom and What Editors Do	2	
	9	Organisational Structure of a Newsroom	1	
	10	Editing Different News Formats/ News Based Programs Across Different Media Platforms	3	
	11	Macro Editing (Editing For Accuracy, Completeness, Fairness, Balance, Sensitivity And Legal Issues)	2	
	12	Micro Editing (Editing for Precision, Grammar, Punctuation, Word Usage and Trimming Stories)	2	
	13	Writing Headlines, Captions and Blurbs for different forms and formats	2	
III	**Specialized copy editing**		**9**	**25**
	14	Copy Editing for Academic Publishing	3	
	15	Copy Editing for Promotional Materials (Advertising, E Mail, Memo, Circular)	4	
	16	AI enabled Copy Editing	2	
IV	**Introduction to Content Design**		**16**	**15**
	17	Design Applications Across Platforms: Print	3	
	18	Design Applications Across Platforms: Digital, and Mobile	3	
	19	Using Photos (Understanding Audience Perception of Photographs and Illustrations,Picture as Copy, Picture Editing)	2	

	20	Using Type (Foundational Aspects of Typography, Color, and Grid in Publication Design)	2	
	21	Using Information Graphics	3	
	22	Implementing Best Practices for Utilizing Diverse Story Forms to Captivate Readers	3	
V	**Open Ended Module:**		**12**	
	1	**Assignment Title: Multi-Platform Story Editing Exercise** Utilizing a master content piece, craft stories suitable for print, radio, and digital news platforms. Adapt and enhance the original content, ensuring it is tailored to each medium's unique requirements, tone, and style. **Submission Guidelines:** • Submit three versions of the edited stories, each specifically formatted for print, radio, and digital news. • Include a brief rationale for the editing choices made, highlighting how each version caters to the unique characteristics of its intended platform. • Ensure that the final submissions meet the professional standards expected in the respective media industries.	12	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

Core Text

- Brooks, B. S., and Pinson, J. L. (2017). The art of editing in the age of convergence. In Routledge eBooks. https://doi.org/10.4324/9781315558714
- Butcher, J., Drake, C., and Leach, M. (2006). Butcher's copy-editing: The Cambridge Handbook for Editors, Copy-editors and Proofreaders. Cambridge University Press.

Additional Readings

- Do I Make Myself Clear?: A Practical Guide to Writing Well in the Modern Age - by Harold Evans
- Between You and Me – Confessions of a Comma Queen -by Mary Norris
  Eats, Shoots and Leaves - by Lynne Truss
- Bryson's Dictionary of Troublesome Words: A Writer's Guide to Getting It Right Paperback – by Bill Bryson
- https://copyblogger.com/about/
- https://indiaai.gov.in/article/the-eleven-best-ai-powered-copy-editing-tools
- https://snd.org/
- https://garciamedia.com/
- https://daily.jstor.org/
- https://www.newyorker.com/magazine/1946/08/31/hiroshima - 1946
  FrankSinatraHasaCold.pdf- 1966

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	1	-	3	-	1	2		3				
CO 3	2	2	3	-	2	3			2			2
CO 4	-	-	2	-	2	3			1			
CO 5	2	2	2	-	2	2			2			
CO 6		3	2			1					1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz/Debate	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment/Copy Editing Assignment	Editing Exercises	Seminar Presentation	End Semester Examinations
CO 1	✓			✓	✓
CO 2	✓		✓	✓	✓
CO 3	✓	✓	✓		✓
CO 4	✓	✓			✓
CO 5	✓	✓	✓		✓
CO 6	✓			✓	✓

Programme	BA Advertising and Sales Management				
Course Title	**Radio News Production**				
Type of Course	**Major**				
Semester	**IV**				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	3. Good writing and speaking skills are desired. 4. Audio production involves usage of digital tools and software, having basic computer literacy is essential.				
Course Summary	Audio has emerged as a powerful medium beyond the confines of Radio with the emergence of New media and digital technology. The course is designed to provide students with a comprehensive understanding of the principles and practices of audio journalism and production in the context of digital storytelling. Course will enable learner's essential techniques, tools, and storytelling principles which will enable them to create compelling audio content for various media platforms.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall the history and terminology related to radio and audio production.	R	F	Instructor-created exams / Quiz
CO2	Understand the fundamentals of audio production including basics of sound, acoustics, and audio equipment.	U	C	Instructor-created exams/ Quiz
CO3	Acquire skills audio programme presentation/news reading	A	P	Self-Assessment Report/ Peer Review
CO4	Demonstrate ability to script audio programmes for various digital platforms	C	P	Observation of Practical Works/Peer Review
CO5	Critique audio productions using established criteria and assess their impact on a digital space	An	M	Critical Review Assignments/ Observing Group Discussion
CO6	Mastering digital audio production tools and techniques	Ap	P	Observation of Practical Works/Portfolio Assessment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Audio in Legacy Media and New Media**	**10**	**15**
	1	Evolution of Radio: From Terrestrial Transmission to the Internet Age	2	
	2	Power of Audio: Characteristics of Radio as a Medium	2	
	3	Knowing the Audio Medium: Basics, Strengths, and Limitations of Sound	1	
	4	Types of Radio transmission and stations- AM/FM/SW, internet radio, HAM Radio, satellite radio, Community radio	2	
	5	New Media Audio Landscape: Podcasting, Internet Radio, and Beyond	2	
	6	Radio Broadcast Policy and Regulations in India	1	
II		**Understanding the Audio Medium**	**10**	**15**
	7	Understanding Sound- Sync vs. Non-Sync, Natural Sound, and Ambient sound	3	
	8	Characteristics of Audio Medium: Basics, Strengths, and Limitations of Sound	2	
	9	Recording tools- recording equipment, microphones, transmitters, DAW	3	
	10	Personnel in the production process – Role and Responsibilities	2	
III		**Scripting and Producing Audio Programmes**	**15**	**25**
	11	Scripting for the Ear: Writing techniques, elements	1	
	12	Radio Program Formats: News, Entertainment, and Public Service Announcements	1	
	13	Radio News Story: News Gathering, Writing, and Presentation	2	
	14	Scripting for non-news audio programmes: Public service advertisements, jingles, radio magazine, interview, talk show, vox- pop, discussion, feature, radio play, and documentary.	2	
	15	Scripting for Podcasts, Audiobooks, and New Media	2	
	16	Preparation of podcast- setting up a channel, podcasting styles, identifying topics and target audience	2	
IV		**Advanced Audio Production**	**10**	**15**
	17	In-Studio Recording Techniques: Script Reading, Interviews, and Field Recordings	2	
	18	Digital Audio Workstation (DAW)- Importance in Audio Production		
	19	Recording Techniques in DAW- Setting up for Recording- best practices, mixing, balancing	2	
	20	Post-production- creative sound editing, adding music and sound effects	2	

	21	Audio performance- Voice Analysis and Improvement, Improvement, Pronunciation and Articulation, Audio Performance, Voice modulation	2	
	22	Radio Jockeying and live comparing.	2	
V	**Practicum**		**30**	
	1	Digital Audio Workstation (DAW) Training	20	
	2	Case study of a leading podcast channel	3	
	3	Podcast Channel/episode Development: Learners have to set up an original podcast channel or produce a single episode with in a unique theme/topic and target audience.	7	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Chantler, P., and Stewart, P. (2013). Basic radio journalism. CRC Press
- Luthra, H. (1986). Indian Broadcasting. Publications Division Ministry of Information and Broadcasting.
- McLeish, R. (2012). Radio Production. Taylor and Francis.
- Alten, S. R. (2011). Recording and producing audio for media. Nelson Education.

Note: The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-	-	1	-	-	-	-	-
CO 2	3	-	-	-	-	1	-	-	-	-	-	-
CO 3	-	-	2	-	-	-	-	-	-	-	-	-
CO 4	-	-	2	-	-	2	-	-	-	-	-	-
CO 5	-	2	-	2	1	1	-	-	-	-	-	-
CO 6	-	-	3	-	3	3	-	-	3	-	-	1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks
Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation/ Productions	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Advertising and Sales Management				
Course Title	**Television News Production**				
Type of Course	**Major**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Good writing and speaking skills in either Malayalam or English or both are desired 2. Basic computer literacy				
Course Summary	The course aims to equip the learners with the knowledge and skills to make them a well-rounded television journalist. The course focuses on the evolution of the medium, mastering news gathering techniques, producing video news stories and content for various platforms, both legacy and new media.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate a comprehensive knowledge of television journalism's history and development, from legacy media to the new media age	R	F	Instructor-created exams / Quiz
CO2	Conceptualize, produce, and present a short television news package for various platforms	C	P	Observation of Practical Works/Portfolio Assessment/Peer Review
CO3	Master the technical aspects of television production, including camera operation, sound recording, and editing	A	P	Observation of Practical Works/Portfolio Assessment
CO4	Develop skills in scriptwriting, newsgathering, and interviewing for television	A/C	P	Self-Assessment Report// Portfolio Review
CO5	Analyze the theoretical and ethical considerations of television news production	U/An	C/M	Critical Review Assignments/ Observing Group Discussion
CO6	Critically evaluate television programs within their social and cultural context	An	M	Critical Review Assignments/ Observing Group

				Discussion

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Foundations of Television Journalism**	**10**	**15**
	1	Evolution of Television: From Early Broadcasts to Digital Convergence	3	
	2	Understanding Television as a Medium: Characteristics, Strengths, and Limitations	2	
	3	Theories of Television News Production	2	
	4	Ethical Considerations in Television Journalism	3	
II		**News Gathering and Scriptwriting**	**10**	**15**
	5	News Gathering Techniques: Researching, Interviewing, and Fact-Checking	2	
	6	Writing for Television: Script Structure, News Leads,	2	
	7	Understanding Television News Formats: Newscasts, Documentaries, and Feature Stories	2	
	8	Presenting Television News- Presentation techniques, Anchoring	2	
	9	Non news Programmes: Formats and Scripting	2	
III		**Technical Production Skills**	**15**	**25**
	10	Fundamentals of Visual Storytelling: Shot Composition, Camera Techniques, and Lighting	3	
	11	Pre-Production: Script Refinement, Storyboarding, and Scheduling	2	
	12	Production: Filming Interviews, Recording Sound, and Gathering Footage	2	
	13	Post-Production: Editing Your Television News Package	2	
	14	Directing for Television: Blocking, Staging, and Talent Management	1	
	15	Personnel in television production	2	
	16	Development of a Programme Proposal	2	
	17	Analysing television news: Audience metrics, feedback mechanisms	2	
IV		**Television in the Digital Age**	**10**	**15**
	18	The Rise of New Media Platforms- Online Video, Streaming Services, and Social Media	2	
	19	Development of non –news and entertainment programmes in digital media- web series, explainer	2	

		videos, shorts, reviews		
	20	Convergence Journalism- Integrating Traditional and New Media Platforms	2	
	21	Trans media Storytelling: Creating Multi-Platform Narratives for Television Content	2	
	22	The Future of Television Journalism: Emerging Trends and Technologies	2	
V	**PRACTICUM**		**30**	
	1	Practical training in camera operations and basic video editing,	20	
	2	Critically analyse a television/web news documentary/package/reportage	3	
	3	Prepare a Short News Documentary on a regional issue/person/place etc.	7	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Zettl, H. (2014). Television Production Handbook, 12th. Cengage Learning.
- Shook, F., Larson, J., and DeTarsio, J. (2015). Television and field reporting. CRC Press
- Gormly, E. K. (2005). Writing and producing television news. Wiley-Blackwell.
- Millerson, G., and Owens, J. (2009). Television production. Taylor and Francis.
- Allen, R. C., and Hill, A. (2004). The Television Studies Reader. Psychology Press.

Note: The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	1	-	-	-	-	-
CO 2	-	-	3	-	2	1	-	-	3	-	-	-
CO 3	-	-	3	-	-	1	-	-	3	-	-	-
CO 4	-	2	3	-	-	-	-	2	-	2	-	-
CO 5	-	-	2	-	3	-	-	-	2	-	2	-
CO 6	-	2	-	3	-	-	-	-	-	2	2	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation/ media analysis/ Seminar presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6			✓	✓

Programme	BA Advertising and Sales Management				
Course Title	**Mass Communication Theories**				
Type of Course	**Major**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1.Understanding of basic mass communication theories and models 2. The understanding to comprehend media as a cultural institution				
Course Summary	This course delves deeper into complex theoretical frameworks and models in mass communication, exploring advanced concepts.Through critical analysis and synthesis of advanced theories, students gain a comprehensive understanding of the dynamic landscape of mass communication and its implications for society.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate knowledge and understanding of key theories and perspectives in mass communication through recall	R	C	Instructor-created exams (MCQs) / Quiz
CO2	Explain the significance and implications of various communication theories and models	U	C	Essay Questions/ Seminar Presentation
CO3	Apply communication theories and models to analyze contemporary media phenomena	Ap	P	Case study analysis from contemporary media.
CO4	Analyze the effectiveness and limitations of communication strategies and models in addressing global communication challenges	An	P	Group presentation/ Individual and Peer discussion
CO5	Synthesize diverse theoretical perspectives to propose innovative approaches to address contemporary issues in mass communication	C	M	Critical analysis

CO6	Reflect on personal learning and development in understanding mass communication theories and models	An	C	Self assignments / Presenattion
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Models of Communication**	14	15
	1	Linear Models- Aristotle, Laswell, Shannon and Weaver	3	
	2	Linear Models-Berlo, Defluer Model.	2	
	3	Osgood and Schramm model of communication	1	
	4	Dance's Model,	1	
	5	Critical theory -Manufacturing Consent- Popular Culture	2	
	6	SR theory , Individual difference Perspective	1	
	7	Social categories and social relations	1	
	8	Concept of selectivity	1	
	9	Hypodermic Needle, Magic Bullet Theory	1	
	10	One step, two step and multi step	1	
II		**Advanced Models of Communication**	7	15
	11	Gerbner's model -Wesley and MacLean Model	2	
	12	Bass's double action model of internal news flow	1	
	13	Barnlund's transactional model of communication	1	
	14	Eisenberg's model of communication and identity	2	
	15	Self to self model of inter personal communication	1	
III		**International communication**	11	20
	12	NWICO- Role of UNESCO- MacBride Commission	2	
	13	Hutchins Commission	1	

	14	Global News Flow- Hamid Mowlana	2	
	15	News audience evaluation dimensions: credibility, importance, involvement, attractiveness, immediacy and comprehensibility	2	
IV	**Communication and development - Introduction**		16	20
	17	Communication and development -Growth Vs Development	3	
	18	Sustainable Development	4	
	19	Dominant Paradigm	3	
	20	Schramm, Rogers and Daniel Lerner	2	
	21	Participatory Communication	2	
	22	Technology and Development.	2	
V	**(Open Ended Module)**		12	
	1.	Critical reading of selected chapters from Milestones in Mass Communication	5	
	2	**Media Content Analysis** To apply theoretical concepts of media representation and gender to analyze media content. **Task:** • Students will select a specific media artifact (e.g., a TV show, movie, advertisement, news article) and conduct a detailed content analysis. • Using theoretical frameworks such as media and gender, media representation, and semiotics, students will analyze how gender roles and stereotypes are portrayed in the selected media artifact. • They will identify key themes, characters, language, and visual elements, and critically evaluate how these contribute to the construction of gender identities and representations. • Students will present their findings in a written report, accompanied by examples from the media artifact to support their analysis.	3	
	3	**Communication Campaign Design** To apply communication and development theories to design a communication campaign for a social or development issue. Task: • Students will work in groups to design	4	

		a communication campaign addressing a specific social or development issue (e.g., environmental conservation, gender equality, public health). • Drawing on theories such as participatory communication, technology and development, and sustainable development, students will develop a comprehensive campaign plan, including goals, target audience analysis, message design, and communication channels. • Each group will create campaign materials, such as posters, social media posts, infographics, and multimedia content, to convey their message effectively. • Students will present their campaign plans to the class, explaining the rationale behind their choices and how they have applied communication theories to address the chosen issue effectively.		
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Bran, S. J., and Davis, D. K. (2015). Mass Communication Theory: Foundations, Ferment, and Future. Cengage Learning, New Delhi.
- McQuail, D. (Ed.). (2010). McQuail's Media and Mass Communication Theory. Sage Publications, New Delhi.
- McQuail, D., and Windahl, S. (1993). Communication Models for the Study of Mass Communication. Pearson Education.
- Melkotte SR and Steeve HL (2015)Communication for Development in the Third World;Theory and Practice for Empowerment Sage Publications New Delhi

Books for further reading:

- Turow, J. (2022). Media Today: Mass Communication in a Converging World. Routledge, New York.
- Berger, A. A. (2018). Media Analysis Techniques. Sage Publications, New Delhi.
- Watson, J. (2016). Media Communication: An Introduction to Theory and Process.
- Fiske, J. (2010). Introduction to Communication Studies. Routledge, London
- Chandler D andMunday R (2020)A Dictionary of Media and Communication Oxford University Press
- .Pavlik JV(2023)Converging Media a New Introduction to Mass Communication and Digital Innovation Oxford University Press

- Croteau D(2021) Media /Society; Technology,Industries,Content and Users Sage New York
- Harcup T (2014) Dictionary of Journalism Oxford University Press

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	2	-	-	3					
CO 2	3		-			-	3			2		
CO 3		3			2	-	3					
CO 4	-	-			2		3			3		
CO 5					3	-	3			3		
CO 6					2	-	2					3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Quiz/ Viva	6	4
Assignment/ Group Discussion	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3			✓	✓
CO 4			✓	✓
CO 5		✓	✓	✓
CO 6	✓			✓

Programme	BA Advertising and Sales Management				
Course Title	Mass Media Ethics				
Type of Course	**Major**				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Have a basic understanding of laws and rules, especially those related to media. 2. Be able to think carefully about media content and its impact.				
Course Summary	This course provides an in-depth examination of the legal and ethical issues surrounding media, journalism, and communication. Students will explore key legal frameworks, regulations, ethical principles, and their practical applications in the media industry.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Know the historical background of press laws in India.	U	C	Instructor-created exams / Quiz
CO2	Explain constitutional provisions related to media laws.	Ap	P	Case Studies / Presentations
CO3	Recalls regulatory bodies of media.	Ap	P	Group Projects/ Quizzes
CO4	Describe media ethics and the journalistic code of conduct	U	C	Case Studies/ Seminar Presentations
CO5	Analyse various cybercrimes and other challenges to contemporary media practices	Ap	P	One Minute Reflection Writing assignments
CO6	Understand the legal framework related to media	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Freedom of the press and the Constitution**	**10**	**15**
	1	Constitution of India and Fundamental Rights	2	
	2	Article 19(1)(a) of the Indian Constitution -Freedom of speech and expression Article 19(1) 2 reasonable restrictions to freedom of the press Directive principles of state policy	3	
	3	Right to privacy Case Studies - Romesh Thapar v/s The State of Madras, Sakal v/s The Union of India.	3	
	4	Privileges of Parliament and legal aspects of parliamentary reporting	2	
II		**Press Laws and Regulatory Bodies**	**18**	**25**
	5	Defamation -Civil and Criminal, Fair comment Contempt of Courts Act, 1971 Official Secrets Act,1923	2	
	6	Press and registration of Books, 1867 Delivery of Books and Newspapers (Public Libraries) Act, 1954	3	
	7	Newspaper Price and Page Act,1956	1	
	8	Working Journalists Act, 1955 Working Journalists (Fixation of rates and wages) Act, 1958	3	
	9	Right to Information Act, 2005 Right to Information (Amendment) Act, 2019	2	
	10	Intellectual Property: Copyright Act,1957 Creative Commons and Free-Software Movement	2	
	11	Press Commissions and their Recommendations	1	
	12	Press Council of India - Composition, role, powers, guidelines and functions Registrar for Newspapers in India – Roles and Functions	2	
	13	Regulatory Bodies - Editors Guild of India, Advertising Council of India, PRSI, ASCI.	2	
III		**Broadcast and New Media Laws**	**10**	**15**
	14	The Commercial Code of AIR and Doordarshan Prasar Bharati Act Cable Television. Networks (Regulation) Act, 1995	3	
	15	Cinematograph Act 1953; Cinematograph (Amendment) Act, 2023 Indecent Representation of Women (Prohibition) Act, 1986	3	

	16	Information Technology Act 2000 Information Technology (Amendment) Act 2008 Cybercrimes and Cyber laws	2	
	17	Relevant provisions of the Indian Penal Code concerning sedition	2	
IV	**Media Ethics**		**10**	**15**
	18	Media ethics and its relevance Code of Conduct for Journalists	2	
	19	Ethical dilemma in investigative journalism and undercover reporting	2	
	20	Social media and ethical challenges	2	
	21	Ethical concerns regarding fake news, misinformation and disinformation, deep fakes, and the use of artificial intelligence.	2	
	22	Global perspective on media laws and ethics	2	
V	**Open Ended Module**		**12**	
	1	**Case Studies Analysis** Divide students into groups and assign them different landmark cases related to freedom of the press, defamation, contempt of court, etc. Ask each group to analyze the case, identify the legal principles involved, and discuss the implications for media freedom and ethics.	3	
	2	**Portfolio** Throughout the course, students can compile a portfolio of news articles or reports they have written or analyzed. Alongside each piece, they should include a reflective commentary discussing the ethical considerations, legal implications, and decision-making process involved in their reporting.	3	
	3	**Media Audit** Divide students into groups and assign them different media organizations or platforms (e.g., newspapers, TV channels, social media platforms). Their task is to conduct a compliance audit, examining whether these entities adhere to relevant media laws, regulations, and ethical guidelines. They can present their findings in a report format along with recommendations for improvement.	3	
	4	**Mock Interviews:** Organize mock interviews where students take turns playing the role of a journalist and interviewing their classmates or guest speakers. Emphasize the importance of asking fair and responsible questions while respecting privacy and legal boundaries	3	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their*			

	discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)	

Books and References:

- Mishra, A. K. (2020). Media Laws in India : A Brief observation. Notion Press.
- Basu, D. D. (1980). Law of the press in India. http://ci.nii.ac.jp/ncid/BA42266212
- Ahuja, B. N. (1988). History of press, press Laws and communications.
- Christians, C. G., Fackler, M., Richardson, K., Kreshel, P., and Woods, R. H. (2015). Media Ethics: Cases and Moral Reasoning, CourseSmart eTextbook. Routledge.

Suggested Readings

- Acts of Media: Law and media in contemporary India. (2022). In SAGE Publications eBooks. https://doi.org/10.4135/9789354795626
- Neelamalar, M. (2009). MEDIA LAW AND ETHICS. PHI Learning Pvt. Ltd.
- Grover, A. N. (1990). Press and the law. Vikas Publishing House Private.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-	-	3				1	
CO 2	2	-	-	-	-	-	2	3	1			
CO 3	-	-	1	-	-	-	1				2	
CO 4	-	-	1	2	-	-		2			3	
CO 5	-	-	-	2	-	2			3	3		
CO 6	-	-	-	3	-	-					2	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓		✓	✓
CO 3	✓			✓
CO 4	✓		✓	✓
CO 5		✓		✓
CO 6		✓	✓	

Programme	BA Advertisement and Sales Management				
Course Title	Media History				
Type of Course	**Major**				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Be able to read and understand historical texts and documents. 2. A comprehension of the role that history plays in culture and communication				
Course Summary	This course examines the historical development of press, radio, television, and digital news platforms in India. Students explore key milestones, influential figures, and societal impacts across each medium, from the origins of the Indian press to the rise of digital news platforms. Through activities and case studies, students develop critical thinking skills and gain insights into the ethical and legal considerations shaping the ever-changing media landscape.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate an understanding (U) of the historical evolution of Indian mass media, including print, radio, television, and digital platforms.	U	F	Instructor-created exams (MCQs) / Quiz
CO2	Analyze the role of press in the Indian freedom struggle and its impact on society.	An	C	Essay Questions/ Seminar Presentation
CO3	Evaluate the changing ownership patterns and roles of the press in post-Independence India within the framework of democracy	E	C	Debates/ Critical Essays
CO4	Demonstrate an understanding of the challenges and opportunities presented by digital news platforms in the contemporary media landscape	U	M	Group presentation/ Individual and Peer discussion
CO5	Analyze the sociocultural impact of mass media evolution on the Malayalam society, examining its influence on language, identity, and public discourse.	An	C	Critical analysis
CO6	Develop critical thinking skills through the analysis of case studies or real-life examples highlighting ethical dilemmas and challenges faced by journalists and	An	P	Group Projects/ Presentation

	media organizations in India or Kerala.			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Evolution of Press**	**14**	**20**
	1	Evolution of Indian Press: James Augustus Hicky, James Silk Buckingham , Serampore missionaries, Raja Ram Mohan Roy	5	
	2	Role of Press in Indian Freedom Struggle- Role and Development of Regional Press	3	
	3	Mahatma Gandhi as a Journalist	2	
	4	The Press since Independence- Change in Ownership- Changing Role of Press in a Democracy- Leading News papers in India.	4	
II		**Evolution of Radio and Television**	**14**	**20**
	5	Origin and Development of Radio in India	1	
	6	Evolution of AIR Programming-Autonomy of All India Radio	2	
	7	FM: Radio Privatization	1	
	8	Educational and Community Radio	1	
	9	Internet/Digital Radio	1	
	10	Origin and development of television in India,	2	
	11	Formation of Doordarshan (DD) as separate entity-SITE Experiment	2	
	12	Formation of Prasar Bharati —Composition and Functions of Prasar Bharati	2	
	13	Cable television Networks, Satellite Television, Direct to Home (DTH), Internet Protocol Television (IPTV), OTT Platform	2	
III		**Evolution of Malayalam Mass Media**	**10**	**15**
	12	History of Malayalam Press- Rajyasamacharam, Paschimodayam, Gnana Nikshepam, Deepika , Satyanada Kahalam , Malayala Manorama , Kerala Mitram, Kerala Patrika, Mathrubhumi, Kerala Kaumudi , Al-Ameen, Deenabhandu, Prabhatham	4	
	13	Evolution of Television Channels in Kerala- News Channels- Prominent Television Networks in Kerala	3	
	14	Radio Broadcasting in Kerala- AM , FM, Private FM channels, Popular Programmes in FM and AM.	3	

IV	**Digital News Platforms**		**10**	**15**
	17	Rise of Digital Era in India	2	
	18	News Websites- Portals-Live Streaming of News	2	
	19	Independent/ Alternative Media Initiatives in India	2	
	20	Hyper local News Apps-Rise of Regional News Platforms	2	
	21	Rise of News Aggregators in India	1	
	22	News Podcasts	1	
V	**Open Ended Module:**		**12**	
	1.	Students explore various digital news platforms in India, including news websites, portals, live streaming platforms, independent media initiatives, hyper local news apps, news aggregators, and news podcasts.	3	
	2.	Assign students to investigate and present case studies of successful private FM radio stations in India, highlighting innovative programming, audience engagement strategies, and business models.	3	
	3.	Assign students to create a timeline or infographics showcasing the evolution of television channels in Kerala, highlighting key milestones, popular programs, and audience demographics.	3	
	4.	Select a few landmark cases or news breakthroughs in Indian media history. Select several exclusive investigative reports or news breakthroughs published by prominent digital news platforms in India.Divide students into groups and assign each group a different exclusive report to analyze.	3	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Murthy, N. K., and Moraes, F. (1966). Indian Journalism: Origin, Growth and Development of Indian Journalismcfrom Asoka to Nehru.
- Sharma, K. C. (2007). Journalism in India: History, Growth, Development.
- Rao, S. (2018). Indian journalism in a new era: Changes, Challenges, and Perspectives. Oxford University Press.
- Natarajan, J. (1955). History of Indian journalism. Publications Division Ministry of Information and Broadcasting.

Books for further reading:

- Chattopadhyay, D. (2022). Indian journalism and the impact of social media. Springer Nature.
- Dahiya, S. (2022). Indian media giants: Unveiling the Business Dynamics of Print Legacies. Oxford University Press, USA.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	-	-	-	3					
CO 2	-		-	3		-	-			1		
CO 3	-	-			1	-	-	-	-	-	3	
CO 4	-	-			-	3	3		3	-		
CO 5	-	-	--	3	-	-	-	1		-		
CO 6				3	-	-	-			1		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Quiz/ Viva	6	4
Assignment/ Group Discussion	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2		✓	✓	✓
CO 3	✓			✓
CO 4	✓			✓
CO 5		✓	✓	✓
CO 6		✓		✓

Upon completion of the three-year undergraduate program in Advertising and Sales Management, students who meet the required credit criteria and show that the course content of the advertising component of the double major has a similarity of 60% or above to the content covered in the three-year BA Journalism and Mass Communication Degree, (as per the university's course equivalency guidelines), will be eligible to progress to the fourth year Honours Program or Honours with Research Program in Journalism and Mass Communication.The intake of students for this progression will adhere to the FYUGP Regulations, 2024.

The syllabus content for the seventh and eighth semesters is identical to that of the Journalism and Mass Communication programme

Programme	BA Journalism and Mass Communication				
Course Title	Communication for Development and Social Change				
Type of Course	**Major**				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Foundational understanding of communication theories, principles, and practices. 2. Strong writing and communication skills.				
Course Summary	This course offers an in-depth examination of development studies, covering historical perspectives, indicators, and global developmental disparities. It explores diverse paradigms and models of development, from traditional economic theories to contemporary approaches like sustainable development.It delves into strategies for development writing and journalism, emphasizing the importance of analyzing and reporting on development schemes				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Critically evaluate and compare various developmental paradigms, such as dominant, dependency, and alternative models, demonstrating a nuanced understanding of their historical contexts and theoretical underpinnings.	U	C	Essays/ quizzes/ Exams
CO2	Apply theories of development communication, including models proposed by Lerner, Schramm, and Rogers, to design effective communication strategies for development initiatives.	Ap	P	Concepts mapping exercises
CO3	Critically assess the impact and effectiveness of different media forms, such as television, radio, and social media, in facilitating social change and development outcomes	E	M	Debate/seminar presentations
CO4	Analyze the complex interplay between gender dynamics and development processes, identifying structural inequalities and proposing strategies for gender-responsive development interventions.	An	C	Group presentation/ discussion

CO5	Design comprehensive development communication strategies tailored to address specific development challenges	C	P	Create communication plan
CO6	Evaluate the characteristics and ethical considerations of development journalism, including traits and working attitudes essential for development journalists	E	M	Create development reports
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (45+30)	Marks (70)
I		**Understanding Development**	**13**	**15**
	1	Development and social change	1	
	2	Historical perspectives - Issues and post-colonial conceptions, Growth vs. Development	2	
	3	Development indicators, Gap between developed and developing Societies	2	
	4	Role of UN agencies in the development-Development in the age of globalization.	2	
	5	Paradigms of development: Dominant paradigm, dependency, alternative paradigm	2	
	6	Models of development- Adam Smith, Ricardo, Malthus, Rostow, and Marx	2	
	7	Models of development-Gandhian, Latin American and Asian experiments. New concerns and challenges	2	
II		**Development Communication**	**14**	**25**
	6	Meaning, concept, definition and origin- C4D	2	
	7	Development communication- models of Lerner, Schramm, Rogers.	2	
	8	Participatory communication approach	2	
	9	Perspectives of Paulo Freire	1	
	10	Sustainable development- UNDP's Sustainable Development Goals-Millennium Development Goals	2	
	11	Digital divide and development	2	
	12	Development support communication: Case Studies in health and education	2	
	13	Development Communication Experiments in India	1	
III		**Diverse Approaches**	**9**	**15**
	14	Empowerment – concept – definitions – dimensions.	3	

	15	Women in development (WID), Gender and development (GAD).	1	
	16	Development Communication Policy in India- Decentralization, Panchayath Raj	2	
	17	Rural Development Initiatives in India.	3	
IV	**Role of Media in Development and Social Change**		**9**	**15**
	18	Possibilities of different media in development - Folk and Community Media, Film, Television, Radio, New Media, Social Media etc	4	
	19	Development writing- Strategy for development writing- Development News	2	
	20	Process of writing for the development- People's Archive of Rural India	1	
	21	Characteristics of Development Journalism- Analysing and writing for Development Schemes	1	
	22	Traits and working attitudes of a development journalist.	1	
V	**Practicum**		**30**	
	1	**Community Needs Assessment and Communication Plan:** Students will work in small groups to conduct a community needs assessment in a selected area (e.g., rural village, urban neighborhood). They will gather qualitative and quantitative data through interviews, surveys, and observation to identify key development challenges and communication needs. Based on their findings, students will collaboratively develop a communication plan outlining strategies to address the identified needs and engage the community in sustainable development initiatives.	15	
	3.	**Social Media Campaign Design** Students will individually or in pairs design a social media campaign focused on raising awareness related to a specific sustainable development issue (e.g., environmental conservation, gender equality). They will create a campaign proposal outlining campaign objectives, target audience, messaging strategies, content calendar, and metrics for evaluation. Students will also design sample social media posts or visuals to illustrate their campaign concept.	15	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Melkote, Srinivas R, Steeves, H. Leslie. (2015): Communication for Development : theory and practice for empowerment and social justice, New Delhi:Sage,
- Servaes, J. (2008). Communication for Development and social Change. SAGE Publications Pvt. Limited.
- Melkote, S. R., and Singhal, A. (2021). Handbook of Communication and Development.

Edward Elgar Publishing.

Suggested Readings:

- https://ruralindiaonline.org/en/?gad_source=1andgclid=Cj0KCQjw0MexBhD3ARIsAEI3WHLW2wMutGfEd7m54ZEy2edV7OQwgnU5xQdZif-phBC69wI-GTdLfekaAqMvEALw_wcB
- Noske-Turner, J. (2020). Communication for development: An Evaluation Framework in Action. Open Access.
- Nagaraj, K. (2017). Poverty matters: Covering Deprivation in India.

◆ **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	-	-	-	3	1	-	3			2		
CO 2			-	3	1	-		3		2	-	
CO 3	-	-	3	-	-	2	3		-		3	
CO 4	-	-		3	1	-		3		2		
CO 5	3		-	-	3	-		3			-	3
CO 6	-	3			-	1		3			3	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Campaign Evaluation	Seminar Presentation/ Media Analysis	End Semester Examinations
CO 1	✓				✓
CO 2		✓		✓	✓
CO 3				✓	✓
CO 4		✓			✓
CO 5				✓	✓
CO 6			✓	✓	

Programme	BA Journalism and Mass Communication				
Course Title	Translation for Media				
Type of Course	**Major**				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	3. Proficiency in language , good writing skills 4. Understanding of copyright and intellectual property issues related to media				
Course Summary	Translation for Media is designed to equip students with the specialized skills required to navigate the dynamic and multifaceted landscape of media translation within the context of mass communication. The course encompasses a comprehensive exploration of translation principles, techniques, and ethical considerations specific to various forms of media content. A key focus is placed on the practical application of translation skills, with a dedicated module on subtitling that delves into the intricacies of this specialized field.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop an awareness of the pivotal role of translation in various media forms, including the ability to analyze and address linguistic, cultural, contextual, and technical challenges in media content.	U	C	Instructor-created exams / Quiz
CO2	Develop the ability to adapt content for different media platforms while maintaining the intended message and style	A	P	Analysis/ Presentation
CO3	Critically compare and contrast literary translation with translation for media, and apply translation skills effectively to audio-visual content.	E	C	Translation Exercises/ Debate
CO4	Demonstrate proficiency in subtitling techniques, including an understanding of different styles and adherence to industry standards.	A	P	Group Projects/ Assignments
CO5	Create a portfolio of translated media content that showcases the ability to translate effectively across various media formats.	C	P	Portfolio Presentation
CO6	Evaluate the ethical implications and cultural sensitivities involved in translating media content, demonstrating a commitment to preserving authenticity and respecting diverse linguistic and cultural	E	M	Case Analysis/ Discussion

	identities			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Foundations of Media Translation**	**10**	**15**
	1	The Role of Translation in Media	2	
	2	Analysis of Various Media Genres and Styles	2	
	3	Translation Challenges in Media Content- Linguistic,Cultural, contextual, and technical challenges	3	
	4	Cultural sensitivity in media translation	2	
	5	Qualities of a Translator	1	
II		**Process of Translation**	**14**	**25**
	6	Source language, target language, co-ordination, guidelines for translation	2	
	7	Types of Translation: Word to word, literal, summarized, free, paraphrasing	2	
	8	Types of Translation: Legal, Literary, Administrative, Technical, Medical, Business and Scientific Translation		
	9	Literary translation Vs translation for media- English to Malayalam and Vice Versa(Press Release, takes etc.)	2	
	10	Audio Visual Translation- Film Adaptation - Challenges	2	
	11	Translation for Print Media : News stories, Press Release, Article, Feature.	2	
	12	Translation for Electronic Media- Translation strategies and approaches for different types of electronic media writings, including TV and radio broadcast, Advertisement etc	2	
	13	CAT (Computer Assisted Translation)Tools	2	
III		**Advanced Translation Techniques**	**10**	**15**
	14	Glossary for media translation-Handling technical terms in media content	3	
	15	Navigating cultural subtleties in translation-Translating idioms and expressions in media	2	
	16	Transcreation in Media Translation-Balancing creativity with fidelity to the source	2	
	17	Exploring ethical dilemmas in media translation	3	
IV		**Introduction to Subtitling Techniques in Mass Media**	**11**	**15**
	18	Overview of subtitling styles and standards	3	
	19	Subtitling for Different Media Types-Film, documentary, educational content, advertisement etc	3	

	20	Basic Principles of Subtitling- Time coding,frame rates, synchronization etc.	3	
	21	Adapting subtitles for social media platforms	2	
V	**Practicum**		**30**	
	1	**Film Subtitling** ● Provide students with a short film clip in the source language and assign them to create subtitles in the target language. ● Students will practice subtitling techniques, including timing, synchronization, and readability, to accurately convey the dialogue and meaning of the film. Subtitled film clip along with a brief reflection on the subtitling process should be submitted	6	
	2.	**Advertisement Subtitling** ● Students will select a commercial advertisement video and translate the audio dialogue or text into the target language, maintaining the marketing message and tone. ● Students will create subtitles that capture the essence of the advertisement, considering cultural references and audience preferences. Subtitled advertisement video along with a written analysis of the translation should be submitted.	6	
	3.	**Peer Review Sessions for Translation Projects** ● Groups of students will present their completed translation projects to their peers for review and feedback. ● Each group/Student will showcase their translated media texts, highlighting translation choices, linguistic accuracy, and cultural sensitivity ● Peer feedback forms where distributed and students will provide constructive criticism and suggestions for improvement on their peers' translation projects	8	
	4	**Guest Lectures by Translation and Mass Communication Professionals** ● Invite translation and mass communication professionals to participate in a panel discussion with students. ● Professionals will share insights, experiences, and best practices related to translation in the media industry, covering topics such as localization trends, subtitling techniques, and project management	5	
	5	Organize a hands-on translation training sessions facilitated by guest practitioners from the translation industry.	5	
	The end-semester practical examination and viva-voce, and the			

	evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.		

Books and References:

- Bielsa, E. (2021). The Routledge Handbook of Translation and Media. Routledge.
- Milton, J., and Cobelo, S. (2023). Translation, adaptation and digital media. Taylor and Francis.
- Pérez-González, L. (2018). The Routledge Handbook of Audiovisual Translation. Routledge.

Suggested Readings:

- Zanettin, F. (2021). News Media translation. Cambridge University Press.
- Hatim, B., and Munday, J. (2004). Translation: An Advanced Resource Book. Psychology Press.
- Díaz-Cintas, J., and Remael, A. (2014). Audiovisual Translation: Subtitling. Routledge.

◆ **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	3			3		
CO 2	-	-	3	-		-		3		3	-	
CO 3	-	2		-	-	-	-		3	-	-	2
CO 4	-	2	-	-	-	-	-		3	-		2
CO 5	-		-	3	-	-		3			3	
CO 6	-	-	-	3	-	-		-			3	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	**Four Modules (10 marks)**	**Open-ended Module (20 Marks)**
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	Seminar Presentation/ Media Analysis	End Semester Examinations
CO 1	✓	✓	✓	✓	✓
CO 2	✓	✓		✓	✓
CO 3		✓	✓	✓	✓
CO 4		✓			✓
CO 5	✓		✓	✓	✓
CO 6		✓	✓	✓	

Programme	BA Journalism and Mass Communication				
Course Title	Specialized Reporting				
Type of Course	**Major**				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites	1. An interest in contemporary journalism and international politics 2. Participants should have studied at least one introductory course in news reporting				
Course Summary	Offers in-depth exploration into various fields of journalism, including Environment and Health Reporting, International Affairs, Business/Financial Reporting, and Sports Reporting. Students learn practical skills such as conducting interviews, writing news articles, and analyzing media content while delving into ethical considerations and industry standards. Through hands-on projects and field experiences, students gain valuable insights into the complexities of reporting in specialized areas, preparing them for careers in diverse media environments.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the diverse landscape of journalistic platforms and mediums for reporting on environmental, health, international, and sports topics, encompassing print, electronic, and new media.	R	C	Instructor-created exams / Quiz/ Discussion
CO2	Demonstrate knowledge of professional ethical guidelines and codes, as established by relevant journalism associations and organizations, in the context of reporting on environmental, health, international, and sports topics	U	C	Case Study Analysis/ Presentation
CO3	Apply ethical principles, including advocacy, objectivity, sensitivity, and transparency, across various reporting domains, such as environmental, health, international, and sports journalism.	Ap	P	Assignment / Peer Reviews
CO4	Evaluate the validity, reliability, and credibility of information before reporting on environmental, health, international, and sports issues, ensuring accuracy, fairness, and adherence to journalistic standards	E	M	Exercises for Critical Analysis/ Assignments
CO5	Apply effective reporting practices and	Ap	P	Report

	techniques, including research, interviewing, writing, and multimedia storytelling, in the coverage of environmental, health, international, and sports topics, while adhering to language and style conventions specific to each domain			Presentation/ Group Discussion
CO6	Synthesize the complex relationships between journalists and key actors in environmental, health, international, and sports domains, including governments, regulatory bodies, corporations, and sporting organizations	An	P	Case Analysis/ Assignment Presentation
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I	**Environment and Health Reporting**		**12**	**18**
	1	Reporting environment through print, electronic and new media	1	
	2	Environmental news sources-Advocacy and objectivity in environmental reporting-Covering Climate Change	2	
	3	Society of Environmental Journalists (SEJ)-International Federation of Environmental Journalists (IFEJ)- and Forum of Environmental Journalists in India (FEJI) -Code of ethics for environmental news coverage, case studies in environmental reporting.	2	
	4	Reporting and Writing on Health for Media-Sensitivity and empathy in health reporting	2	
	5	Covering Public Health Issues- Assessing Validity before Reporting-Reporting on epidemics, pandemics, and public health crises	3	
	6	Ethical Issues in Health Reporting-Privacy and Confidentiality-Conflicts of interest and transparency in health journalism	2	
II	**International Affairs**		**12**	**18**
	7	Main actors of international relations and their relationship with journalists: national governments, global regulation organizations, global corporations	3	
	8	Conflict and Rise of Global Media- World wars and Media, Gulf Wars, 9/11 and implications for the media	3	

	9	Reporting in times of Conflict and War- Case Studies		
	10	Intersectionality in Foreign Reporting: Class, Race, and Gender- Cross border Journalism	3	
	11	The Reporter's Requirements	1	
	12	Structures and Roles in Foreign News Coverage- editor, foreign correspondent, special envoy, fixer/stringer, local foreign correspondent, etc.	2	
III	**Business / Financial Reporting**		**11**	**17**
	13	International financial institutions –IMF –WTO – World Bank –ADB -European Union	2	
	14	Indian Economy- New Economic Policy (NEP) - Liberalization – Privatization – Globalization- FDI Policies in India	2	
	15	Financial Journalism in India- Major Financial Dailies, Magazines and TV Channels	1	
	16	Financial Journalist-Qualities and Responsibilities	1	
	17	Financial Reporting in Practice-sources of Financial reporting- Steps involved in collection and analysis of facts and information – interviewing –editorial production - language and style of writing – business news photography	3	
	18	Reviewing and writing for Budget and Economic policies	2	
IV	**Reporting Sports**		**10**	**17**
	19	Sports Reporting and writing-Planning and Conducting Interviews. Developing sources- Types of Sports reporting-Advances, match reports, reviews and follow up;	3	
	20	Writing sports stories for multiple media platforms- Print, Radio, TV and online (Sports News, Sports Photography, Sports Features, Interviews,Commentary, Live Telecast, Special Programmes)-	3	
	21	Language of Sports Reports-Importance of Photography and Videography in Sports-Importance of statistics, official record and history	2	
	22	The Changing Role of sports Journalists- Digital Disruption to traditional practice- Sports Blogging-Infotainment Vs Sportainment	2	
V	**Practicals**		**30**	
	1	**Environmental Reporting Field Trip** Students will embark on a field trip to a local environmental site, such as a nature reserve, pollution-affected area, or sustainable energy facility. They will conduct interviews with experts, gather data, and observe environmental phenomena. Each student will be required to write a short news article or produce a multimedia report on their findings, focusing on environmental issues and	8	

		solutions. Submit a 500-word news article or a multimedia report (including text, photos, and/or videos) highlighting the environmental significance of the visited site and any relevant challenges or successes in environmental conservation. Include quotes from interviews and factual information gathered during the field trip.		
	2.	**Health Reporting** Students will be assigned a health-related scenario or case study, such as a disease outbreak or a public health campaign. They will research the topic, conduct mock interviews with healthcare professionals or affected individuals, and draft a health news article or press release. Emphasis will be placed on sensitivity, accuracy, and clarity in health reporting Submit a 400-word health news article or press release addressing the assigned scenario or case study	8	
	3.	**Panel Discussion on Current International Affairs** Organize a panel discussion on a current international affairs topic . Invite guest speakers/faculty members/ reporters specialized in international relations/ diplomats/journalists with experience in foreign reporting. Students will serve as moderators and panelists, engaging in discussions on key issues, perspectives, and potential journalistic approaches to covering the topic. Students will submit a brief reflection (200-300 words) on their experience participating in the panel discussion, highlighting insights gained, key takeaways, and any questions or challenges raised during the event.	4	
	4	**Sports Feature Writing** Assign students to choose a sports-related topic of their interest for their feature story. Topics could range from profiling a local athlete, exploring the history of a particular sport, or investigating a current issue within the sports community Students will submit a written draft of their sports feature story.	5	
	5	**Analyzing a Business News Article** Provide students with a recent business news article from a reputable financial publication . Instruct students to read the article carefully and analyze its content, structure, and writing style. Ask students to identify the main news angle, sources quoted, key financial data mentioned, and any	5	

		insights or analysis provided by the author. students will submit a brief analysis (200-300 words) of the chosen business news article		
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Mencher, M. (2010). Melvin Mencher's news reporting and writing.
- Dahiya, S., and Sahu, S. (2024). Mastering Beats in Journalism (Specialized Reporting, Editing and Emerging Technologies in the Digital Era). 2024
- Sachsman, D. B., and Valenti, J. M. (2020). Routledge Handbook of Environmental Journalism. Routledge.

Essential Readings:

- Bradshaw, T., and Minogue, D. (2019). Sports journalism: The State of Play. Routledge.
- McEnnis, S. (2021). Disrupting sports journalism. Routledge.
- Poornananda, D. S. (2022). Environmental journalism: Reporting on Environmental Concerns and Climate Change in India. SAGE Publishing India.
- Marinescu, V., and Mitu, B. (2016). The power of the media in health communication. Routledge.
- Winkler, M., and Sondag, J. (2014). The Bloomberg Way: A Guide for Reporters and Editors. John Wiley and Sons.
- Owen, J., and Purdey, H. (2008). International news reporting: Frontlines and Deadlines. John Wiley and Sons.

- **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	3	-	-	-	-	
CO 2	-	-	2	-		-		2		-	-	
CO 3	-	-		3	-	-	-		-	3	-	-
CO 4	-	3	-	-	-	-	-		-	3		-
CO 5	-		-	-	3	-		-	3		-	
CO 6	-	-	-	-	-	3		-			-	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:
Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project/ Report Evaluation	Seminar Presentation/ Case Analysis	End Semester Examinations
CO 1	✓	✓	✓	✓	✓
CO 2	✓	✓		✓	✓
CO 3		✓	✓	✓	✓
CO 4		✓			✓
CO 5	✓		✓	✓	✓
CO 6		✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	Data Journalism				
Type of Course	**Major**				
Semester	VII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites	1. Should have a foundational knowledge of journalism principles, including news gathering, storytelling techniques, and ethical considerations 2. Should possess basic digital literacy skills, including proficiency in using computers, navigating the internet, and understanding file formats.				
Course Summary	This course is meticulously crafted to arm students with the essential skills to navigate the vast sea of data effectively. From sourcing and scrubbing datasets to conducting insightful analyses and crafting captivating visualizations, students will learn the entire spectrum of data journalism techniques. Through hands-on exercises, participants will master various tools and services utilized by data journalists, empowering them to transform raw data into impactful stories.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will be able to analyze and evaluate different data journalism approaches and apply them effectively in storytelling.	Ap	C	Practical projects/ Case Study Analysis
CO2	Students will be able to critically analyze datasets, identify trends, and draw meaningful insights to inform journalistic storytelling.	An/E	P	Assignments/ Peer review sessions/ Discussions
CO3	Students will be able to design and develop compelling data visualizations that enhance storytelling and audience engagement	C	P	Project Design/ Presentations
CO4	Students will be able to identify ethical considerations in data journalism and apply ethical principles to their journalistic work	E	M	Exercises for Critical Analysis/ Assignments
CO5	Students will be able to communicate complex data insights to diverse audiences through clear and engaging storytelling techniques.	C	F	Data Story Presentation/ Group Discussion
CO6	Students will be able to apply practical data journalism skills, including sourcing, cleaning, analyzing, and visualizing data, in real-world scenarios.	AP/An	P	Data story Project/Assignment/Presentation

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I	**Introduction to Data Journalism**		**12**	**18**
	1	Why Journalists should use data? Journalism amid data abundance-New approaches to story telling	1	
	2	Genealogies and origin of data journalism -Computer Assisted Reporting and Precision Journalism.	2	
	3	Big Data -Mass Data Literacy	2	
	4	Data in the newsroom - ABC's Data Journalism Practice, Data Journalism at BBC	2	
	5	Guardian data blog, Zeit online, Chicago Tribune, ProPublica	3	
	6	Data in the News: Wiki Leaks, Murder Mysteries	2	
II	**Finding and cleaning Data**		**12**	**18**
	7	Finding data from the web-Data Sources- Advanced Internet Searching	3	
	8	Open Data- FOI- Crowd sourcing- Data Privacy	3	
	9	Data Scraping- Tools and Techniques Data Mining, Scraping PDFs, Scraping websites		
	10	What You Can and Cannot Scrape?	3	
	11	Cleaning Data:tools and techniques Using Spreadsheets - Sorting, Filtering, Summarizing data	1	
	12	Working with large data sheets- Tools for cleaning and organizing data-Open Refine, R, Python, Trifacta Wrangler	2	
III	**Finding stories in Data**		**11**	**17**
	13	Understanding Data -Organizing Data, Verifying Data.	2	
	14	Avoiding Data Pitfalls - misleading data, statistical fallacies and biases	2	
	15	Analysis and interpretation of data-Sort, Filter and organize	1	
	16	Summarizing and Simplifying Data Insights	1	
	17	Writing a data story- Working with filtered data	3	
	18	Different types of data-driven stories-By just the facts, Data-based news stories, Local data telling stories, Analysis and background, and Deep dive investigations.(Simon Rogers)	2	
IV	**Delivering Data**		**10**	**17**
	19	Presenting Data stories to the Public	3	

	20	Purpose of Data Visualization- To Visualize or Not to Visualize? Using Visualizations to Tell Stories	3	
	21	Creating effective visualizations - tools and techniques Tables, Charts and Graphs, Maps Google Fusion Tables 207 -Tableau Public 208 -Google Spreadsheet Charts	2	
	22	Ethics of Data Visualization	2	
V	**Practicals**		**30**	
	1	**Data Mining:** Choose a complex societal issue or a local event of interest, such as environmental concerns, public health issues, or community developments Utilize advanced data mining techniques to extract relevant information from diverse sources, including government databases, social media, and public records Develop proficiency in data mining methodologies, uncovering hidden insights and potential story leads to support investigative journalism endeavors.	8	
	2.	**Interactive Data Visualization** Choose a dataset from Exercise 1 and create interactive data visualizations using advanced visualization tools. Design interactive dashboards, infographics, or multimedia presentations to engage audiences and facilitate exploration of the data. Explore innovative ways to visualize and present data, fostering audience interaction and understanding through immersive storytelling experiences	8	
	7.	**Workshop/Training Sessions on Data Journalism** Organize workshops/training sessions on data journalism. Students will engage in a series of hands-on activities, discussions, and group exercises aimed at developing essential skills in data sourcing, analysis, visualization, and storytelling.	14	
		Submission Guidelines: Provide detailed documentation for first two exercises, including detailed descriptions of the tasks undertaken, methodologies employed, and tools utilized. Document any challenges encountered, solutions devised, and lessons learned during the execution of each exercise.		
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Gray, J., Chambers, L., and Bounegru, L. (2012). The Data Journalism Handbook: How Journalists Can Use Data to Improve the News. "O'Reilly Media, Inc
- Hermida, A., and Young, M. L. (2019). Data journalism and the regeneration of news. Routledge.

Essential Readings:

- Lewis, S. C. (2018). Journalism in an era of big data: Cases, concepts, and critiques. Routledge.
- Herzog, D. (2015). Data Literacy: A User's Guide. SAGE Publications.
- Rogers, S. (2013). *Facts are Sacred: The Power of Data*. Guardian Faber Publishing.
- Cairo, A. (2012). The Functional Art: An introduction to information graphics and visualization. New Riders.

◆ **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	3	-	1	2	3	1	-	-	
CO 2	-	2	-	3	1	-			3	2	-	1
CO 3	1		3			2	1		3		2	
CO 4		2		3		1		2		1	3	
CO 5			3	2		1	2	1			3	
CO 6	1				3	2			1	2		3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	**Four Modules (10 marks)**	**Open-ended Module (20 Marks)**
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project/ data Story Evaluation	Seminar Presentation/ Case Analysis	End Semester Examinations
CO 1	✓	✓	✓	✓	✓
CO 2	✓	✓		✓	✓
CO 3		✓	✓	✓	✓
CO 4		✓			✓
CO 5	✓		✓	✓	✓
CO 6		✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Gender and Media**				
Type of Course	**Major**				
Semester	**VII**				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	3. Basic knowledge about gender roles, stereotypes, and inequality 4. Ability to think analytically about media messages and their impact on society.				
Course Summary	This course explores the dynamic relationship between gender and media, examining how media shapes and reflects cultural understandings of femininity, masculinity, and gender diversity. Students will critically analyze various forms of media, including television, film, advertising, news, and digital platforms, to understand how gender identities are constructed, reinforced, and challenged. Through theoretical discussions, case studies, and hands-on projects, students will develop the skills to interrogate media representations, recognize biases, and promote gender equality in media production and consumption.				

Course Outcomes (CO):

At the end of the BA Journalism and Mass Communication Programme at Calicut University, a student would:

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate understanding of the social construction of gender and its implications in media representation	U	C	Group discussion or presentation/ MCQs
CO2	Apply theories of gender construction to critically analyze media texts and representations	An	C	Case Study Analysis/ Critical Text Analysis
CO3	Evaluate the role of media in shaping and reinforcing gender stereotypes and norms	E	C	Debates/Group Discussion
CO4	Design and create gender-inclusive media projects that challenge stereotypes and promote gender equality.	C	P	Media Projects/ News Reporting assignments
CO5	Critically assess news reporting through a gender-sensitive lens, identifying biases and gaps in coverage.	An	P	Comparative analysis/ Debates
CO6	Reflect on personal biases and perspectives in media production and consumption, demonstrating increased gender sensitivity.	E	M	Self Assessment Quizzes/Group Discussion or Debates

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Gender and the Media**	**12**	**18**
	1	The Social Construction of Gender	2	
	2	Social construction of Feminine and Masculine	2	
	3	Gender spectrum – LGBTQIA+- Heteronormativity	2	
	4	Role of Media in developing Gender Sensitivity, Gender consciousness	2	
	5	Subjectivity of Gender- Matters of: Bias, prejudice, perceptions of communicator	2	
	6	Muted Group Theory- Standpoint Theory	2	
II		**Gender Images and Media Texts**	**12**	**18**
	7	Media representations and Intersectionality and Media representations and sexuality	2	
	8	Portrayal of Gender in Television- in Soaps / Reality Shows / Talk Shows / Game Shows / Advertisements / Comedy / News	3	
	9	Gender construct in Films and Advertisements Laura Mulvey- “Visual Pleasure and Narrative Cinema”	3	
	10	Commodification and Objectification of women in media.	1	
	11	Semiotics of gender-Gender as performance (embodied gender)	2	
	12	Gender inequality/Discrimination and Media-Issues of Visibility and Invisibility in representation		
III		**Gender, News and Journalism**	**13**	**17**
	13	Gender and Newsroom Culture	1	
	14	Long Struggle of Women in News- Women professionals in Media- Indian Context Racial and sexual minorities in the Indian News media	3	
	15	Attitudes towards Women Journalists- Perceived obstacles- Invisible barriers Glass Ceiling and Female Journalists	2	
	16	Reporting on Violence against Women and Sexual Minorities in various Media	2	
	17	Gendered digital space-Digital Transformation and gender Representation	2	
	18	Gender and self- representation in the social media; online communities and gender; gender and Online activism	3	

IV	**Gender Equity and Communication**		**8**	**17**
	19	Role of Agencies and Institutions for Gender Equality	1	
	20	The International Women's Media Foundation (Network of Women In India)	3	
	21	WCC (Women in Cinema Collective)	2	
	22	Women's International Network (WIN) news, Women's International News Gathering Service(WINGS), Feminist International Radio Endeavour (FIRE)	2	
V	**Practicals**		**30**	
	1	**Gender Sensitivity Training/Lectures** Invite guest speakers from relevant organizations or NGOs working on gender issues to conduct workshops on gender sensitivity in media. The activity can range from training session to a series of lectures spread over multiple sessions, depending on the depth of content and level of engagement desired	6	
	2.	**Creating Gender-Inclusive Media Projects** Instruct students to form teams and develop their own media projects (e.g., short films, social media campaigns, podcasts, Advertisements) with a focus on promoting gender equality and challenging stereotypes.	10	
	3	**Gender-Sensitive News Reporting Assignment** Provide students with case studies of real-life news events involving gender-related issues (e.g., sexual harassment, gender-based violence). Guide students through the process of conducting interviews, researching background information, and writing news articles with a gender-sensitive perspective. Facilitate group discussions where students can present their findings, share insights, and reflect on the challenges and ethical considerations involved in reporting on sensitive topics. Submit the report individually.	6	
	4	**Organizing film festivals focused on gender issues** Themes could include topics such as women's empowerment, LGBTQ+ rights, masculinity, gender identity, Intersectionality, or gender-based violence. Prioritize films made by women, LGBTQ+ filmmakers, and filmmakers from underrepresented communities to amplify marginalized voices. Submit film appreciation report/ detailed review .	8	

		Submission Guidelines: Group presentations or reports may be required for team activities		
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Gill, R. (2015). Gender and the media. John Wiley and Sons
- Unesco, and Research, I. a. F. M. a. C. (2014). Media and gender: a scholarly agenda for the Global Alliance on Media and Gender. UNESCO Publishing.
- Kosut, M. (2012). Encyclopedia of Gender in Media. SAGE.

Essential Readings:

- Joseph, A., and Sharma, K. (2006). Whose news?: The Media and Women's Issues. SAGE Publications Pvt. Limited
- Mulvey, L. (2016). Laura Mulvey "Visual Pleasure and Narrative Cinema" 1975. Koenig Books.
- Winfrey, O. (2014). What I know for sure. Pan Macmillan.
- De Beauvoir, S. (2014). The second sex. Random House.

◆ **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2			2			2				2	
CO 2	3	3		3			3			3		
CO 3	3			3			3			3		
CO 4	3	3	3		3		3	3			3	3
CO 5	3	3		3	3		3	3		3		
CO 6	2			2			2				2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks
Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project/ News Report Evaluation	Seminar Presentation/ Case Analysis	End Semester Examinations
CO 1	✓	✓	✓	✓	✓
CO 2	✓	✓		✓	✓
CO 3		✓	✓	✓	✓
CO 4		✓			✓
CO 5	✓		✓	✓	✓
CO 6		✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	Media , Culture and Society				
Type of Course	**Major**				
Semester	VIII				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	3. Completion of introductory courses in mass communication 4. Strong critical thinking and communication skills are essential.				
Course Summary	This course provides an advanced exploration of the intricate relationship between media and the broader cultural and societal contexts in which it operates. Drawing upon interdisciplinary perspectives, students engage with complex theoretical frameworks, critical methodologies, and practical applications to deepen their understanding of how media both reflects and shapes cultural norms, identities, and power dynamics. Throughout the course, students critically analyze a diverse range of media texts, technologies, and practices, examining their social, political, and economic implications				

Course Outcomes (CO):

At the end of the BA Journalism and Mass Communication Programme at Calicut University, a student would:

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will understand the historical development of media technologies and their impact on society, gaining knowledge of key milestones, innovations, and societal transformations	U	F	Seminar Presentation/ Timeline Assignments
CO2	Recall key theories and concepts in media culture and society, demonstrating a foundational understanding of core theoretical frameworks, terminology, and historical contexts.	R	F	Quizzes/MCQ Exams
CO3	Critically analyze the influence of media on cultural norms and values, demonstrating an understanding of how media representations shape societal perceptions and behaviors.	An	C	Comparative Analysis Presentation/ Discussion
CO4	Assess the ethical implications of media representations and practices, evaluating the ways in which media content may reinforce or challenge cultural stereotypes, biases, and power dynamics	E	C	Case Studies/Media text Analysis exercises
CO5	Produce media content that reflects a	C	P	Media

	critical understanding of cultural diversity and inclusivity, demonstrating the ability to apply theoretical concepts to creative media production.			Production/ Peer Review sessions
CO6	Actively engage with contemporary debates and issues in media culture and society, demonstrating the ability to apply theoretical insights to real-world contexts and participate constructively in discussions and debates.	Ap	P	Debates/ Critical essay writing / Assignments
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Meta cognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Understanding Culture**	**9**	**15**
	1	**Culture as a concept**: What is Culture? Culture as an Anthropological Category Culture as a Body of Knowledge	2	
	2	**Cultural Dynamics:** Popular Culture - High Culture/ Low culture -Mass Culture and its Effects	2	
	3	**Critiques of Culture** Counterculture Movements-Culture Industry and Mass Deception-Leavisism and Culturalism	3	
	4	**Culture in Modern Contexts:** Culture as Capital Impact of Culture Industry Multiculturalism	2	
II		**Language, Ideology, and Critical Theory in Media Studies**	**12**	**20**
	5	**Foundations of Linguistics and Semiotics** Introduction to Linguistics Socio-linguistics Structural Linguistics and Ferdinand de Saussure Roland Barthes and Semiology	3	
	6	**Ideological Critique and Post-Structuralism** Post-Structuralism and Jacques Derrida Jacques Lacan and Psychoanalytic Critique Discourse and Power: Michel Foucault and Edward Said Gender and Mass Culture: Feminist Critique	4	
	7	**Marxist and Critical Theories** Classical Marxism The Frankfurt School and Critical Theory	3	

		Althusserianism and Ideological State Apparatuses Hegemony and Cultural Domination		
	8	**Subaltern Studies and Postmodernism** Subaltern Studies and Marginalized Voices Postmodernism and the Decline of Metanarratives Challenges to Structuralism and Universal Truths	2	
III	**Media, Technology, and Cyber Culture**		**13**	**15**
	9	**Media as Technology** Understanding Media as Technology Medium Theory and Its Significance The Medium as the Message: McLuhan's Theory Technological Determinism	3	
	10	**New Media** Web 2.0 and the Evolution of the Internet Technological Revolution	1	
	11	**New Media and Information Society** Introduction to New Media and Information Society The Digital Divide and Global Access to Information Convergence and Hypertextuality in New Media Digital Democracy and Electronic Governance	2	
	12	**Cyber Culture and Virtual Communities** Understanding Cyberspace and Virtuality The Global Village and Digital Natives Multimediality and Interactivity in Digital Environments Cybercrime and Challenges to Digital Security	2	
	13	**Identity and Representation in Cyberspace** Self-Presentation Online and Cyber Identity Marginalization in Digital Media and Cyber Culture Privacy, Publicness, and Digital Surveillance	2	
	14	**Games, Simulation, and Hyperreality** Games and Gaming Cultures: Understanding Gameplay Simulation, Simulacra, and Hyperreality The Role of Games in Shaping Perceptions of Reality Ethical and Societal Implications of Hyperreal Environments	2	
	15	**Moral Panic:** Web Activism and New Social Movements Digital Media and Moral Panic: Examining Controversies	1	
IV	**Media, Identity, and Marginality**		**14**	**20**
	16	**Understanding Identity** Introduction to Identity and Belonging Identity as a Social Construct Identity Crisis and Challenges to Self-Perception Displays of Identity: Performance and Presentation	2	
	17	**Identity and Social Categories** Gender and Social Construction Sexuality and Identity Formation Race, Ethnicity, and Cultural Identity	2	

		Class, Caste, and Socioeconomic Identity		
	18	**Intersectionality and Multiple Identities** Intersectionality: Intersecting Identities and Experiences Multiple Identities and their Interplay Identity Politics and Activism	2	
	19	**Discrimination and Prejudice** Understanding Discrimination and Bias Prejudice in Media Representation Marginalization and Exclusion in Society Media Visibility and Representation	2	
	20	**Identity and Marginalization in Media** Media Portrayals of Marginalized Identities Challenges in Representing Identity in Media Media's Role in Perpetuating or Challenging Bias	2	
	21	**Empowerment and Resistance** Empowerment Through Media Representation Resistance Movements and Identity Politics Building Inclusive Spaces in Media and Society Strategies for Promoting Diversity and Inclusion	2	
	22	**Stereotyping and Othering** Stereotyping in Media Representation Culture/Nature Distinction in Representations Binary Oppositions and Dualities in Media Othering and Marginalization in Representations	2	
V		**Open Ended Module**	**12**	
	1	**Debate** Divide the class into two groups and provide students with a selection of media texts (e.g., news articles, TV shows, online videos) and ask them to critically analyze the representation of gender, race, class, or other social categories. They can present their findings through written reports or multimedia presentations.	4	
	2.	**Digital Divide Case Study Analysis** Present students with case studies of communities affected by the digital divide and have them analyze the social, economic, and political implications of unequal access to information and technology.	4	
	8.	**Cultural Immersion Experience** Organize a field trip or virtual experience where students immerse themselves in a different cultural setting (e.g., ethnic neighborhood, cultural festival). Afterward, they reflect on their observations and experiences in relation to anthropological perspectives on culture.	4	
		(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material*		

	according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.		

Books and References:

- Hodkinson, P. (2010). Media, Culture and Society, Sage
- James W Carey, "A Cultural Approach to Communication", (1989), in Communication As Culture: Essays on Media and Society, Routledge, London, pp 13 – 36
- McQuail, D.and Windahl, S.(2013). Communication Models for the Study of Mass Communications.New York: Routledge.
- Martine, C. (2014). Media and Culture: Mass Communication in Digital Age. Sage

Essential Readings:

- Fabos, Bettina et al. (2013) . Media and Cutlure: An Introduction to Mass Communication, Sage
- Gripsrud, (2014) Understanding Media Culture. Bloosberry Academic
- Martine, C. (2014). Media and Culture: Mass Communication in Digital Age. Sage

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1						2					3
CO 2	1			2						3		
CO 3				2				2			3	
CO 4			2								2	
CO 5		1	3						2			
CO 6				1								3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz/Debate	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project/ News Report Evaluation	Seminar Presentation/ Case Analysis	End Semester Examinations
CO 1	✓	✓	✓	✓	✓
CO 2	✓	✓		✓	✓
CO 3		✓	✓	✓	✓
CO 4		✓			✓
CO 5	✓		✓	✓	✓
CO 6		✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Title	**Journalism Studies**				
Type of Course	**Major**				
Semester	**VIII**				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Knowledge of basic theories of mass communication and journalism 2. Knowledge of journalistic practices and historical developments				
Course Summary	The course is designed to integrate and synthesize the knowledge and skills acquired throughout the programme. The course will also explore various contemporary issues and challenges facing journalism.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Analyse the evolving identity of journalists in a contemporary digital society	E	C	Observation of classroom discussion/ Assignments
CO2	Evaluate the relationship between journalists and audiences in the digital media landscape	An/E	C	Observation of classroom discussion/ Assignments
CO3	Critically assess factors influencing public trust in media and propose strategies for building trust	An/E	C	Observation of classroom discussion/ Assignments
CO4	Explain the complex interplay between media, democracy, and political polarization, with a specific focus on the Indian context.	An	C	Observation of classroom discussion/ Assignments
CO5	Conduct a systematic literature review on a chosen topic related to journalism or media practice	Ap/An	P/C	Teacher Assessment of Literature Review Paper, Observation of Classroom discussions
CO6	Effectively communicate research findings through a written literature review in proper format	Ap	P	Teacher Assessment of Literature Review Paper, Peer Review

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I		**Journalistic Profession**	**11**	**15**
	1.	Identity of a Journalist in Contemporary Society	3	
	2.	Journalism as Ideology	2	
	3.	Journalistic Doxa	2	
	4.	Ethical Dilemmas and Decision Making in Journalism	2	
	5.	Influences on Journalistic Practice	2	
	References: • Deuze, M. (2005). What is journalism? Professional identity and ideology of journalists reconsidered. *Journalism*, 6(4), 442-464. • Karlsson, M., and Clerwall, C. (2019). Cornerstones in Journalism: According to citizens. *Journalism Studies*, *20*(8), 1184–1199. • Kreiss, D. (2019). The social identity of journalists. *Journalism*, *20*(1), 27–31.			
II		**News Audience and Journalism**	**11**	**15**
	6.	Journalist-Audience Relationship	2	
	7.	Imagined Audience of journalism	2	
	8.	Changing role of audience in media	3	
	9.	Assessment of audience engagement	2	
	10.	Interpreting audience feedback in new media	2	
	Reference: • Nelson, J. L. (2021). *Imagined audiences: How journalists perceive and pursue the public*. Oxford University Press. • Fisher, C., Flew, T., Park, S., Lee, J. Y., and Dulleck, U. (2020). Improving Trust in News: Audience Solutions. *Journalism Practice*, 1-19.			
III		**Trust in Media and Media Transparency**	12	20
	11.	Audience Perception of News	2	
	12.	Public trust in news	2	
	13.	Building audience trust in media	2	
	14.	Government control and influence on media	2	
	15.	Influence of market forces on media	2	
	16.	Ideological polarisation and trust	2	
	References: • Hamilton, J. T. (2011). All the News That's Fit to Sell: How the Market Transforms Information into News. Princeton University Press. • Hanitzsch, T., Van Dalen, A., and Steindl, N. (2018). Caught in the Nexus: A Comparative and Longitudinal Analysis of Public Trust in the Press. *The International Journal of Press/Politics*, *23*(1), 3–23.			

IV	**Media and Democracy**		**11**	**20**
	17.	Media and Political Polarisation	2	
	18.	Persuasive effects of news media	2	
	19.	News consumption and public knowledge	2	
	20.	Television news and Political participation	2	
	21.	Media and electoral democracy in India	2	
	22.	Media and Political Polarisation	1	
	References: • Saeed, S. (2013). *Screening the public sphere: Media and democracy in India*. Routledge. • Gans, H. J. (2010). News and the news media in the digital age: Implications for democracy. *Daedalus*, *139*(2), 8–17. • Leeper, T. J., and Slothuus, R. (2019). How the news media persuades: Framing effects and beyond. In The Oxford handbook of electoral persuasion. Edited by Elizabeth Suhay, Bernard Grofman, and Alexander H. Trechs. Oxford: Oxford University Press.			
V	**Practicum: Literature Review**		**30**	
		Learners have to conduct a systematic review of literature on a topic related to contemporary journalism or media practice and submit the paper.		
		Understanding literature review		
		Techniques for identifying Relevant Literature		
		Strategies for Reading and Analysing Literature		
		Categorising and organising the literature based on themes, methodologies, chronology, or other relevant factors		
		Writing the Literature Review: structure, style, and citation practices		
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Aalberg, T., and Curran, J. (2012). How media inform democracy: A comparative approach. Routledge.
- Curran, J. (2011). Media and democracy. Routledge.
- Gans, H. J. (2004). Democracy and the News. Oxford University Press, USA.
- Hamilton, J. T. (2011). All the News That's Fit to Sell: How the Market Transforms Information into News. Princeton University Press.
- Trappel, J., Nieminen, H., and Nord, L. W. (2011). The Media for Democracy Monitor: A cross national study of leading news media. Nordicom, University of Gothenburg.

Note: The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	3	1	-	3	-	-	1	-	-
CO 2	3	2	-	3	1	-	3	-	-	2	-	-
CO 3	3	2	-	3	1	-	3	1	-	2	2	-
CO 4	3	2	-	3	1	-	3	-	-	2	-	-
CO 5	2	3	1	3	1	-	2	1	2	2	-	3
CO 6	2	3	3	3	-	-	1	-	1	1	-	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva–voce examination by the teacher-in-charge and additional examiner	3
	Total Marks	20

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation/ Seminar Presentation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5			✓	
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Title	Film Studies				
Type of Course	**Major**				
Semester	VIII				
Academic Level	400 - 499 (Mention the academic level accordingly)				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with the history of cinema, including major movements, genres, directors, and films 2. Interest in exploring how films reflect and influence culture, society, and human experiences.				
Course Summary	This course explores diverse film theories, including auteur, Marxist, feminist, and semiotic perspectives. Students analyze key texts and films, examining concepts like the male gaze and intersectionality. Assignments involve applying theories to film analysis and presenting findings on cinematic language.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will be able to define and discuss concepts such as auteurism, spectatorship, genre, structuralism and semiotics in the context of film studies.	U	C	Instructor-created exams
CO2	Students will learn to apply various film theories to analyze and interpret films from different genres and periods.	Ap	P	Practical Assignment
CO3	Students understand how changes in technology, culture, and society have influenced theoretical perspectives on cinema.	U	C	Seminar Presentation
CO4	Students will examine how film theory intersects with disciplines such as literature, art history, sociology, psychology, and cultural studies.	U	C	Home Assignments
CO5	Students will learn to situate films within their socio-political and cultural contexts, considering how factors such as ideology, representation, identity, and globalization shape cinematic texts and their reception.	Ap	P	Writing assignments
CO6	Students will critically analyze how queer identities, experiences, and	Ap	P	Debate

	narratives are represented in a variety of cinematic texts			

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Film theory**		**10**	**15**
	1	Defining film theory-Historical overview of film theory	2	
	2	The relationship between theory and criticism-Key concepts and terminology	3	
	3	Auteur theory- Challenges and adaptations of auteur theory in non-Western filmmaking traditions	3	
	4	Analysis of essay-"Notes on the Auteur Theory in 1962" by Andrew Sarris	2	
II	**Marxist theory and Cultural Industry**		**10**	**15**
	5	Marxist film theory	3	
	6	Ideology and Hegemony in Cinema	3	
	7	Cinema as a tool for consciousness-raising, mobilization, and solidarity-building	2	
	8	Cultural Industry and Commodification	2	
III	**Counter-cinemas and alternative film practices**		**20**	**25**
	9	Apparatus theory	2	
	10	Counter-cinemas and alternative film practices that disrupt conventional cinematic apparatuses.	3	
	11	Structuralist film theory	1	
	12	Psychoanalytical film theory	3	
	13	Analysis of the concept of the male gaze and its implications from "Visual Pleasure and Narrative Cinema" by Laura Mulvey	3	
	14	Feminist film theory-Analysis of genre-bending films that challenge gender norms	3	
	15	The politics of looking and being looked at	1	
	16	Kimberlé Crenshaw's concept of intersectionality	1	
	17	Queer theory-Race, class, sexuality, and other axes of identity in film representation	3	
IV	**Semiotic film theory**		**8**	**15**
	18	Semiotic film theory	2	
	19	Visual codes, narrative codes-Semiotics of Sound	2	
	20	Analysis of "Film Language: A Semiotics of the Cinema" by Christian Metz	2	
	21	Analysis of Semiotic Film Theory in the movie "Inception" (2010) directed by Christopher Nolan	2	
V	**Open Ended Module:**		**12**	

	1	**Assignment 1: Critical Analysis Paper** To analyze and critically engage with key concepts and theories in film studies. **Task:** 1.Students will choose one theoretical framework discussed in the course (e.g., Marxist film theory, psychoanalytical film theory, feminist film theory). 2.They will select a film that exemplifies or challenges the chosen theoretical framework. 3.Students will write a critical analysis paper that applies the chosen theory to interpret aspects of the selected film, providing evidence and examples to support their arguments. 4.The paper should include a discussion of how the chosen theory illuminates themes, characters, narrative structure, or visual elements in the film. 5.Students will present their analysis in a written paper format, citing relevant scholarly sources and integrating insights from class discussions and readings.	6	
	2	**Assignment 2: Film Analysis Presentation** To apply semiotic film theory to analyze the language of cinema in a specific film. **Task:** 1.Students will select a film of their choice (e.g., "Inception" directed by Christopher Nolan). 2.Using semiotic film theory as a framework, students will analyze visual and narrative codes, symbols, and conventions employed in the selected film. 3.They will prepare a presentation that highlights key aspects of semiotic analysis, including visual codes, narrative codes, and the semiotics of sound. 4.Students will use examples from the chosen film to illustrate how semiotic concepts are applied and interpreted within cinematic storytelling. 5.The presentation should include multimedia elements such as film clips, still images, and textual analysis to support their arguments. 6.Students will deliver their presentations to the class, encouraging discussion and feedback on their analytical insights and interpretations.	6	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			
Books and References:				

- The Major Film Theories: An Introduction (Galaxy Books) by J. Dudley Andrew
- Braudy, L., and Cohen, M. (Eds.). (2016). Film theory and criticism: Introductory readings (8th ed.). Oxford University Press.
- Monaco, J. (2009). How to read a film: movies, media, and beyond : art, technology, language, history, theory . Oxford University Press.
- Nelmes, J. (Ed.). (2011). Introduction to Film Studies (5th ed.). Routledge.
- Stam, R., and Miller, T. (Eds.). (2000). Film and theory: An anthology. Wiley-Blackwell.
- Metz, C. (1977). The imaginary signifier: Psychoanalysis and the cinema. Indiana University Press.
- Rose, R., Mulvey, L., Mulvey, L., and Rose, R. (2016). Laura Mulvey Visual pleasure and narrative
- cinema 1975. London: Afterall Books.
- https://alexwinter.com/media/pdfs/andrew_sarris_notes_on_the-auteur_theory_in_1962.pdf

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	3			2		
CO 2	-	3	-	2	-	-						3
CO 3	3	-	2	-	2	1			2	2		
CO 4	3	-	-	-	-	-					3	
CO 5	-	-	-	-	-	1					2	
CO 6	-	2	3	1	-	-						3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Title	**Communication Research**				
Type of Course	**Major**				
Semester	**VIII**				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of mass communication theories 2. Familiarity with critical thinking techniques				
Course Summary	This course provides an introduction to the fundamental principles and practices of communication research. Students will explore the origins of communication research, various research types and processes, research designs, data analysis techniques, and the art of research writing. Additionally, the course will delve into contemporary issues, ethical considerations, and emerging trends in the field of communication research.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand origins, milestones, and characteristics of communication research, evaluating its context in India.	U	C	Seminar Presentation/ Instructor-created exams
CO2	Classify various research types	Ap	P	Instructor-created exams / Home Assignments
CO3	Analyze research topics, formulate objectives, hypotheses, and conduct a comprehensive literature review.	Ap	P	Seminar Presentation / Instructor-created exams
CO4	Evaluate statistical procedures, interpret measures, and compose well-structured research reports and articles effectively.	U	C	Instructor-created exams / Home Assignments
CO5	Critically analyze industry research impact, international journals, ethical considerations, and intellectual property issues.	Ap	P	Discussion
CO6	CO6: Apply appropriate sampling techniques, data analysis methods, and statistical tests to address research questions effectively in communication studies.	Ap	P	Instructor-created exams
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Communication research**		**7**	**15**
	1	Introduction to social science research	1	
	2	Origin of communication research	1	
	3	Milestones in mass communication research	3	
	4	Characteristics of scientific research	1	
	5	Evaluating communication research in India	1	
II	**Research Types**		**13**	**15**
	6	Pure and Applied Research; Longitudinal and cross sectional Research, Exploratory, Experimental, Descriptive, Historical, Action Research	2	
	7	Quantitative Approach and Qualitative Research	2	
	8	Quantitative Approach- Survey, Content analysis, Census Study	3	
	9	Qualitative Approach: Content Analysis-Text and Visual analysis, In-Depth Interviews,	3	
	10	Ethnography, discourse analysis, Observation Methods, Narrative Analysis	3	
III	**Research Process**		**12**	**25**
	11	Topic selection; Identifying relevance of the topic	2	
	12	Forming research questions/objectives	3	
	13	Setting hypothesis	2	
	14	Sampling	3	
	15	statement of purpose; literature review	2	
IV	**Data Analysis and Research Writing**		**16**	**15**
	16	Introduction to statistics; Basic statistical procedures	2	
	17	Measures of central tendencies; Frequency distribution	2	
	18	Tests of significance– t- test, Chi-square; ANOVA, MANOVA	4	
	19	Reliability, validity and correlations and regression; software assisted statistical data analysis.	1	
	20	Research Writing - Research reports: style, formats and content;	3	
	21	Writing journal articles, book chapters and research reports; writing abstracts and conclusions	2	
	22	Bibliography, references, citation styles	2	
V	**Open Ended Module**		**12**	

		Industry research in mass communication; International journals in Communication studies; Ethical issues and perspectives in communication research; plagiarism; IPR issues	12	
		Note:*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*		

Books and References:

- Wimmer, R. D., and Dominick, J. R. (1987). Mass media research: An introduction.Belmont,
- CA: Wadsworth.
- Kerlinger, F. N.: Foundations of behavioral research. New York: Holt, Rinehart and
- Winston
- Berger, Arthur Asa: Media Research Techniques, Newbury Park: Sage Publications
- Lowery and De fluer: Milestones in Mass Communication Research, Pearson

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	1	-	-	2					2
CO 2		2	-	-	-	-					2	
CO 3	-	2		-	-	-						2
CO 4	-	2		-	-	-						2
CO 5	-		-	1	-	-						2
CO 6	-	-	-	-	-	-						2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation/Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓	✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5	✓			✓
CO 6	✓	✓	✓	

ELECTIVE COURSES IN ADVERTISING

Programme	BA Advertising and Sales Management				
Course Title	**Media Advertising**				
Type of Course	**ELECTIVE**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of media platforms, audience demographics, and advertising formats 2. Ability to analyze market trends, consumer behavior, and advertising metrics				
Course Summary	This course offers a comprehensive exploration of advertising strategies, campaigns, and media planning within the context of various media platforms. Through case studies, projects, and discussions, students will analyze the role of media in advertising, examine effective advertising techniques, and develop practical skills for creating and implementing successful advertising campaigns across different media channels.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental concepts and principles of print advertising, including typography, imagery, color theory, headline and body copy writing, and layout techniques.	U	C	Instructor-created exams / Quiz
CO2	Identify and differentiate between various types of print advertisements, such as those found in newspapers, magazines, brochures, pamphlets, direct mail, and outdoor advertising, while evaluating their advantages and limitations.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Demonstrate proficiency in crafting effective radio advertisements by understanding the medium's unique characteristics, including script writing, character development, dialogue crafting, and storytelling principles.	Ap	P	Seminar Presentation / Group Tutorial Work

CO4	Analyze the role of sound, music, and spoken words in conveying messages through radio advertising, as well as explore emerging trends such as podcast advertising and geo-fencing.	U	C	Instructor-created exams / Home Assignments
CO5	Comprehend the production process and different formats of television commercials, ranging from broadcast and cable to digital, while evaluating the impacts of liberalization policies and regional advertising strategies.	Ap	P	One Minute Reflection Writing assignments
CO6	Gain insights into online advertising methods, including display advertising, search engine marketing (SEM) and optimization (SEO), social media advertising, content marketing, and native advertising, along with understanding key performance indicators (KPIs) and measurement tools for assessing ad performance and ROI.	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Print Advertising**	**11**	**15**
	1	Introduction to print media, Meaning, definition and scope of print advertising, principles of print advertising	2	
	2	Print advertising design: typography, images and photography, color theory and application, headlines and body copy, design principles and layout techniques	3	
	3	Types print ads: Newspaper, Magazine, Brochures and pamphlets, Direct Mail, Outdoor advertising etc. Trends and future of print advertising, print formats, Advantages and limitations of print ads,	3	
	4	Principles of Design, Rules of Design, Types of Layout, elements of design	3	
II		**Radio Advertising**	**10**	**15**

	5	Radio as an advertising medium, Types of Radio Advertisement, Writing scripts, Developing Characters in Radio ads	3	
	6	Crafting Dialogues, Storytelling principles in radio advertising, Sound, Music and Spoken Words in conveying messages	3	
	7	Sound design and its role in creating effective radio campaigns, Podcast advertising and its impact	2	
	8	Geo-Fencing and Location Based targeting, Social media integration	2	
III		**Television Advertising**	**15**	**25**
	9	Introduction to television advertising: evolution, and impact	2	
	10	Types of television advertising: broadcast, cable, satellite, digital, Functions of television advertising	2	
	11	Television ad production process: pre-production, production, and post-production	1	
	12	Formats of TV commercials- talking heads, demo, slice of life, lifestyle, dramatic, testimonial, sponsored programming, infomercials	2	
	13	Famous TV commercials, early commercials in TV channels world-wide and in DD	2	
	14	Impacts of Liberalisation policies on TV ads; regional ad agencies and ads in regional languages	2	
	15	DD as government ad media	1	
	16	Trends in Television Advertising	1	
	17	Characteristics television ads, advantages and limitation of television ads	2	
IV		**Online Advertising**	**12**	**15**
	18	Overview of online advertising, Evolution and growth of online advertising, Comparison with traditional advertising methods	2	
	19	Display advertising, Search engine marketing (SEM) and search engine optimization (SEO), Social media advertising, Content marketing and native advertising	2	
	20	Online Advertising Platforms: Google Ads (formerly Google AdWords), Facebook Ads, Instagram Ads, Twitter Ads, LinkedIn Ads, YouTube Ads	3	
	21	Metrics and Measurement: Key performance indicators (KPIs) for online advertising, Conversion tracking and attribution models, Analyzing return on investment (ROI)	3	
	22	Tools and platforms for measuring ad performance, Emerging Trends and Future Directions	2	

V	**Open Ended Module**		**12**	
	1	Execute an advertising campaign targeting college students, which integrates any three media platforms over a duration of two weeks		
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			

Books and References:

- Ogilvy on Advertising" by David Ogilvy
- The Printing Handbook by Ralph W. Curtis
- Print Advertising Design by Michael Bierut
- The Complete Guide to Advertising; Torin Douglas;Macmillan
- Advertising and Promotion : An Integrated Marketing Communications Perspective George Belch and Michael Belch, 2015, 10th Edition, McGraw Hill Education
- Advertising Principles and Practice, 2012 - Ruchi Gupta – S.Chand Publishing
- Advertising: Planning and Implementation, 2006 – Raghuvir Singh, Sangeeta Sharma – Prentice Hall

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	**PSO2**	**PSO3**	**PSO4**	**PSO5**	**PSO6**	**PO1**	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**
PSO1	3	3	2	-	-	-	3	3	2	-	-	-
PSO2	-	3	3	-	1	-	-	3	3	-	1	-
PSO3	-	-	3	-	-	3	-	-	3	-	-	3
PSO4	-	-	-	3	-	-	-	-	-	3	-	-
PSO5	-	1	-	-	3	-	-	1	-	-	3	-
PSO6	-	-	1	-	-	3	-	-	1	-	-	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam (External) : 70 marks
Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓		✓
CO 6			✓	

Programme	BA Advertising and Sales Management				
Course Title	**Advertising Ethics**				
Type of Course	**ELECTIVE**				
Semester	**V**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of Basic Advertising Concepts 2. Basic ability to express ideas and opinions clearly.				
Course Summary	This course provides students with a comprehensive understanding of the ethical considerations and legal frameworks that govern advertising practices. Through exploration of case studies and discussions, students examine the impact of advertising on society and learn to navigate complex ethical dilemmas. By the end of the course, students emerge equipped with the knowledge and critical thinking skills necessary to create and evaluate advertising campaigns ethically and responsibly.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate a comprehensive understanding of the values and ethics underlying journalism, including objectivity, truth, impartiality, balance, and independence, and apply them in journalistic practices.	U	C	Instructor-created exams / Quiz
CO2	Analyze the various codes of ethics in journalism, including meta ethics, normative ethics, and issues in applied ethics, and critically evaluate their implications for journalistic integrity and responsibility.	Ap	P	Comparative Analysis/ Discussion? Debate
CO3	Evaluate the ethical considerations in advertising, including the responsibility of advertisers to avoid puffery, fraudulence, deception, and offensive content, and analyze the societal impacts of advertising practices.	Ap	P	Seminar Presentation / Group discussion
CO4	Examine the ethical issues related to advertising targeting vulnerable	U	C	Instructor-created exams /

	groups such as children, minorities, and the elderly, and assess the ethical implications of advertising strategies on these groups.			Home Assignments
CO5	Analyze national and international advertising regulations, including the roles of advertisement regulation bodies in India, legal frameworks, acts, and laws governing advertising practices, and evaluate their effectiveness in ensuring ethical advertising standards.	Ap	P	Writing assignments
CO6	Apply ethical decision-making models and frameworks to resolve ethical and legal controversies in advertising, including consumer protection acts, and analyze case studies to understand the practical implications of ethical dilemmas in advertising practices.	Ap	P	Case study analysis/Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		**Media Ethics Essentials**	**10**	**15**
	1	Concept and Significance of Media Ethics, Ethical Values for media person	2	
	2	Values and ethics of journalism: Objectivity, Truth and impartiality, Balance and independence	3	
	3	Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics	3	
	4	Code and Guidelines of Media Ethics, Ethical code of Press Council and others committees	2	
II		**Ethical Perspectives in Advertising**	**10**	**15**
	5	Ethics in advertising, social criticism and responsibility of advertising,: puffery/fraudulation, deceptive, misleading, offensive, materialistic, comparative advertising	3	
	6	Artificial needs, stereotype, discrimination, Advertising and gender- Role of ethics in advertising and societal impacts	3	
	7	Targeting vulnerable groups: children, minorities, elderly	2	
	8	Ethical issues in	2	

		advertising: truthfulness, fairness, harm, social responsibility		
III	**Advertising Regulations Landscape**		**20**	**25**
	9	National and international advertising regulations	2	
	10	Advertisement Regulation Bodies of India, Legal frameworks	3	
	11	Acts and Laws	1	
	12	Doordarshan commercial code	3	
	13	ASCI commercial code, Editor Guild	3	
	14	Ethical decision making models and frameworks, Consumer protection act	3	
	15	Case studies in ethical and legal controversies in advertising	1	
	16	Role of self-regulations and industry codes	1	
	17	Privacy and data protection, Use of consumer data in advertising, Government interventions	3	
IV	**Ethical Frameworks in Modern Advertising**		**8**	**15**
	18	Framework for ethical decision-making	1	
	19	Utilitarianism and the maximization.	1	
	20	Deontology, Virtue ethics, Corporate social responsibility	2	
	21	Algorithmic bias and discrimination, Sustainability and social responsibility.	2	
	22	Cultural differences, cross-cultural advertising campaigns, Case studies of advertising controversies.	2	
V	**Open Ended Module:**		**12**	
	1	**Ethical Advertising Campaign Analysis:** Students are tasked with selecting an advertising campaign from a real-world context. They analyze the campaign's adherence to ethical principles such as truthfulness, transparency, and respect for diverse audiences. Students present their analysis, highlighting ethical strengths and areas for improvement, and propose alternative strategies that align better with ethical considerations.	6	
	2	**Case Study Discussion on Advertising Regulations:** Students are provided with case studies highlighting ethical dilemmas and legal controversies in advertising targeting vulnerable groups. They discuss the implications of these cases on advertising regulations and societal perceptions of advertising ethics. Through group discussions, students apply ethical decision-	6	

		making models to propose solutions and strategies for addressing the ethical concerns raised in the case studies.		
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

- Snyder, W. (2016). Ethics in advertising: Making the case for doing the right thing. Taylor and Francis
- Spence, E., and Van Heekeren, B. (2005). Advertising Ethics. Prentice Hall.
- Maye, C., Moore, R. L., and Collins, E. L. (2019). Advertising and Public Relations Law. Routledge.
- Sawant, P. B. (2002). Advertising Law and Ethics.

Detailed Syllabus:

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
PSO1	2	-	2	-	-	-	2		2			
PSO2	-	-	-	-	-	3				1		3
PSO3	-	-	-	-	-	1	2					1
PSO4	-	-	3	-	-	-			3			
PSO5	-	-	-	-	3	-					3	
PSO6	-	-	-	-	-	3						3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation/ Ad analysis	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓			✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Advertising and Sales Management				
Course Title	**Advertising Design**				
Type of Course	**ELECTIVE**				
Semester	**V**				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of the basics of advertising, including its purpose, types, and strategies 2. Proficiency in using digital tools and platforms.				
Course Summary	The application of design and aesthetics in advertising involves the strategic use of imagery, typography, colour, layout, and messaging to create compelling narratives that evoke desired emotions from viewers. The course explores the role of aesthetics in advertising, tracing the development of art movements and their influence on advertising. It delves into the synergy between art and advertising, examining artistic techniques in ad campaigns, and the impact of visual storytelling.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Comprehend the role of aesthetics in advertising, including the influence of contemporary art and aesthetics on advertising	U	C	Instructor-created exams / Quiz
CO2	Appreciate the synergy between art and advertising, use of artistic techniques and ethical considerations	U	C	Instructor-created exams / Quiz
CO3	Implement the principles of design in advertising, including design elements, compositional aesthetics, and colour theory	Ap	P	Observation of Practical Works
CO4	Cultivate proficiency in the creative process in advertising, including design considerations for different media platforms	Ap	P	Self-Assessment Report
CO5	Develop and deliver client presentations, incorporating design feedback effectively.	C	M	Peer review of classroom presentation
CO6	Design and execute comprehensive advertising campaigns by integrating various design principles and aesthetic approaches.	C	P	Peer Review and Portfolio Review
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Aesthetics and Design**		**11**	**15**
	1	Role of aesthetics in advertising	2	
	2	Aesthetic approaches: Realistic Design, Modernist Design, and Post-Modernist Design	3	
	3	Tracing the development and history of art and art movements	2	
	4	Role of aesthetics in shaping consumer perception	2	
	5	Influence of contemporary art and aesthetics on advertising	2	
II	**Art and Advertising**		**11**	**15**
	6	Synergy between art and advertising	2	
	7	Artistic techniques in ad campaigns	3	
	8	Impact of visual storytelling and symbolism.	2	
	9	Collaborating with artists	2	
	10	Ethical considerations when blending art and commerce	2	
III	**Principles of Design in Advertising**		**11**	**20**
	11	Design elements: Line, shape, texture, and movement.	2	
	12	Compositional aesthetics: Balance, Perspective, Proximity, Similarity Equilibrium, Closure, Correspondence, Emphasis, Readability	3	
	13	Colour theory: Harmony, Contrast, Emotional and cultural responses to colours	3	
	14	Colour symbolism: informational and compositional functions of colour; Aesthetic energy of colour	2	
	15	Unity, variety, visual balance and alignment	1	
IV	**The Creative Process in Advertising**		**15**	**20**
	16	Design considerations for different media platforms: Print, Digital, Social media	3	
	17	Developing a brand identity through visuals.	2	
	18	Creating emotional connections with visual elements	2	
	19	Relationship between copywriting and design: Integrating visuals with headlines and body copy	3	
	20	Typography and visualization techniques	2	
	21	Storyboarding and mock-up development	2	
	22	Client presentations and incorporating design feedback	1	
V	**Open Ended Module**		**12**	
		Design a comprehensive advertising campaign for any product or service, applying the principles of aesthetics and design		
		Key processes to be accessed: • Identifying target audience		

		• Deciding aesthetic approach (Realistic, Modernist, Post-Modernist) and artistic techniques to be used. • Develop storyboards for a video advertisement and create mock-ups for print/digital ads. • Apply design principles, colour theory, typography and visualization techniques etc. to create a set of advertisements for different media platforms (print, digital, social media) • Client presentation • The final portfolio should include the advertisements along with the storyboards, mock-ups, client presentation	12	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

- *Advertising by Design*: *Generating and Designing Creative Ideas Across Media*, Wiley, 2010, by Robin Landa
- *Sight Sound Motion: Applied Media Aesthetics* (The Wadsworth Series in Broadcast and Production), Cengage, 2017, by Herbert Zettl
- *Graphic Design School: The Principles and Practice of Graphic Design,* Wiley 2020*,* by Abbie Vickress, David Dabner, and Sandra Stewart
- *Creativity and Advertising: Affect, Events and Process* , Routledge, 2013 by Andrew McStay

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	1	3	-	2	-	-	-
CO 2	3	-	-	-	-	1	2	1	-	-	-	-
CO 3	-	-	-	3	-	-	-	-	3	2	-	-
CO 4	-	-	-	3	-	-	-	-	3	2	-	-
CO 5	-	-	2	1	3	-	-	2	-	2	3	-
CO 6	-	1	-	1	-	3	-	-	-	2	-	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar presentation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓	✓	
CO 6			✓	

Programme	BA Advertising and Sales Management				
Course Title	**Global Advertising Strategies**				
Type of Course	**ELECTIVE**				
Semester	**VI**				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with basic marketing concepts 2. Knowledge of advertising principles and strategies				
Course Summary	This course explores the intricate interplay between advertising strategies and cultural dynamics on a global scale. The course equips learners with the skills to navigate the complexities of global advertising campaigns while fostering an understanding of cultural sensitivity and effective communication strategies.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall key concepts and terminologies related to global advertising and cultural dynamics.	R	F	Exercises like MCQs, Fill in the blanks questions etc.
CO2	Design culturally sensitive advertising materials for specific global markets through hands-on activities and projects	U	C	Instructor-created exams / Home Assignments
CO3	Assess the success of cross-cultural communication strategies in diverse contexts.	E	M	Seminar Presentation / Peer Review Exercises
CO4	Utilize cultural theories to analyze consumer behavior	Ap	P	Viva Voce/ Case Study activities etc
CO5	Evaluate the impact of cultural values on advertising effectiveness.	An	C	Comparative Analysis, Group Discussions etc.
CO6	Develop cross-cultural communication strategies for advertising campaigns.	C	P	Develop individual ad copy or slogans/ group projects like Mock Ad campaign etc
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Foundations of Global Advertising**		**10**	**15**
	1	Introduction to Global advertising	2	
	2	Growth of international business and advertising	3	
	3	Global Branding	3	
	4	International marketing and advertising environment	2	
II	**Dimensions of Culture**		**10**	**15**
	5	Values and dimensions of culture	3	
	6	Culture and consumer behavior	3	
	7	Motivation, Needs and Drives	2	
	8	Freud and Maslow	2	
III	**Advertising , Culture and Communication**		**20**	**25**
	9	Advertising Styles	2	
	10	Informational vs Emotional	3	
	11	Verbal vs Non Verbal	1	
	12	Cultural Universals- Manifestations of Culture	3	
	13	Stereotyping	3	
	14	Persuasion	3	
	15	Perception	1	
	16	Homogeneity Vs Heterogeneity	1	
	17	Culture and Consumer Behaviour	3	
IV	**Culture and Advertising Appeals**		**8**	**15**
	18	Appeals in Advertising	2	
	19	Emotions in Advertising	2	
	20	Rational Vs Emotional	1	
	21	Appeals across cultures	2	
	22	Visual Paradox as Advertising Instrument	1	
V	**Open Ended Module:**		**12**	
		1. Invite a professional from the advertising industry with experience in global campaigns to share insights and experiences. 2. Debate on controversial advertising campaigns, considering cultural sensitivities and ethical implications. **Group Assignment:** Students work in groups to design a comprehensive global advertising campaign for a product or service, considering cultural nuances and dynamics.	12	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This*			

	open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)		

Books and References:

1. Mueller, Barbara (2017), Dynamics of International Advertising (3rd Ed.), New York: Peter Lang Publishing Co.
2. Global marketing and advertising : understanding cultural paradoxes,Marieke de Mooij
3. Principles of Advertising : A Global Perspective Second Edition, Monle Lee and Carla Johnson (2009) Routledge .

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	-	-	-	2			1		
CO 2		3	-	-	-	-		3				1
CO 3	-	-		-	-	3		2			1	
CO 4	-	-		2	-	-	1			2		
CO 5	-		-	-	3	-					3	
CO 6	-	3	-		-	-		3				1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Advertising and Sales Management				
Course Title	**Political Advertising Strategies**				
Type of Course	**ELECTIVE**				
Semester	**VI**				
Academic Level	**300 - 399**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Having a foundational understanding of political systems 2. familiarity with advertising principles and platforms.				
Course Summary	This course offers a comprehensive examination of political advertising strategies, tactics, and ethical considerations within the context of electoral campaigns and political communication. Students will explore the history, regulations, and impact of political advertising, analyze case studies of successful and controversial campaigns, and develop practical skills for designing, executing, and evaluating political advertising campaigns in diverse media environments.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	The students will be able to understand the theoretical foundations of political advertising.	U	C	Instructor-created exams
CO2	Students should learn about the various strategies and tactics used in political advertising campaigns.	U	P	Practical Assignment
CO3	Evaluate the ethical considerations associated with political advertising.	U	C	Seminar Presentation
CO4	Apply critical thinking skills to deconstruct political advertisements.	Ap	C	Home Assignments
CO5	Demonstrate proficiency in analyzing the use of traditional and digital media in political campaigns.	Ap	P	Writing assignments
CO6	Analyze the impact of political advertising on voter behaviour.	Ap	P	Debate
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	**Introduction to Political Advertising**		**10**	**15**
	1	Understanding the Basics-The Evolution of Political Advertising	3	
	2	Print Era, Radio and Television Era	3	
	3	Digital Age, Social media Era	2	
	4	Political advertising in India	2	
II	**Theoretical Perspectives on Political Advertising**		**10**	**15**
	5	Persuasion theories-Framing and Agenda-Setting	3	
	6	Social Judgment Theory	2	
	7	Cognitive Dissonance Theory	2	
	8	Case studies of application of persuasion theories	3	
III	**Media Landscape and Political Advertising**		**20**	**25**
	9	Role of Mass media	2	
	10	Social media and Online Advertising	2	
	11	Regulation and Ethics	2	
	12	Campaign Strategy and Messaging-Targeting Audiences, Image Building and Branding	3	
	13	Issue Advocacy vs Attack Ads	2	
	14	Case Studies in Political Advertising-"Daisy Girl" (1964) - Lyndon B. Johnson, "Morning in America" (1984) - Ronald Reagan	3	
	15	"Willie Horton" (1988) - George H.W. Bush, “3 a.m. Phone Call" (2008) - Hillary Clinton	2	
	16	"The Man from Hope" (1992) - Bill Clinton, "Change We Can Believe In" (2008) - Barack Obama	2	
	17	"Swift Boat Veterans for Truth" (2004) - John Kerry, "Two Americas" (2004) - John Edwards	2	
IV	**Political strategists and Future Trends**		**8**	**15**
	18	Famous political strategists/spin doctors-Prashant Kishor, Pankaj Pachauri,	2	
	19	Pavan Varma, Yogendra Yadav	2	
	20	Future Trends in Political Advertising-Emerging Technologies,	2	
	21	Data Analytics and Microtargeting, Ethical Considerations	2	
V	**Open Ended Module:**		**12**	
	1	1. Political strategies of a spin doctor of your choice in any particular election 2. Social media in political advertising	12	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the*			

	students and the objectives of the course.)	

Core texts

- Jamieson, K. H., and Adasiewicz, C. (Eds.). (2019). The Oxford Handbook of Political Communication. Oxford University Press
- Fowler, E. F. (2016). Political Advertising in the United States. Westview Press.

References

- Geer, J. G. (2006). In Defense of Negativity: Attack Ads in Presidential Campaigns. University of Chicago Press.
- Iyengar, S., and Simon, A. F. (2000). New perspectives and evidence on political communication and campaign effects. Annual Review of Psychology, 51, 149-169.
- Stroud, N. J. (2011). Niche News: The Politics of News Choice. Oxford University Press.
- Ansolabehere, S., Iyengar, S., and Simon, A. F. (1999). Replicating experiments using aggregate and survey data: The case of negative advertising and turnout. American Political Science Review, 93(4), 901-909.
- Goldstein, K. M., and Freedman, P. (2002). Measuring media exposure and the effects of negative campaign ads. American Journal of Political Science, 46(4), 868-889.
- Just, M. R., Crigler, A. N., and Alger, D. E. (2006). Effects of Negative Political Advertising: The Roles of Sponsor and Rebuttal. Southern Communication Journal, 71(4), 299–313.
- Kaid, L. L., and Johnston, A. (Eds.). (2001). Political Communication Faces the 21st Century. Routledge.
- Kreiss, D. (2016). Prototype Politics: Technology-Intensive Campaigning and the Data of Democracy. Oxford University Press.
- Howard, P. N., and Kollanyi, B. (2016). Bots, #StrongerIn, and #Brexit: Computational Propaganda during the UK-EU Referendum. Available at SSRN 2798311.

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	3	-	3	-	-	-	3	-
CO 2	-	2	-	1	-	-	-	2	-	1	-	-
CO 3	-	-	-	3	-	-	-	-	-	3	-	-
CO 4	-	2	3	1	1	2	-	2	3	1	1	2
CO 5	2	2	1	-	2	1	2	2	1	-	2	1
CO 6	2	1	-	-	2	1	2	1	-	-	2	1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5	✓	✓		✓
CO 6		✓	✓	

GENERAL FOUNDATION COURSES IN ADVERTISING

Programme	BA Advertising and Sales Management				
Course Title	**Introduction to Photography**				
Type of Course	**MDC - Multi Disciplinary Course**				
Semester	**1**				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. Interest in photography and visual arts 2. Basic understanding of computers desired				
Course Summary	The learners will gain an understanding of the evolution of the art of photography and at the same time gain hands-on experience in photography through the course. The course will also focus on composition techniques, various photographic styles and post-processing skills. The learners will be equipped to create compelling still photographs using professional grade equipment, fostering creative and technical abilities.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop an understanding of the history and evolution of photography, including the impact of the digital revolution	U	C	Instructor-created exams / Quiz
CO2	Gain proficiency in operating a DSLR/Mirrorless camera and camera accessories effectively and creatively.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Understand and apply various principles of composition, compositional rules and techniques to create visually compelling photographs.	U/Ap	C/P	Seminar Presentation / Assessment of portfolio
CO4	Understand and apply lighting principles and techniques in various photographic scenarios.	U/Ap	C/P	Instructor-created exams / Classroom Assignments
CO5	Learn and apply a variety of photographic techniques and skills in different styles of photography.	Ap	P	Classroom Assignments
CO6	Develop skills in post-processing and understand the role of post-processing in enhancing photographs.	Ap	P	Observation of Classroom/ Media Lab tutorial sessions

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (36+9)	Marks (50)
I	**Introduction to Photography**		**8**	**10**
	1	The evolution of the art of Photography	2	
	2	Photographic vision and the society	2	
	3	The digital revolution in photography	2	
	4	Influence of smartphones and new media in photography	2	
II	**Understanding Camera and Accessories**		**10**	**15**
	5	Digital camera basics: DSLR/Mirrorless	2	
	6	Understanding light and exposure: aperture, shutter speed and ISO	2	
	7	Fundamentals of lenses: types of lens, utility and creative usage.	2	
	8	Depth of field:	1	
	9	Camera settings: exposure modes, controls, meters, White Balance, histogram	2	
	10	Other accessories: filters, tripod, flash, storage device etc.	1	
III	**Compositional Techniques and Lighting**		**10**	**15**
	11	Principles of composition: balance, symmetry, patterns, repetitions, texture, visual interest	3	
	12	Compositional rules and techniques: rule of thirds, leading lines, negative space, dividing the frame, frames within the frame, horizon	3	
	13	Basics of lighting: directional light, golden hour, flash photography-on camera flash and off camera flash	2	
	14	Creative lighting techniques	2	
IV	**Photographic Techniques, Styles, and Post-Processing**		**8**	**10**
	15	Creative techniques: long exposure, HDR photography, stop-motion movie	2	
	16	Basics of portrait photography: candid, basic posing techniques, environmental portraits.	2	
	17	Introduction to Studio Photography: basic setup, working with strobes, high key and low key lighting	2	
	18	Freezing the frame: capturing action and sports photography	1	
	19	Post processing: basic adjustments, cropping and exporting images	1	

V	**Open Ended Module:**		**9**	
	1	**Case studies:** Class presentation and discussion on photographs of great masters like Ansel Adams, Robert Capa, Dorothea Lange, Annie Leibovitz, Steve McCurry, Nick Ut, Raghu Rai, Victor George, Madhuraj etc. **Portfolio development:** Preparation of a portfolio of photographs of various genres and styles learned during the course. Proper presentation, captioning etc needs to be carried out.	5 4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Allen, E., and Triantaphillidou, S. (2012). *The Manual of Photography and Digital Imaging* (Eds.; 10th ed.). Routledge.
- Jacobs, Lou (2010). *Professional Commercial Photography: Techniques and Images from Master Digital Photographers*, Amherst Media.
- Freeman, Michael., *The Photographer's Eye: Composition and Design for Better Digital Photos*, Focal Press, 2007,
- Hedgecoe, J. (2006). *The Art of Digital Photography* (1st American ed). DK Pub.

Note: The course is divided into five modules, with four modules together having total 19 fixed units and one open-ended module . There are total 45 instructional hours Internal assessments (25 marks) are split between the open-ended module (5 marks) and the fixed modules (20 marks). The final exam, however, covers only the 19 units from the fixed modules. The 50 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	2	-	-	2	2	-	3	-	-	-
CO 2	-	-	3	-	-	3	-	-	3	-	-	-
CO 3	2	-	3	-	-	-	-	-	2	3	-	-
CO 4	-	-	3	-	-	3	-	-	2	-	-	-
CO 5	-	-	3	-	-	-	-	-	3	2	-	-
CO 6	-	-	3	-	-	-	-	-	2	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6	✓			✓

Programme	BA Advertising and Sales Management				
Course Title	**Art of Film Criticism**				
Type of Course	**Multi Disciplinary Course (MDC)**				
Semester	**II**				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. A basic understanding and passion for cinema 2. Basic familiarity with film viewing platforms,				
Course Summary	The course aims to create an overall understanding among non-journalist students of the process of film appreciation. This course also has the objective of giving some hands-on experience in preparing reviews for different media.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Exhibit knowledge in cinema related terminologies	U	C	Instructor created exams/MCQs
CO2	List major milestones in the evolution of cinema	U	C	Instructor-created exams
CO3	Identify the meaning of camera position in a cinema	Ap	P	Seminar/ Assignments
CO4	List the major camera movements, shots and transitions	U	C	Assignments/ Seminar Presentation
CO5	Identify the Auteur characteristics exhibited in a given cinema	Ap	P	Group Discussion/ Assignments
CO6	Prepare a review of cinema	Ap	P	Writing Assignments
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (36+9)	Marks (50)
I	**Cinema**		**6**	**10**
	1	How to view/read the movie?	1	

	2	Milestones in the evolution of World cinema	2	
	3	Milestones in the evolution of Indian cinema	2	
	4	Film Genres: Basic genre conventions and their variations	1	
II	**Evaluating Films**		**15**	**20**
	5	Film Genres: Basic genre conventions and their variations	2	
	6	Analysis of Film by its Cultural, Political, Social, Psychological, Economical Context- Challenges of film analysis	2	
	7	Film viewing environment, Film Vocabulary, Film psychology	2	
	8	Elements of a Film, film viewing platforms- from theatres to OTT	2	
	9	Thematic Elements: Theme and focus, Focus on Plot, Focus on Emotional Effect or Mood	2	
	10	Focus on Character- Focus on Style or Texture or Structure	2	
	11	Focus on Ideas, identifying the theme, evaluating the theme, Analyzing Theme, Watching for Theme, Themes and Symbolism	2	
III	**Film Appreciation**		**10**	**10**
	12	Analyzing the film from the point of view of story and Screen play	2	
	13	From the Direction point of view	2	
	14	From the cinematography point of view	2	
	15	From the Editing point of view, from the aesthetics point of view	2	
	16	From the acting point of view, literary analysis	1	
	17	Dramatic structure and significance of title.	1	
IV	**Film Review**		**5**	**10**
	18	Importance of film reviews- review Writing	3	
	19	Digital Platforms and Film Review- review writers as Influencers	2	
V	**Open Ended Module:**		**9**	
	1	The students are assigned to watch different genres of cinema Students should watch the selected film attentively, taking note of various elements such as plot, characters, cinematography, sound, editing, and themes. Following the viewing, students are to write a comprehensive review of the film, focusing on both critical analysis and personal reflection.	9	

	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)	

Books and References:

- Dix, A (2016), Beginning Film Studies, 2nd Edition, Manchester University Press
- Kupsc, J. (2003). The History of Cinema for Beginners. Writers and Readers Publishing.

Further reading

- Ray, Sandip (Ed) (2013), Satyajith Ray on Cinema, Columbia University Press
- Vasudevan Nair M.T.(2020), M T yude 3 thirakkathakal, D C Books
- Vijayakrishnan (2022), Indian cinemayude 100 varshangal, Chintha Publishers

Note: The course is divided into five modules, with four modules together having total 19 fixed units and one open-ended module . There are total 45 instructional hours Internal assessments (25 marks) are split between the open-ended module (5 marks) and the fixed modules (20 marks). The final exam, however, covers only the 19 units from the fixed modules. The 50 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	2	-	-	-	-	2	2	-	-	-	-
CO 2	2	2	-	-	-	-	2	2	-	-	-	-
CO 3	2	2		2	-	-	2	2		2	-	-
CO 4	2	-		2	-	-	2	-		2	-	-
CO 5	2	2	-	2	-	-	2	2	-	2	-	-
CO 6	2	-	-	2	-	-	2	-	-	2	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar/ Film Appreciation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓		✓	✓
CO 3	✓	✓	✓	✓
CO 4		✓	✓	✓
CO 5	✓	✓		✓
CO 6		✓	✓	

Programme	BA Advertising and Sales Management				
Course Title	AI and Advertising				
Type of Course	**VAC- Value Added Course**				
Semester	III				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-		45
Pre-requisites	1. Curiosity and Enthusiasm for Emerging Technologies 2. Basic digital literacy				
Course Summary	This course explores the intersection of Artificial Intelligence (AI) and advertising, examining how AI technologies are transforming advertising strategies, targeting, and content creation. Students will learn about AI-powered tools and platforms used in advertising campaigns, analyze case studies of successful AI-driven campaigns, and develop practical skills for leveraging AI to enhance advertising effectiveness and efficiency in various media channels.				

Course Outcomes (CO):

CO1	Understand the evolution and significance Artificial Intelligence key concepts such as interactivity, engagement, targeting, and measurement.	U	C	Instructor-created exams / Quiz
CO2	Develop the skills necessary to craft compelling interactive ad content and apply design principles tailored for digital platforms, incorporating emerging technologies such as AR, VR, and AI.	Ap	P	Workshop
CO3	Analyze successful interactive advertising campaigns through case studies, gaining insights into effective content creation, distribution strategies, and ethical considerations.	Ap	P	Individual Assignment
CO4	Intelligence (AI) in advertising, including its impact on the industry, benefits, challenges, and various AI tools available for text, image, audio,	C	P	Group Assignment

	video generation, and manipulation.			
CO5	Apply AI technologies to create and optimize advertising campaigns, utilizing tools for ideation, research, ad copywriting, product design, and digital media marketing automation.	C	P	Project Hackathon
CO6	Develop and present AI-empowered campaign proposals, demonstrating proficiency in integrating AI technologies into marketing strategies and optimizing advertising performance for maximum engagement and reach.	C	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (36 +9)	Marks (50)
I	**Introduction to Interactive Advertising**		8	**15**
	1	Overview of interactive advertising and its significance in the digital age	2	
	2	Evolution of advertising from traditional to interactive mediums	3	
	3	Key concepts: interactivity, engagement, targeting, and measurement	2	
	4	Case studies highlighting successful interactive advertising campaigns, Ethical considerations in interactive advertising	1	
II	**Creative Development**		**10**	**15**
	5	Crafting compelling interactive ad content, Design principles for digital platforms,	2	

	6	Overview of digital platforms (websites, social media, mobile apps, etc.)	2	
	7	Emerging technologies in interactive advertising (AR, VR, AI, etc.), Interactive storytelling techniques, User experience (UX) design considerations	2	
	8	Content distribution strategies for maximum reach and engagement	2	
	9	Crafting compelling interactive ad content, Design principles for digital platforms,	2	
III	**Introduction to AI in Advertising**		10	**10**
	11	What is Artificial Intelligence?	2	
	12	Usage of AI Tools in daily life	2	
	13	How AI is Impacting the Advertising Industry	2	
	14	Benefits and Challenges of AI in Advertising	1	
	15	Generative AI for Audio and Video, Generative AI for Graphics and Design	1	
	16	Generate Ai Tools: Generative AI for Text-Generative AI for Image Generation and Manipulation	2	
IV	**Building AI-Empowered Campaigns**		8	**10**
	17	Hands-on practices for creating AI-driven campaigns, Utilizing AI tools for optimizing advertising performance-	2	
	18	Integrating AI technologies into marketing strategies, AI for Ideation and Research-	3	
	19	Creating Ad Copy Using AI, AI tools for Product Design, AI Based Digital Media Marketing- Preparing Ad Campaign Proposal Using AI, AI Enabled Copywriting Tools,	3	
V	**Open Ended Module**		9	
	1	Practicals: Build a comprehensive ad campaign and IMC from Proposal to Execution to Analysis Report. Course Instructor shall ensure step-by-step process of campaign and proper incorporation of AI tools in all stages.n	5	
	2	AI and creativity: Generative models and artistic applications	4	

	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)	

Books and References:

- Shireeshkumar Sharadkumar Rudrawar, Nayana Subhash Ratnaparkhi (2023). AI for Everyone: Fundamentals. DSMACS College, Jintur.
- Akshay Kulkarni, Adarsha Shivananda, Anoosh Kulkarni, Dilip Gudivada (2023). Applied Generative AI for Beginners. Apress Media LLC, California
- Charlie Beckett and Mira Yaseen (2023) Generating Change: A Global Survey of What News Organisations are doing with AI. POLIS, London School of Economics and Political Science.
- AI Journalism Starter Pack by Polis, London School of Economics and Political Science and Google News Initiative.

Note: The course is divided into five modules, with four modules together having total 19 fixed units and one open-ended module . There are total 45 instructional hours Internal assessments (25 marks) are split between the open-ended module (5 marks) and the fixed modules (20 marks). The final exam, however, covers only the 19 units from the fixed modules. The 50 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1	-	-	-	-	-
CO 2	2	3	-	-	-	-	2	3	-	-	-	-
CO 3	-	-	1	-	-	-	-	-	1	-	-	-
CO 4	-	-	2	3	-	-	-	-	2	3	-	-
CO 5	-	1	-	-	-	-	-	1	-	-	-	-
CO 6	-	-	-	3	-	-	-	-	-	3	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5	✓	✓		✓
CO 6	✓		✓	

Programme	BA Advertising and Sales Management				
Course Title	**Media and Indian Democracy**				
Type of Course	**Value Added Course-VAC**				
Semester	IV				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. Familiarity with the socio-political context of India 2. Interest towards contemporary political context.				
Course Summary	The course *Understanding Indian Polity and Media* provides an in-depth exploration of the Indian political system and its interaction with the media landscape. Students will analyze key institutions, processes, and dynamics within Indian politics, as well as the role and influence of media in shaping public opinion and policy discourse				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the evolution of the Indian political system and the foundational principles Constitution.	U	C	Instructor-created exams / Quiz
CO2	Comprehend the structure and functions of key political institutions.	Ap	P	Instructor-created exams / Home Assignments
CO3	Recognise and evaluate the role and functioning of media in a democratic society	E	P	Instructor-created exams / Presentations
CO4	Illustrate ability to critically evaluate current political developments.	An	C	Classroom Debate / Group Tutorial Work
CO5	Students will critically examine media representations	E	C	Debates/ Discussion/

				Presentation
CO6	Develop media literacy skills to critically evaluate information sources, discern propaganda and misinformation, and actively engage as informed citizens in democratic processes	Ap	P	Media Literacy campaigns
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (36 +9)	Marks (50)
I	**Overview of Indian Constitution**		**6**	**10**
	1	Constituent Assembly of India	1	
	2	Salient features of Indian Constitution	2	
	3	Fundamental rights and Duties	2	
	4	The Directive Principles of State Policy	1	
II	**Political Institutions and Processes**		**8**	**10**
	5	Structure and functions of Parliament and State Legislatures	3	
	6	Roles and powers of Executive, Judiciary, and Election Commission	3	
	7	Key characteristics of federalism in India	1	
	8	Media as the Fourth Pillar of Democracy	1	
III	**Party Politics in India**		**14**	**20**
	9	Evolution party politics in India	2	
	10	Party system in India	2	

	11	Types of Political Parties in India	1	
	12	Rise of Coalition Politics in India	1	
	13	Major political parties and their leaders in Kerala	2	
	14	Coalition Politics in Kerala	2	
	15	Constituencies in Kerala and its members	2	
	16	Cabinets in Kerala since 1957	2	
IV	**Role of Media in Democracy**		8	**10**
	17	Role of Media in National Awakening	2	
	18	Indian Media after Independence	3	
	19	Impact of Social Media on Political Discourse and Public Opinion	3	
V	**Open Ended Module**		9	
	1	Discussions on recent political developments in India and Kerala	5	
	2	Case study - Evaluate the role of media shaping public opinion with special reference to any General or State Elections	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Basu, D. Durgadas (2022). Introduction to the Constitution of India. Lexis Nexis, New Delhi.
- Zoya Hasan, Parties and Party Politics in India, Oxford India, 2004.
- Chander, N. Jose. Dynamics of State Politics: Kerala, Sterling Publishers, New Delhi, 1996.
- K. C. John, Kerala Rashtriyam, Oru Asambandha Natatakam, Pen Books, 1999
- Cherian Philip, (2022) Kaal Nootandu, DC Books
- Krishnamurthi, Nadig, Indian Journalism: Origin, Growth and Development of Indian Journalism, University of Mysore, 1966.

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Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1	-	-	-	-	-
CO 2	2	3	-	-	-	-	2	3	-	-	-	-
CO 3	-	-	1	-	-	-	-	-	1	-	-	-
CO 4	-	-	2	3	-	-	-	-	2	3	-	-
CO 5	-	1	-	-	-	-	-	1	-	-	-	-
CO 6	-	-	-	3	-	-	-	-	-	3	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Advertising and sales Management				
Course Title	**Creative Content Production**				
Type of Course	**SEC - Skill Enhancement Course**				
Semester	**V**				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. Interest in photography and visual arts 2. Basic understanding of computers desired				
Course Summary	The learners will gain an understanding of the evolution of the art of photography and at the same time gain hands-on experience in photography through the course. The course will also focus on composition techniques, various photographic styles and post-processing skills. The learners will be equipped to create compelling still photographs using professional grade equipment, fostering creative and technical abilities.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Develop comprehensive understanding of multimedia concepts and applications in the digital era.	U	C	Instructor-created exams / Quiz
CO2	Apply fundamental principles of digital photography, including camera operation, composition techniques, lighting approaches, and basic post-processing workflows.	Ap	P	Instructor-created exams / Observation of classroom assignments and skill sessions
CO3	Develop skills in planning, scripting, and storyboarding video content and lighting techniques.	Ap	P	Instructor-created exams / Observation of classroom assignments
CO4	Students will gain proficiency in editing techniques, sound design, colour grading for video production, audio recording, and basic audio mixing/post-processing.	Ap	P	Instructor-created exams / Classroom Assignments
CO5	Students will analyse and strategize content creation for social media platforms and understand transmedia practices in content distribution.	An	C/P	Classroom Assignments/ Peer Review

CO6	Demonstrate critical thinking skills through case studies, analytical presentations etc. and develop content creation ideas for various platforms	E/C	P/M	Observation of Classroom discussion and engagement

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
# - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (36+9)	Marks (50)
I	**Introduction to Multimedia Content**		**6**	**10**
	1	Understanding Multimedia: Definitions, Components, and Applications	2	
	2	Media convergence in the digital era	1	
	3	Multimedia content and platforms	2	
	4	Trends and future of media content creation	1	
II	**Introduction to Digital Photography**		**8**	**10**
	5	Introduction to Photography and Camera Basics	2	
	6	Composition rules and techniques	2	
	7	Basics of lighting	2	
	8	Post-Processing: basic adjustments and digital workflow	2	
III	**Introduction to Audio and Video Content Creation**		**14**	**20**
	9	Introduction to Videography and Equipment	2	
	10	Pre-production Planning, scripting and storyboarding	2	
	11	Basic visual grammar: camera angles, shots and movements	2	
	12	Lighting for video production	2	
	13	Post-Production: Editing, Sound Design, and Colour Grading	2	
	14	Audio Production and Equipment	2	
	15	Recording Techniques, Audio Mixing and Post Processing	2	
IV	**New Media Content Creation**		**8**	**10**
	16	Content Strategy for Social Media	2	
	17	Audio Podcasting and Live Streaming	3	
	18	Transmedia practices in content distribution	1	
	19	Analytics and Measuring Success in New Media	2	
V	**Open Ended Module**		**9**	
	1	Case studies: Assignments and analytical presentations on multimedia content available in various legacy and new media platforms.	5	

	2	Brainstorming: Discussions on various content creation ideas, topics and strategies for various trending and upcoming platforms.	4	
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course*.)			

Books and References:

- Allen, E., and Triantaphillidou, S. (2012). *The Manual of Photography and Digital Imaging* (Eds.; 10th ed.). Routledge.
- Earnshaw, R. A., and Vince, J. (2001). *Digital content creation*. Springer.
- Millerson, G., and Owens, J. (2008). *Video production handbook* (4th ed). Focal Press.
- Alten, S. R. (2012). *Recording and producing audio for media*. Course Technology PTR.

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Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	1	3	2	-	-	2	-	3	-	-	-
CO 2	-	-	3	-	-	-	-	-	1	-	-	-
CO 3	-	-	3	-	-	-	-	-	1	-	-	-
CO 4	-	-	3	-	-	-	-	-	1	-	-	-
CO 5	-	1	3	2	-	-	1	2	2	-	-	-
CO 6	1	2	2	3	2	-	1	3	2	2	2	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6		✓		

Programme	BA Advertising and Sales Management				
Course Title	**News Presentation Skills**				
Type of Course	**Skill Enhancement Course (SEC)**				
Semester	**VI**				
Academic Level	**100 - 199**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	1. Proficiency in communication skills, including public speaking, voice modulation etc. 2. Foundational understanding of journalism principles and broadcasting concepts.				
Course Summary	News Anchoring and Presentation course focuses on developing skills in clear communication, effective storytelling, and professional demeanor. Students learn techniques for delivering news with clarity, confidence, and credibility, mastering aspects such as voice modulation, body language, and scriptwriting.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Learn to effectively engage with the TV audience by mastering presentation techniques.	U	C	Instructor-created exams / Quiz
CO2	Refine presentation style for clear and concise delivery.	Ap	P	Practical Exercises / Observation of Practical Skills
CO3	Demonstrate control over voice modulation and expression to convey appropriate emotion	Ap	P	Peer Discussions / Group Tutorial Work
CO4	Enhance news delivery to captivate and retain audience attention.	U	C	Practical training
CO5	Develop fluency in reading news scripts from a Teleprompter.	Ap	P	Reading exercises
CO6	Assess the role and obligations of a news anchor within the broadcast industry	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (36+9)	Marks (50)
I	**News reading and presentation**		**10**	**10**
	1	News reading and presentation- The role of news presenter	2	
	2	Mechanics of presentation -Voice modulation, body language, eye contact, facing camera	3	
	3	Bytes, Piece to camera,	3	
	4	Interview, Discussions	2	
II	**Module II: Television News Presenters**		**10**	**10**
	5	Essential Qualities: Knowledge of Different Fields Ability of Multitasking Objectivity Command Over Language	3	
	6	Dressing Sense Capability of Sight Reading Voice Modulation	3	
	7	Skills to Use Teleprompter	2	
	8	Acquaintance with Journalistic Ethics and Laws	2	
III	**Module III: TV Anchoring**		**10**	**20**
	9	Voice broadcast skills	1	
	10	Pronunciation	1	
	11	Use of teleprompter	1	
	12	Live studio	1	
	13	Moderating TV studio discussions	1	
	14	On Air Essentials	1	
	15	Talk Show Host and moderating an event	1	
	16	Different Reporting styles	1	
	17	Reporting techniques-Reporting a news and Interviewing, recording the byte and transcription and scripting	2	
IV	**Module IV: Anchoring for Different Types of Programmes**		**6**	**10**
	18	Common Formats of News and Role of the Anchor	2	
	19	Presentation of Special Bulletins and Shows	2	
	20	Presentation of Talk Shows, Panel Discussions and Debates-Presentation of Interviews-Presentation of Live and Multi-Anchor Shows	2	
V		**Open-ended Module**	9	
		Engage in teleprompter exercises to improve fluency and confidence in news reading. Practice delivering news		

		content smoothly while maintaining eye contact with the camera. Refine pacing and rhythm to ensure a natural and authoritative delivery. Receive feedback on pronunciation, enunciation, and overall presentation style. Enhance the ability to adapt to breaking news situations and deliver updates seamlessly. Gain proficiency in navigating and controlling the teleprompter interface efficiently.		
	(*Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.*)			

Books and References:

- A Textbook of Interview Journalism and Television Anchoring (2011) by Ghose Supatro
- The ABC of News Anchoring (2012) by Richa Jain Kalra, Pearson
- Larasati, G. U. R. (2013). How to be A News Anchor. Gramedia Pustaka Utama.
- Meltzer, K. (2010). TV News anchors and Journalistic Tradition: How journalists adapt technology. https://openlibrary.org/books/OL23944726M/TV_news_anchors_and_journalistic_tradition

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Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	3	-	-	-	-	
CO 2	2	3	-	-	-	-	2	3	-	-	-	
CO 3	-	-	1	-	-	-	-	-	1	-	-	
CO 4	-	-	2	3	-	-	-	-	2	3	-	
CO 5	-	1	-	-	-	-	-	1	-	-	-	
CO 6	-	-	-	3	-	-	-	-	-	3	-	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

Final Exam : 50 marks

Internal Marks: 25 marks

Internal Marks Split-up (Total :25 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (5 Marks)
Test Paper	10	2
Seminar Presentation/ Viva/ Quiz	6	2
Assignment	4	1

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar/ News Presentation exercises	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

MODEL QUESTION PAPERS
OF
MAJOR COURSES IN
JOURNALISM AND MASS COMMUNICATION

I Semester BA JMC (CUFYUGP) Degree Examinations
JOU1CJ101/ JOU1MN100-UNDERSTANDING MASS MEDIA
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. RJ
2. MOJO
3. Twitter
4. Nomophobia
5. Podcasting
6. Echo chamber
7. Hashtag
8. Television Soaps
9. Facebook
10. Oligopoly

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explore the magic of audio and podcasting in the digital world. How has it revolutionized media consumption?
12. How does new media news platforms utilize click baits to increase traffic?
13. Analyze the rise of digital media and the role of content creators in the online space
14. Discuss the third-person effect and the boomerang effect.
15. Explore the concept of convergence in mass media and its implications for content creation and distribution.
16. Evaluate the role of digitally-driven activism, citing examples of successful hashtag campaigns and slacktivism.
17. Explore the evolution of digital journalism and its impact on traditional media
18. Analyze the impact of streaming services on the film and television industry.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Discuss the ethical considerations and challenges associated with netiquettes in the digital age, focusing on issues such as surveillance, content creation, and net neutrality
20. Discuss the role of media literacy education in combating misinformation and promoting critical thinking skills among audiences

II Semester BA JMC (CUFYUGP) Degree Examinations

JOU2CJ101/ JOU2MN100- COMMUNICATION: CONCEPTS AND PROCESSES

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Define Communication
2. Entertainment
3. Surveillance
4. New media
5. Folk media
6. Dysfunctions of Communication
7. Noise
8. Intra personal Communication
9. Verbal communication
10. Haptics

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. "Group communication is essential in a democratic country." Do you agree? Elucidate.
12. What is Mass Communication? Describe the characteristics of Mass Communication.
13. What do you mean by Laswellian functions of communication?
14. Why electronic media is more popular than print media for mass communication?
15. Distinguish between Formal and informal communication.
16. Describe the functions, and characteristics of electronic media.
17. What is mediated communication? Do you think social media content is 'mediated'? Give suitable answers in support of your argument.
18. Explain the 7Cs of Communication.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Communication is exchanging and imparting of information by speaking, writing or using other medium. Elaborate its process with the help of a suitable diagram and examples.
20. Explain the barriers to communication with suitable examples

III Semester BA JMC (CUFYUGP) Degree Examinations
JOU3CJ201/ JOU3MN200- REPORTING FOR MEDIA
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. UGC
2. PTI
3. Hourglass style
4. Question lead
5. Conflict
6. Press release
7. Interpretative feature
8. Arm chair reporting
9. News beat
10. Crowd sourcing

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Types of reporting
12. Elements of news story
13. News agencies in India
14. Principles of news reporting
15. News determinants
16. Online tools for reporting
17. Crime reporting
18. Transmedia news presentation

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

19. Explain the qualities of a reporter.
20. Explain the do's and don'ts of legislative reporting.

III Semester BA JMC (CUFYUGP) Degree Examinations
JOU3CJ202-ADVERTISING THEORY AND PRACTICE
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. AIDA
2. David Ogilvy
3. Classified advertising
4. FMEG
5. USP
6. ASCI
7. Brand image
8. Stereotyping
9. Demographics
10. Transit advertising

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How advertisements are classified geographically? Explain
12. Explain important aspects of Elaboration Likely hood Model.
13. Prepare a note on creativity in advertising with suitable examples.
14. Write a note on ethical issues in advertising.
15. What are the essential elements in a display advertisements?. Explain.
16. Prepare s note on important advertising appeals with suitable examples.
17. Expand and Explain DAGMAR
18. How advertising affect our culture? Explain.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. What do you mean by an advertising campaign? Explain the various steps Involved in an advertising campaign
20. What do you mean by an advertising agency? What are its different Types? Explain the functions of different departments in an advertising agency

IV Semester BA JMC (CUFYUGP) Degree Examinations
JOU4CJ 203- ART AND CRAFT OF COPY EDITING
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Dateline
2. Harold Evans
3. Stylebook
4. Masthead
5. Editorial
6. Objectivity
7. Copy Desk
8. Deadline
9. News Letter
10. News Aggregator

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain the process of headline writing with examples.
12. Explain the need and importance of copy editing.
13. How does copy editing vary when editing news for different media platforms?
14. What are information graphics, and how are they used in content design?
15. Describe the role of copy editing in ensuring effectiveness in advertising.
16. Discuss the challenges and benefits of AI-enabled copy editing.
17. Discuss the significance of picture editing.
18. What are some key differences between design applications across print and digital platforms?

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10 marks)

19. Describe the process of copy editing for academic publishing, highlighting its unique challenges and requirements.
20. Explain the concept of content design and its significance in modern journalism, citing examples of effective implementation across different platforms.

IV Semester BA JMC (CUFYUGP) Degree Examinations
JOU4CJ 204-RADIO JOURNALISM AND AUDIO PRODUCTION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Terrestrial radio transmission
2. Vox Populi
3. FM Transmission
4. Podcasting
5. Prasar Bharathi
6. Synchronous sound.
7. DAW
8. Ribbon microphone
9. Pop filter
10. Radio Jockey

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Discuss the evolution of radio from its early days to the current internet age, highlighting the impact of technology.
12. Analyze the strengths and limitations of radio as a medium for news dissemination.
13. Explain the different types of radio programs with examples.
14. Compare and contrast the process of scripting for a radio news story versus a documentary program.
15. Outline the key steps involved in setting up a podcast, including identifying a target audience and choosing a topic.
16. Describe the best practices for using microphones in different in-studio recording scenarios.
17. Explain the concept of mixing and balancing audio in a DAW environment.
18. Discuss the importance of vocal delivery in radio broadcasting and how to improve audio performance.

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

19. Discuss how elements like music, sound effects, and voice acting contribute to creating an immersive and engaging audio experience?
20. Discuss techniques for effective vocal performance, including articulation, pacing, and modulation, and their impact on listener engagement.

IV Semester BA JMC (CUFYUGP) Degree Examinations
JOU4CJ205- MASS COMMUNICATION THEORIES AND MODELS-I
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Marshall McLuhan
2. Aristotle's Model
3. Spiral of Silence
4. Public opinion
5. SR Theory
6. Development communication
7. Frankfurt School
8. Two step flow model
9. Technological determinism
10. Priming

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Prepare a note on Toronto School with a focus on key personalities and theoretical standpoints.
12. Explain the relevance of Dance's model of Communication.
13. What do you mean by “Mass" in mass communication? Explain the major characteristics of mass communication
14. Explain Whites Gate keeping model.
15. What do you mean by Agenda setting theory? Comment on its present day relevance
16. Explain the major postulates of Uses and Gratification theory.
17. Comment on the significance of Newcomb’s ABX model.
18. Explain the concept of selectivity with examples.

Section C

[Answer anyone. Each question carries 10marks]
(1x10 = 10 marks)

19. What do you mean by normative theories of communication? Explain. Analyze major world media systems based on this theory.
20. Compare Shannon and Weaver model with Schramm's Circular model.

V Semester BA JMC (CUFYUGP) Degree Examinations
JOU5CJ301-TELEVISION JOURNALISM AND VIDEO PRODUCTION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Digital convergence.
2. Characteristics of television as a medium
3. Objectivity
4. Establishing shot
5. Non-news programmes
6. Bird's eye angle
7. Anchoring
8. Three point lighting
9. Pre-production
10. ENG

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Discuss the ethical considerations journalists must address when conducting interviews for television.
12. Explain the concept of convergence journalism and its potential benefits for both journalists and audiences.
13. Analyse the rise of new media platforms like online video and social media, and their impact on traditional television journalism.
14. What is transmedia storytelling, and how can it be used to enhance the audience experience of a television program?
15. Describe the role of a director in television production and their responsibilities during filming.
16. Explain how analysing audience metrics and feedback mechanisms can be used to improve a television news program.
17. Compare the production processes for news programs and non-news/ entertainment programs like web series or explainer videos in the digital age.
18. Discuss the potential future trends and technologies in television journalism.

Section C

[Answer anyone. Each question carries 10marks]
(1x10 = 10 marks)

19. Discuss how traditional media outlets are integrating new media platforms like online video and social media to engage audiences and tell stories.
20. Discuss the ethical challenges journalists face in verifying information, protecting privacy, and maintaining objectivity in the digital age.

V Semester BA JMC (CUFYUGP) Degree Examinations
JOU5CJ302- MASS COMMUNICATION THEORIES AND MODELS-II
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Linguistics
2. Cognitive dissonance
3. NWICO
4. Wilbur Schramm
5. Pop culture
6. Noam Chomsky
7. Hutchins commission
8. Semiotics
9. Digital surveillance
10. Sustainable development

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain Marxism and its present day relevance In connection with media
12. Explain Gerbner's communication model with the help of a diagram
13. Write a note on MacBride commission and its relationship with global news flows
14. How digital media affects our society? Explain
15. Prepare a note on the dimensions of audience Evaluation
16. Explain on the role of communication technology in national development.
17. Briefly Explain Cultivation analysis.
18. What do you mean by participatory communication? Explain.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10=10 marks)

19. Explain Bass’s Double Action Model of Internal News Flow
20. What do you mean by Development communication? Compare the ideas of Learners, Rogers and Schramm.

V Semester BA JMC (CUFYUGP) Degree Examinations
JOU5CJ303- PUBLIC RELATIONS: PRINCIPLES AND PRACTICES
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Ivy Lee
2. Publicity
3. House Journal
4. Vertical Communication
5. Lobbying
6. Circular
7. Open House
8. Crystallizing Public Opinion
9. PRO
10. Newsletter

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. What attributes and qualifications are necessary to be a successful PRO?
12. Write a note on Code of Ethics for PR personnel.
13. State the role of PRSI in ensuring promote the recognition of public relations as a profession.
14. Critically analyze the functions of PR department in an organization.
15. Detail the organizational structure of a PR agency.
16. Explain how news conferences are organised?
17. Explain the concept of CSR with relevant examples.
18. Describe the different stages of a Public Relations Campaign.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. The Kerala State Road Transport Corporation seeks your advice in streamlining its service in state. What are the suggestions you would offer as a PRO to prepare the campaign for the purpose?
20. Analyze the differences between public relations, advertising, and marketing. How do these functions complement each other in a comprehensive communication strategy?

VI Semester BA JMC (CUFYUGP) Degree Examinations

JOU6CJ304/ JOU8MN304

FUNDAMENTALS OF CINEMA

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Impressionism
2. IFFI
3. *Alam Ara*
4. *Mathilukal*
5. Montage
6. Bollywood
7. Mrinal Sen
8. *Pather Panchali*
9. *Breathless*
10. Indian new wave

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Contributions of Adoor Gopalakrishnan
12. Analyse the types of film genres
13. Third cinema
14. Importance of IFFK in the growth of films.
15. Contributions of K G George
16. "Movies become art after editing". Explain
17. How Ritwik Ghatak influenced Bengali Cinema?
18. Explain the changing trends in Malayalam cinema.

Section C

[Answer any one. Each question carries 10 marks]

(1x10=10 Marks)

19. Milestones of Indian cinema
20. Define Soviet montage and explain the types of montage in 'Odessa steps'.

VI Semester BA JMC (CUFYUGP) Degree Examinations
JOU6CJ 305/ JOU8MN305- MEDIA LAWS AND ETHICS
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
[Ceiling: 24 Marks)

1. Judicial Activism
2. Right to constitutional remedies
3. Data Diddling
4. Right to privacy
5. Habeas Corpus
6. CBFC
7. Media Trial
8. Hacking
9. Uniform Civil Code
10. Amicus curiae

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Working Journalist Act
12. Contempt of Court Act
13. Differentiate libel and slander
14. Elaborate on fundamental rights.
15. Explain different types of writs.
16. Press and Registration of Books Act
17. Delineate the broadcasting code of AIR and DD?
18. Discuss different cybercrimes.

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

19. Trace the history and development of RTI Act in India. Discuss its significance and scope.
20. Discuss Copyright Act and its major provisions

VI Semester BA JMC (CUFYUGP) Degree Examinations
JOU6CJ306/ JOU8MN306- MASS MEDIA HISTORY
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. James Augustus Hickey
2. Young India
3. Doordarshan
4. William Carey
5. Rajyasamacharam
6. Radio Mirchi
7. Al Ameen
8. Community radio
9. News Click
10. Pothan Joseph

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Discuss the implications of FM radio privatization in India.
12. Discuss the contributions of Raja Ram Mohan Roy towards the development of Indian language press.
13. Discuss the role of Indian Radio in spreading the message of socioeconomic development in post independent India.
14. Discuss the significance of the role of Gandhiji as a journalist.
15. Do you think the news agencies enriched the news coverage of the Indian press?
16. Compare the contributions of Hickey and Buckingham in developing Indian journalism.
17. Give your comment on the role of Serampore Baptist Missionary in Indian journalism
18. What are the benefits and challenges of educational and community radio?

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

19. Examine the historical evolution of the Malayalam press, highlighting key publications and their impact on Kerala society.
20. Outline the development of television in India from its inception to the formation of Doordarshan.

VII Semester BA JMC (CUFYUGP) Degree Examinations

JOU7CJ 401-

COMMUNICATION FOR DEVELOPMENT AND SOCIAL CHANGE

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. WHO
2. C4D
3. People's Archive of Rural India
4. Participatory Communication
5. Digital Divide
6. Paulo Freire
7. Triple bottom line approach
8. Many Voices One World
9. Adopters of innovations
10. MGNREGA

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Critically analyse the role of TV and Radio in Indian development
12. Discuss the role of Indian Radio in spreading the message of socioeconomic development in post independent India.
13. Explain in detail the concept of development proposed by Adam Smith.
14. Elucidate the concept of empowerment. Critically assess the ongoing initiatives in Kerala to empower women.
15. Explain three important features of the Democratic Participative Theory, through the perspective of Indian media.
16. Deliberate on effective usage of folk media for development communication with an appropriate example
17. State the functions of UNDP.
18. Explain the notion of Third world. Do you think the term Third world is relevant now? Justify your answer.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Examine the development theories enunciated by W W Rostow and David Ricardo.
20. Explain how the digital technologies can be used as tools of development support communication.

VII Semester BA JMC (CUFYUGP) Degree Examinations
JOU7CJ402- TRANSLATION FOR MEDIA

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Computer Assisted Translation
2. Sub titling
3. Adaptation
4. Glossary
5. Audio Visual Translation
6. Source Language
7. Synchronization
8. Localisation
9. Transcreation
10. Free Translation

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Discuss the role of translation in media and its importance in global communication
12. Discuss the points to remember while paraphrasing.
13. Explain the differences between literary translation and translation for media
14. Evaluate the role of CAT tools in enhancing the efficiency of media translators
15. Discuss the significance of cultural sensitivity in media translation.
16. Analyze the challenges faced in audiovisual translation, particularly in film adaptation
17. Discuss the significance of cultural sensitivity in media translation
18. Explain the key steps in the translation process from source language to target language

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Evaluate the role of subtitling in mass media, discussing the different subtitling styles and standards for various media types.
20. Analyse the differences and challenges in translating for electronic media versus print media. Discuss strategies for effective translation in TV and radio broadcasts.

VII Semester BA JMC (CUFYUGP) Degree Examinations
JOU7CJ403- SPECIALIZED REPORTING

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. IMF
2. Cross border Journalism
3. FDI
4. 9/11
5. Infotainment
6. Economic Times
7. Pandemic
8. IFEJ
9. MNCs
10. Follow up stories.

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain the challenges faced by journalists covering conflicts and wars.
12. Discuss the major contributions of Reporters without Borders.
13. Describe the unique challenges of writing sports stories for multiple media platforms
14. Analyze the role of cross-border journalism in highlighting issues of class, race, and gender.
15. Analyze the challenges of maintaining privacy and confidentiality in health reporting.
16. Discuss the significance of objectivity in covering climate change news
17. Describe the qualities and responsibilities of a financial journalist.
18. Analyze the significance of photography and Videography in sports reporting

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Discuss the influence of liberalization, privatization, and globalization on the Indian economy and financial journalism. Provide relevant examples to support your analysis.
20. Critically assess the challenges and strategies for covering public health issues, particularly during epidemics and pandemics. Discuss with examples.

VII Semester BA JMC (CUFYUGP) Degree Examinations
JOU7CJ404- DATA JOURNALISM
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Freedom of Information
2. Open Data
3. Precision Journalism
4. CAR
5. Wikileaks
6. Tableau
7. Python
8. Murder Mysteries
9. Zeit Online
10. Crowd sourcing

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Discuss the concept of mass data literacy.
12. Explain the process of Data Scraping.
13. Describe the process of data scraping and its importance in investigative journalism
14. Discuss the role of visualization in presenting data stories to the public
15. Discuss the impact of WikiLeaks on the perception of data transparency and accountability in journalism
16. Discuss the significance of open data and how it can be utilized in data journalism
17. Analyze the challenges and techniques of scraping data from PDFs and websites
18. Explain how tools like OpenRefine, R, and Python are used to clean and organize large datasets

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Discuss the different types of data-driven stories as identified by Simon Rogers. Provide examples to illustrate how each type can effectively inform and engage the audience.
20. Critically assess the role of data journalism in enhancing the quality and depth of news stories. Use examples from major data journalism initiatives like ProPublica and the Guardian data blog.

VII Semester BA JMC (CUFYUGP) Degree Examinations
JOU7CJ405- GENDER AND MEDIA
(Credits: 4)
Maximum Time: 2 hours Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Heteronormativity
2. Media representation of gender
3. Male gaze
4. LGBTQIA +
5. Social construction of gender
6. Gender binary and Gender spectrum
7. Stereotyping
8. Psychoanalytic theory of gender
9. Simon de Beauvoir
10. Semiotics in gender

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Discuss the role of gender in family dynamics and its impact on socialization processes.
12. Examine how gender is portrayed in advertising and its implications for consumer culture.
13. Evaluate the representation of women in news media, particularly in reporting on issues such as sexual violence and crime.
14. Explain the importance of intersectionality in analyzing media representations of gender.
15. Discuss the challenges faced by female journalists in breaking the glass ceiling in the news industry.
16. Discuss the media portrayal LGBTQIA+ individuals, and its impact on societal perceptions.
17. Briefly explain the concept of cyber activism in the context of gender advocacy.
18. Discuss any two legal provisions that aimed at protecting the rights of gender minorities.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Analyze the evolution of gender representations in media from the past to the present, citing specific examples.
20. Discuss how gender influences self-representation in social media platforms with appropriate examples.

VIII Semester BA JMC (CUFYUGP) Degree Examinations
JOU8CJ406 / JOU8MN406
MEDIA, CULTURE AND SOCIETY
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Semiotics
2. Meta narratives
3. Technological Determinism
4. Subaltern Studies
5. Frankfurt School
6. Roland Barthes
7. Counter Culture
8. Multiculturalism
9. Social Construction
10. Marshal McLuhan

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain the term "digital divide" and discuss its implications for access to information and opportunities in the digital age.
12. Discuss how media convergence has influenced the audience.
13. Discuss the concept of "cultural hegemony" proposed by Antonio Gramsci.
14. Discuss the concept of "identity politics" and its role in contemporary social movements.
15. What does Marshall McLuhan mean by the phrase "the medium is the message?
16. Explain how Jacques Derrida's concept of "deconstruction" challenges traditional notions of language and meaning
17. Discuss the role of "counterculture movements" in challenging mainstream cultural norms
18. What are the key characteristics of "mass culture," and how does it differ from "high culture"?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Critically assess the role of language and ideology in media representation, drawing from the theories of Saussure, Barthes, and Foucault.
20. Examine the impact of technological advancements on the formation of cyber identities and virtual communities.

VIII Semester BA JMC (CUFYUGP) Degree Examinations
JOU8CJ407/JOU8MN407- JOURNALISM STUDIES
(Credits: 4)
Maximum Time: 2 hours Maximum Marks: 70 Marks

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Briefly explain the concept of journalistic identity in contemporary society.
2. Discuss the role of ideology in shaping journalism practices.
3. What is meant by journalistic doxa?
4. Describe some common ethical dilemmas faced by journalists.
5. Identify factors that influence contemporary journalistic practices.
6. Explain the relationship between journalists and their audience.
7. Discuss the concept of the imagined audience in journalism.
8. Analyze how the role of the audience is changing in the media landscape.
9. Describe methods for assessing audience engagement with journalism.
10. Explain how journalists can interpret audience feedback in the context of new media.

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Critically evaluate how audiences perceive news content today.
12. Discuss the factors influencing public trust in news media.
13. Explain strategies for building and maintaining audience trust in journalism.
14. Analyze the influence of government control on media freedom and transparency.
15. Discuss how market forces can influence the content and presentation of news.
16. Explain the relationship between ideological polarization and trust in media.
17. Analyze how media can contribute to political polarization.
18. Discuss the persuasive effects of news media on audiences.

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10 marks)

19. In the context of India, critically examine the relationship between media and electoral democracy.
20. Compare and contrast the impact of media on political polarisation in developed and developing countries.

VIII Semester BA JMC (CUFYUGP) Degree Examinations
JOU8CJ408 / JOU8MN408- FILM STUDIES
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Auteur theory
2. Counter-cinema
3. Visual codes in film
4. Structuralist film theory
5. Semiotics of Sound
6. Kimberlé Crenshaw's concept of intersectionality
7. Cahiers du cinema
8. Andre Bazin
9. Bechdel Test
10. Sergei Eisenstein

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Analysis of genre-bending films that challenge gender norms.
12. Write notes on adaptations of auteur theory in non-western filmmaking traditions.
13. The politics of looking and being looked at.
14. Psychoanalytical film theory
15. Queer theory
16. Analysis of "Film Language: A Semiotics of the Cinema" by Christian Metz
17. Analyse the film "Inception" (2010) directed by Christopher Nolan based on semiotic fil
18. Analyse the essay "Notes on the Auteur Theory in 1962" by Andrew Sarris.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. With the help of examples, analyze race, class, sexuality, and other axes of identity in film representation
20. Analyse the concept of the male gaze and its implications from "Visual Pleasure and Narrative Cinema" by Laura Mulvey.

VIII Semester BA JMC (CUFYUGP) Degree Examinations
JOU8CJ489- COMMUNICATION RESEARCH
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Peer Review
2. Triangulation
3. Plagiarism
4. Cross Sectional Research
5. MLA
6. Closed Ended Question
7. Hypothesis
8. Operational Definition
9. Likert Scale
10. Impact Factor

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. What are the key steps involved in the research process? Briefly explain each step.
12. How is a research topic selected, and why is it important to identify its relevance?
13. What is the role of hypothesis in communication research? Provide examples.
14. Define sampling and discuss its importance in communication research.
15. Explain the concept and significance of literature review in the research process.
16. Explain the importance of abstracts and conclusions in research writing, citing examples.
17. What are the different citation styles commonly used in communication research?
18. Explain the characteristics of scientific research with respect to communication studies.

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10 marks)

19. Discuss the origin of communication research and highlight significant milestones in its development.
20. Discuss the distinctions between qualitative and quantitative research types within the realm of communication studies. Provide examples to illustrate the application of each research type in studying communication phenomena.

MODEL QUESTION PAPERS
FOR
ELECTIVE COURSES IN
JOURNALISM AND MASS COMMUNICATION

V Semester BA JMC (CUFYUGP) Degree Examinations
JOU5EJ301(1) - STRATEGIC CORPORATE COMMUNICATION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Grapevine
2. Corporate Identity
3. Vertical Communication
4. Proxemics
5. Employee Relations
6. Communication barrier.
7. Corporate image
8. Branding
9. Stakeholder
10. CSR

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Define diagonal communication and provide an example of its use in an organization.
12. State the principles of Marketing communication.
13. Explain the importance of listening skills in organizational communication.
14. Describe the components of corporate personality.
15. Define corporate identity and explain its significance for an organization.
16. List and describe three tools of corporate communication.
17. What are the advantages of having a good corporate reputation?
18. Explain the significance of government relations for corporations.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Evaluate the significance of strategic corporate communication in the digital age, including its challenges and opportunities.

20. Examine the role of corporate identity, image, and reputation in achieving organizational success.

V Semester BA JMC (CUFYUGP) Degree Examinations
JOU5EJ302(1) - INTEGRATED MARKETING COMMUNICATION

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Sales Promotion
2. SWOT
3. Brand Identity
4. Direct Marketing
5. STP in marketing
6. QR code
7. POP Marketing
8. Interactive Advertising
9. Puffery
10. Guirella Marketing

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. What is the significance of social media marketing in IMC?
12. Define and discuss the 4P framework in marketing mix.
13. With the help of examples, state the effectiveness of product placements in entertainment programmes.
14. Discuss the impact of film advertising as a tool of IMC
15. Evaluate the role of publicity programs in IMC.
16. What are the legal implications of misleading claims in advertising?
17. Explain viral marketing and provide an example of its application
18. Differentiate between sales promotion and personal selling in the context of IMC.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Analyze the role of the marketing mix (4Ps/7Ps) in developing an integrated marketing strategy. How can the mix be adapted to different market segments?
20. Examine the ethical and legal considerations in IMC, focusing on issues such as stereotyping, targeting vulnerable customers, and the use of misleading claims.

VI Semester BA JMC (CUFYUGP) Degree Examinations
JOU6EJ301(1) - CRISIS COMMUNICATION

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Crisis management team (CMT).
2. Trust Building
3. 4cs of Crisis
4. Crisis Plan
5. Post Crisis phase
6. SCCT
7. IARCC
8. Risk Communication
9. Negative Publicity
10. Crisis preparedness

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Describe the three phases of a crisis.
12. State the importance of social media handles in crisis management.
13. How should organizations handle bad publicity during a crisis?
14. Differentiate between crisis communication and risk communication.
15. Explain the importance of building relationships with elected officials during a crisis.
16. How can organizations build relationships with the media and ensure successful media outreach during a crisis?
17. Describe the challenges of managing crises in cyberspace and the dynamic use of social media.
18. How should organizations anticipate crises, and what methods can they employ for crisis planning?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Explain the phases of a crisis and the role of communication in each phase. How can organizations effectively navigate through these phases?
20. Describe the key audiences in crisis communication and explain why they are important. Discuss strategies for effective communication with each audience group.

VI Semester BA JMC (CUFYUGP) Degree Examinations
JOU6EJ302(1) - CORPORATE CONTENT PRODUCTION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Corporate Blogging
2. Interactive Content
3. Podcast
4. Testimonials
5. House Journal
6. Newsletter
7. Search Engine Optimization (SEO)
8. Annual Reports
9. Brochure
10. Demonstration videos

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. List three examples of written content used in corporate communication.
12. Discuss the role of voice in branding and provide examples.
13. What are the differences between commercial and corporate videos? Provide examples.
14. Explain the advantages of interactive content over traditional static content.
15. Explain the characteristics of corporate blogs and their role in corporate communication
16. What is the purpose of a house journal in corporate communication?
17. How can podcasts be utilized as a corporate communication tool?
18. Describe the purpose of client and customer testimonial videos.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Evaluate the benefits of interactive content in corporate communication, comparing it to traditional static content and discussing its integration across various communication channels.

20. Discuss the importance of written content in corporate communication, highlighting different formats and their respective purposes.

V Semester BA JMC (CUFYUGP) Degree Examinations
JOU5EJ303(2) - DIGITAL MEDIA LITERACY
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Digital Surveillance
2. Deep Fake
3. Audience Autonomy
4. Cyber Bullying
5. Digital Piracy
6. Information Disorder
7. Obscenity
8. Misinformation
9. Plagiarism
10. Hacking

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain the concept of "Telepresence" in Digital Media.
12. Explain crowd sourcing as a source for an online journalist.
13. Describe the issues of anonymity in Digital Surveillance.
14. Discuss the importance of journalistic verification skills in combating misinformation
15. Explain the concept of audience autonomy.
16. Differentiate between misinformation, disinformation, and malinformation.
17. How can fakes and stereotypes be countered in media, especially with the use of deep fake technology?
18. What is digital ethnography, and how is it related to online communities and social media platforms

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Discuss the role of journalistic verification skills in ensuring the credibility and integrity of news reporting in the digital age. How can journalists effectively integrate fact-checking into newsrooms to uphold journalistic standards?
20. Examine the characteristics of digital media, including its digital, interactive, and hypertext nature. How do these characteristics shape the way information is created, distributed, and consumed in the digital age?

V Semester BA JMC (CUFYUGP) Degree Examinations
JOU5EJ 304(2) - DIGITAL NEWSROOMS
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Data Analytics
2. Convergence
3. Flicker
4. Pay Per Click
5. News Aggregator
6. Content strategist
7. Wordle
8. Social Media Optimization
9. Interactive storytelling
10. LinkedIn

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How can journalists utilize SEO and SMO techniques in their content creation?
12. State the organisational setup of a news portal.
13. How do changing revenue models affect the sustainability of digital news platforms?
14. What are the main challenges and opportunities faced by news personnel in the digital era?
15. What elements constitute digital news stories, and how do they differ from traditional news formats?
16. Discuss the issues surrounding digital content and intellectual property, particularly in terms of paid and unpaid digital content.
17. What tasks are performed by content editors, translators, and reporters in a digital newsroom?
18. Explain the importance of the technical and design teams in managing IT/website and social media platforms.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Examine the changing paradigms of news delivery, including emerging news delivery vehicles and interactive storytelling techniques. How do these changes reflect the evolving preferences and behaviors of news consumers?
20. Discuss the role of social media platforms in shaping the dissemination and consumption of news content. How do social media algorithms, user behavior, and engagement metrics influence the visibility and credibility of news stories?

VI Semester BA JMC (CUFYUGP) Degree Examinations
JOU6EJ303(2) - DIGITAL PHOTOJOURNALISM
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. DSLR
2. Photo Essay
3. Photojournalist
4. Aperture
5. Rule of Thirds
6. Artificial Light
7. Composition
8. Shutter speed
9. ISO
10. JPEG

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain the difference between natural light and artificial light in photography.
12. Discuss the ethical considerations of using photo opportunities and staged photos in news media.
13. What are the key components of the exposure triangle in photography?
14. Differentiate between News photography and feature photography
15. What qualities are essential for a digital Photo journalist?
16. What are the key considerations when selecting a lens for photo journalistic purposes?
17. Explain the importance of captions in news photography.
18. What are some ethical considerations when photographing sensitive subjects?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Examine the art of storytelling through photo essays in photojournalism. Discuss the elements of a successful photo essay and how photographers use images to convey narratives and evoke emotions.
20. Analyze the role of photojournalism in contemporary society. Discuss its impact on shaping public opinion and raising awareness of social issues.

VI Semester BA JMC (CUFYUGP) Degree Examinations
JOU6EJ304(2) - DIGITAL STORYTELLING: EMERGING TRENDS
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Transmedia
2. Augmented Reality
3. MOJO
4. Immersion
5. Interactivity
6. Virtual Reality
7. Data Visualization
8. Data Mining
9. Sentimental Analysis
10. User-generated content

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. What distinguishes Transmedia Storytelling from traditional narrative texts?
12. Suggest few applications of AI in news media.
13. What are the advantages of MoJo?
14. What do you mean by the concept of AI-generated content and its various forms, including automated news articles and reports
15. How does augmented reality enhance storytelling experiences?
16. How can AI-driven techniques be used to personalize news delivery and enhance audience engagement?
17. How does transmedia storytelling utilize intertextuality?
18. What are the key components of a MoJo kit?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Analyze the impact of transmedia storytelling on audience engagement, media consumption patterns, and the entertainment industry.
20. Discuss how AR and VR technologies enhance audience engagement, immersive storytelling, and interactive experiences in journalism.

V Semester BAJMC (CUFYUGP) Degree Examinations
JOU5EJ305(3) - ADVERTISING DESIGN AND AESTHETICS
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Balance
2. Harmony
3. Color Theory
4. Logo
5. Unity
6. Copy writing
7. Storyboard
8. Headline
9. Appeal
10. Jingle

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How does typography influence advertising design?
12. State the importance of aesthetics in advertising.
13. What is the importance of story boarding in the ad creation process?
14. How can visuals and headlines be integrated effectively in an advertisement?
15. Why is client feedback crucial in the design process?
16. Explain the concept of color theory in advertising design.
17. What are the basic elements of design in advertising?
18. How does balance contribute to the aesthetics of an advertisement?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Discuss the role of aesthetics in shaping consumer perception and behavior in advertising. Provide examples to illustrate your points
20. Explain the principles of design in advertising, focusing on how elements like balance, color, and typography contribute to creating effective ads.

V Semester BAJMC (CUFYUGP) Degree Examinations
JOU5EJ306(3) - GLOBAL ADVERTISING AND CULTURAL DYNAMICS
(Credit: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Global Branding
2. Abraham Maslow
3. Rational Appeal
4. Visual Paradox
5. Stereotyping
6. Homogeneity
7. Storyboard
8. Persuasion
9. Emotional Appeal
10. Consumer Behaviour

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How does global branding differ from local branding?
12. Explain hierarchy of needs.
13. What are the key considerations when using rational versus emotional appeals in advertising across cultures?
14. How does cultural sensitivity influence advertising effectiveness?
15. Explain the significance of cross-cultural communication in global advertising.
16. What all ethical considerations arise when creating global advertising campaigns?
17. Describe the concept of "glocalization" in advertising.
18. How do technological advancements affect global advertising practices?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Explore the impact of digital media on global advertising strategies. How has the rise of social media and other digital platforms changed the landscape of international marketing?
20. Discuss the influence of cultural values and dimensions on consumer behavior and advertising effectiveness. How should advertisers tailor their messages to align with different cultural contexts?

VI Semester BA JMC (CUFYUGP) Degree Examinations
JOU6EJ305(3) - DIGITAL MEDIA MARKETING
(Credit: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. SERP
2. Affiliate Marketing
3. Lead Generation
4. Google AdWords
5. Social Media Optimization
6. Pay Per Click
7. Instagram
8. Data-driven digital marketing
9. Personalisation
10. Brand Building

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Describe the nature and behavior of online consumers.
12. Discuss the concepts of On-Page SEO and Off-Page SEO.
13. Differentiate between Influencer marketing and celebrity endorsements.
14. Discuss the concept of B2B and B2C Marketing.
15. Describe the role of Google Ad Words in digital marketing.
16. Explain the concept of Affiliate Marketing and its significance in the digital landscape.
17. How does new media influencers challenge conventional advertising?
18. Discuss the key components of a successful email marketing campaign.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Analyze the future trends of digital marketing in the era of artificial intelligence and machine learning.
20. Examine the challenges and opportunities of implementing a successful content marketing strategy in today's competitive digital landscape.

VI Semester BA JMC (CUFYUGP) Degree Examinations
JOU6EJ306(3) - ADVERTISING ETHICS AND REGULATIONS
(Credit: 4)

Maximum Time: 2 hours **Maximum Marks:70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Deontology
2. ASCI
3. Deceptive Advertising
4. Utilitarianism
5. Surrogate Advertising
6. Guerrilla Advertising
7. CPC
8. David Ogilvy
9. PSA
10. DAVP

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Define and explain two ethical issues in advertising targeting vulnerable groups.
12. State the importance of self-regulation in advertising.
13. How does cultural difference impact cross-cultural advertising campaigns?
14. Explain the concept of algorithmic bias in digital advertising.
15. Discuss the importance of sustainability in contemporary advertising practices
16. Explain the difference between meta ethics and normative ethics.
17. Discuss the impact of the Consumer Protection Act on advertising practices.
18. How do government interventions influence advertising regulations?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Analyze the effectiveness of advertising regulations in ensuring transparency and accountability in the industry, with examples from national and international contexts.
20. Examine the ethical dilemmas faced by advertisers when targeting vulnerable groups, children, minorities, and the elderly, and propose strategies for ethical advertising practices.

V Semester BA JMC (CUFYUGP) Degree Examinations
JOU5EJ307 -FEATURE WRITING AND MAGAZINE JOURNALISM
(Credit: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Soft News
2. Vox Pop
3. Freelance Journalist
4. Blurb
5. Outlook
6. Trade Magazine
7. Narrative Style
8. Columnist
9. Centre Spread
10. Sidebar

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Describe the challenges faced by subeditors while editing feature articles.
12. Describe various writing and presentation styles of travelogues in a magazine.
13. Examine the role of visuals and multimedia elements in enhancing the storytelling capabilities of feature journalism.
14. Analyze the impact of specialized magazines on shaping niche communities and interests.
15. How has magazine journalism adapted to digital platforms?
16. Analyze the differences between news and feature writing, discussing their respective structures and language usage.
17. Discuss the role of human interest stories in feature writing. How do they engage readers on an emotional level?
18. How can interviews enrich and add depth to a feature article?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Assess the versatility of feature content across different media platforms, including radio, television, and digital channels, exploring how storytelling techniques vary in each format.
20. You are assigned to write a profile feature on a prominent figure in your field of interest. Discuss the strategies you would use to conduct interviews and capture compelling anecdotes for the story.

V Semester BA JMC (CUFYUGP) Degree Examinations
JOU5EJ308 -TECHNICAL WRITING
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Citation
2. 7 C's of effective writing
3. Instructional design
4. Indexing
5. Style guide
6. Single sourcing
7. Project manager
8. SDLC
9. RoboHelp
10. User manual

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Describe the stages in the Documentation Life Cycle (DDLC) and discuss their importance in technical documentation.
12. Evaluate the impact of document layout and design on the readability and usability of technical documents.
13. Explain the qualities and qualifications required to be a successful technical writer.
14. Elaborate the importance of using visuals such as diagrams, charts, and graphs in technical documents.
15. Discuss authoring tools used for tech writing
16. Delineate the roles and responsibilities of technical writer and technical editor
17. Discuss how user manual act as an interface between a commoner and a technical expert.
18. Differentiate soft and hard copy versions of documents.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Analyse current trends in the field of professional technical writing, considering factors such as emerging technologies, changing audience needs, and industry standards.
20. Discuss how technical writing differs from other forms of writing citing suitable examples.

VI Semester BA JMC (CUFYUGP) Degree Examinations
JOU6EJ307 - FUNDAMENTALS OF DESIGN
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. CMYK
2. Infographics
3. Typography
4. Navigation
5. Visual Literacy
6. Proportion
7. Logo
8. Contrast
9. Flyer
10. Rhythm

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain the concept of Visual Aesthetics.
12. Explain how harmony can be maintained while designing a newspaper page.
13. Describe the characteristics and applications of Infographics.
14. Discuss the importance of balance and harmony in layout and design.
15. Explain the process and considerations involved in logo design
16. Discuss the evolution of typography and its impact on visual communication.
17. Explain how visual images are categorized and utilized in graphic communication.
18. Analyze the role of harmony and rhythm in creating cohesive visual compositions.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Investigate how visual elements are used in advertising to convey messages, evoke emotions, and influence consumer behavior
20. Explore the principles of visual hierarchy, layout design, and user interface aesthetics in creating effective and engaging websites.

VI Semester BA JMC (CUFYUGP) Degree Examinations
JOU6EJ308 - RURAL REPORTING
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Adaptability
2. Advocacy Reporting
3. Social Hierarchy
4. Community Journalism
5. Responsible Journalism
6. Everybody loves a good drought
7. Cultural Sensitivity
8. Health Education
9. Media and the Marginalised
10. Developmental Reporting

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How do cultural specifications shape journalistic practices in rural areas?
12. Discuss the media strategies in rural areas.
13. How has rural reporting evolved historically in India over time?
14. What key narrative shifts have occurred in issue-based rural reporting?
15. What are the best practices for storytelling in rural reporting?
16. How can empathy enhance the effectiveness of rural reporting?
17. What are the recommended practices for addressing privacy concerns in rural reporting?
18. How can improving the source-journalist relationship enhance rural reporting practices?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. List the key research and fieldwork techniques used in rural reporting. Narrate.
20. Design a rural reporting project that promotes responsible journalism and community relations

VIII Semester BA JMC (CUFYUGP) Degree Examinations
JOU8EJ401 - DOCUMENTARY FILM PRODUCTION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Briefly explain the concept of Observational Documentary
2. Explain Kino Eye
3. Who is John Grierson?
4. What is the primary function of Films Division in India?
5. Explain the purpose of storyboarding in documentary filmmaking.
6. What are some key ethical considerations filmmakers should address?
7. Define diegetic and non-diegetic sound and explain their roles in documentaries.
8. What is a crucial safety concern when filming on location for a documentary?
9. Briefly define "exposition" in documentary storytelling.
10. Explain the B-Roll.

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Discuss how documentaries can be used for social commentary. Give examples.
12. Outline the steps involved in conducting an effective interview for a documentary.
13. Differentiate between A-roll and B-roll footage.
14. Discuss the concept of direct cinema and its influence in documentary filmmaking.
15. How does lighting influence the mood of a documentary scene?
16. Explain the importance of sound design in creating emotions in documentaries.
17. Briefly describe the pre-production stage of documentary filmmaking.
18. Discuss the challenges and ethical considerations of using archival footage

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Choose a documentary film and analyze its storytelling techniques. Discuss how the director uses narration, interviews, and visuals to convey the film's message.
20. In documentary filmmaking, how can filmmakers achieve a balance between artistic expression and factual accuracy? Explain how this balance maintains the integrity of the documentary format.

VIII Semester BA JMC (CUFYUGP) Degree Examinations
JOU8EJ402 -GLOBAL MEDIA AND POLITICS
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Voice of America
2. NWICO
3. Pentagon papers
4. Al-Jazeera
5. MacBride Commission
6. Third World countries
7. Zee Network
8. Transnational Media
9. Embedded Journalism
10. UNESCO

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How did the disintegration of the USSR affect Third World concerns?
12. Assess the role of regional initiatives like Al-Jazeera in shaping global media landscape.
13. Discuss the Panama papers investigation as a collaborative work of journalists and media houses from across the globe.
14. Evaluate the significance of Wikileaks in international news flow and its implications for media ethics.
15. Discuss the significance of radio in media coverage during the World Wars.
16. Discuss the concept of cultural imperialism in the context of global media
17. Discuss the significance of Nazi propaganda in influencing public perception.
18. Critically analyze the role of media conglomerates in shaping global media narratives.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. What were the major communication debates during the 1970s, and what organizations were involved?
20. Analyze the media coverage following the events of 9/11 and its impact on global media.

VIII Semester BA JMC (CUFYUGP) Degree Examinations
JOU8EJ403 - INDIAN SOCIETY AND MEDIA
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Popular Culture
2. Censorship
3. Communalism
4. Mass Culture
5. Public Domain
6. Stratification
7. Demographics
8. Article 19 (1) a
9. Representation
10. Identity

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Elucidate a dimension of social inequality in India with examples
12. Evaluate the role of colonialism in shaping India's social structure and the emergence of the nation-state.
13. Discuss the role of Indian media in representing marginalized communities and addressing questions of representation.
14. Discuss how traits of colonialism are still being reflecting in the Indian society.
15. Critically assess the agrarian structures in India and their transformations over time.
16. Explore the relationship between media and communalism, highlighting instances of violence.
17. Critically analyze the challenges posed by false information and news in Indian media and society.
18. Explore the influence of media on popular culture and mass culture in India.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Discuss the implications of new patterns of surveillance and censorship on media freedom in India.
20. Discuss the historical and geographical factors that have influenced migration patterns and early settlements in India.

VIII Semester BA JMC (CUFYUGP) Degree Examinations
JOU8EJ404 - FOLK AND COMMUNITY MEDIA
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Resistance
2. Folklore
3. Puppetry
4. Thamasha
5. Street Plays
6. Ideology
7. Yakshagana
8. Ballads
9. Participatory Media
10. Development

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How do folk media differ from mass media in terms of their characteristics?
12. Discuss the role of community radio in the development of a society.
13. Discuss the significance of folk festivals in preserving cultural heritage and promoting community cohesion.
14. What are the objectives of community media, and how do they differ from those of mass media?
15. Compare and contrast dominant culture with subaltern culture
16. Explain the principles and operations of community radio with examples.
17. Explain the role of folk media in preserving indigenous languages and dialects.
18. How do folk tales and myths contribute to the formation of cultural identity?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Explain the role of community media initiatives in promoting grassroots empowerment and participatory communication in India.
20. Analyze the relationship between folklore, oral traditions, and cultural identity, with examples from different cultures.

VIII Semester BA JMC (CUFYUGP) Degree Examinations
JOU8EJ405- MEDIA ECONOMICS
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Cross Media Ownership
2. Conglomeration
3. OTT
4. Native Advertising
5. Sponsorship
6. Payola
7. Paywall
8. TAM
9. E-Commerce
10. Freemium

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How do demand and supply analysis apply to the media industry?
12. How do government policies influence media regulation, and what are the key mechanisms involved?
13. How do sponsorship and product placement contribute to media revenue?
14. Discuss the importance of audience measurements for a media house.
15. Explain the concept of media convergence and its impact on media economics
16. What are the main challenges faced by media organizations in terms of revenue generation?
17. Discuss the ethical considerations surrounding payola and its impact on media integrity.
18. Analyze the economic strategies employed by broadcast television networks.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Compare and contrast the economic models of media ownership and regulation in different countries, highlighting their impact on media diversity and content.
20. Describe the different subscription and paywall models used by media platforms and their effectiveness in generating revenue.

VIII Semester BA JMC (CUFYUGP) Degree Examinations
JOU8EJ406 - COMMERCIAL PHOTOGRAPHY
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Depth of field
2. Frontal lighting
3. Colour temperature
4. Golden hour
5. Stock photography
6. Fish eye lens
7. Stylist
8. Portfolio
9. Model Release Sheet
10. High key lighting

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain the principles of exposure and how you would achieve a well-exposed product photograph with a shallow depth of field.
12. Discuss the advantages and disadvantages of using natural light versus artificial lighting in portrait photography for advertising purposes.
13. Describe the process of styling and set design for a food photography shoot, considering the product and target audience.
14. How can a commercial photographer utilize composition techniques like the rule of thirds and leading lines to create visually appealing images?
15. Explain the importance of ethical considerations and legal requirements when using stock photography for advertising campaigns.
16. Compare and contrast the skills required for successful freelance commercial photography versus working within an advertising agency.
17. Briefly discuss the growing importance of digital post-production techniques.
18. Imagine you are photographing a new line of sportswear for an e-commerce website. Describe the lighting setup, camera angles, and styling choices.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Choose a specific commercial photography genre and discuss the essential technical skills and creative vision required to excel in that field.

20. Develop a proposal for a commercial photography project for a local business. The proposal should outline the concept, target audience, desired visual style, and any specific equipment or props needed for the shoot.

MODEL QUESTION PAPERS
FOR
MINOR COURSES IN
JOURNALISM AND MASS COMMUNICATION

I Semester CUFYUGP Degree Examinations

JOU1MN101 - BASICS OF COMMUNICATION

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Channel
2. Psychological barrier
3. Public communication
4. Stereotyping
5. Physical barrier
6. Kinesis
7. Formal communication
8. Gatekeeping
9. Hypertextuality
10. Periodicity

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Explain the stages of interpersonal communication
12. Delineate communication with one definition
13. Cinema speaks universal language. Review this statement with examples.
14. How does the interactivity of the new media help one in one's day to day life?
15. Explain the 7C's of communication
16. Radio is a blind media. How does it affect the communicator positively and negatively?
17. Demonstrate Narcotizing dysfunction in connection with TV
18. Explain the characteristics of print media

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Explain any ten functions of communication with the help of real life examples.
20. Do you think there are barriers in communication? Express your view with examples.

II Semester CUFYUGP Degree Examinations
JOU2MN101 – NEWS REPORTING AND EDITING
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. 5Ws of news
2. Currency as news value
3. Staccato lead
4. Style book
5. User Generated Content
6. Hour glass news structure
7. News agencies as source of news
8. Accuracy
9. Human interest
10. Plagiarism

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain why objectivity is an important principle in news writing
12. Does a text need editing to become a news story? Present your point.
13. Explain how news source can be cultivated.
14. Write any 6 leads with examples.
15. Do you think newspapers still use inverted pyramid structure to write a news story? Contemplate.
16. What are the special points to be taken into consideration while editing a story for TV?
17. How does writing for the ear differ from that of writing for the eye?
18. Online news story can incorporate multi-media in its story telling. Do you think the Malayalam news portal follow this rule? Substantiate your point.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. What is news value? Explain 10 important news values with examples.
20. The news media is following sensational issues only without considering the principles of journalism. Do you agree with the statement?

III Semester CUFYUGP Degree Examinations
JOU3MN201 - CORPORATE COMMUNICATION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Edward Bernays
2. Public Service Advertisements
3. Surrogate advertising
4. Target audience
5. Management Communication
6. Media release
7. Logo
8. House journals
9. Open house
10. AMA

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. What is Corporate Social Responsibility? How is it helpful for corporate communication?
12. Explain the role of professional organisations in advertising.
13. What is USP? Find out the USP of any famous ad and explain how it is the USP of that ad.
14. Explain the role of Ivy Lee in the growth of public relations
15. A HL in ad acts as a window. Elaborate this point with examples.
16. List the external publics in public relations assessing their role.
17. Do you think employee relation is very important in corporate communication? Express your opinion.
18. What is corporate advertising? Explain different types of corporate ads with examples.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Explain step by step the process involved in conducting a PR campaign.
20. Do you think the professions such as Advertising, public relations and corporate communication follow ethics? Compare the practical situations with the code of ethics.

I Semester CUFYUGP Degree Examinations
JOU1MN102 - INTRODUCTION TO ELECTRONIC MEDIA
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Podcasting
2. Streaming Media
3. Facebook
4. Multimedia Content
5. Encoding
6. Feedback
7. Mediated Communication
8. Passive Audience
9. Hypertextuality
10. IPTV

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Discuss any three types of communication and provide examples of each.
12. Discuss common dysfunctions in communication and how they can be addressed?
13. Identify different types of electronic media and their respective functions.
14. Explain the concept of "Convergence" in the context of electronic media.
15. Discuss the advantages of television over print media.
16. How has digitization impacted the distribution and consumption of electronic media content?
17. Describe the process of editing audio and video content in electronic media production.
18. How do media organizations approach monetization of content through digital platforms?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Analyze the role of storytelling techniques in electronic media content creation, discussing how narratives are constructed, conveyed, and consumed across different media formats.
20. How media organizations use audience insights to create personalized content experiences?

II Semester CUFYUGP Degree Examinations

JOU2MN102 - RADIO AND TELEVISION

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Radio Mattoli
2. YouTube
3. Acoustics
4. Pitch
5. Jingle
6. RJ
7. AIR
8. Programme Producer
9. Voice over
10. OB

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. How does scripting for radio programs differ from scripting for television programs?
12. What are the essential on-air performance skills for radio Jockeys?
13. Explore the challenges and opportunities of producing live programs for radio and television
14. Name three key roles within the production team and briefly describe their responsibilities.
15. Describe the typical structure and format of a radio script.
16. Explain the types of Microphones for capturing high-quality audio recordings in a studio environment?
17. Explain the different types of microphones used in radio production.
18. What are the advantages and limitations of podcasting and streaming platforms?

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Explore the future of radio and television production in the digital age, considering emerging trends.
20. Compare and contrast the structure and format of radio scripts with television scripts, highlighting the unique features of each medium.

III Semester CUFYUGP Degree Examinations

JOU3MN202 - DIGITAL MEDIA

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Misinformation
2. AI
3. Augmented Reality
4. Cyber Stalking
5. Digital Citizenship
6. IPR
7. Web 2.0
8. Twitter
9. Digital Divide
10. Digital Surveillance

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. What are the main characteristics that differentiate digital media from traditional media forms?
12. Describe the concept of digital media storytelling.
13. Explain the concept of net neutrality and its significance in digital media regulation and governance.
14. Define the digital divide and discuss its implications.
15. Compare and contrast Web 2.0 and Web 3.0 in terms of their features and functionalities.
16. Discuss the significance of data driven journalism in the age of big data.
17. What are news aggregators, and how do they influence digital media consumption habits and audience engagement?
18. Discuss the significance of user-generated content in digital media production.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Evaluate the potential of generative AI in revolutionizing digital content production processes, discussing its applications in various creative industries such as film, gaming, and advertising.
20. Analyze the prevalence of digital piracy and cybercrimes in the digital media ecosystem, discussing their economic, social, and legal implications.

I Semester CUFYUGP Degree Examinations

JOU1MN103 - INTRODUCTION TO MASS COMMUNICATION

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Feedback
2. Intrapersonal communication
3. SEO
4. Pay-per Click (PPC) Advertising
5. Soft news
6. Middle
7. Multimedia storytelling
8. Narratives in storytelling
9. News editor
10. Email marketing

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Discuss the significance of content marketing in the digital marketing landscape.
12. Social media marketing is gaining significant momentum in today's attention-driven world of capitalism. Argue
13. Briefly describe the organizational structure of a newspaper.
14. Explain the different types of news with examples.
15. Will digital media replace print media? Provide evidence to support your answer.
16. Why is analytics and performance measurement important in digital marketing strategies?
17. Explain the importance of newspaper layout and design in enhancing readability and visual appeal.
18. Discuss the significance of storytelling in mass communication, citing examples from different media platforms.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Analyse the impact of mass media on society, focusing on its functions and dysfunctions, with relevant examples.
20. Explain the editing process, emphasizing the role and functions of a sub-editor.

II Semester CUFYUGP Degree Examinations

JOU2MN103 - BROADCAST AND DIGITAL JOURNALISM

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Community radio
2. WWW
3. Radio documentary
4. Radio commentator
5. PCR and MCR
6. Television anchoring
7. Hyper-textuality
8. CMS
9. Radio clubs
10. Rajdeep Sardesai

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Compare and contrast the organizational structures of radio and television newsrooms.
12. Discuss the presentation techniques used in radio journalism to engage audiences effectively.
13. Describe the various television programme formats and their characteristics.
14. Explain the process of writing for television and the differences from writing for radio.
15. Analyse the characteristics of digital media and their implications for journalism.
16. Discuss the basic elements of digital journalism and their role in online storytelling.
17. Explain the production process for news websites, highlighting key considerations.
18. Describe the content production techniques used in online media to engage audiences.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Trace the trajectory of radio and television media, highlighting significant milestones in their evolution.
20. Discuss the art and craft of radio jockeying in both informing and entertaining the masses.

III Semester BA JMC (CUFYUGP) Degree Examinations
JOU3MN203 - FILM AND TELEVISION PRODUCTION

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. ENG
2. Sci-fi films
3. Storyboarding
4. Shooting script
5. Three-point lighting
6. Camera distances
7. Montage editing
8. Special effects
9. DoP
10. Colour temperature

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Compare and contrast single-camera production with multi-camera production, highlighting their respective advantages and disadvantages.
12. Discuss the process of script writing and previsualisation in the pre-production phase of filmmaking.
13. Explain the importance of casting and finding the right production crew in the pre-production phase.
14. Describe the different shot sizes used in recording moving images and their impact on storytelling.
15. Analyze the significance of camera angles in cinematography, providing examples.
16. Discuss the various camera movements used in filmmaking and their effects on audience engagement.
17. Explain the rules of composition in cinematography and their role in creating visually appealing shots.
18. Describe the visual editing and sound editing processes in post-production, highlighting their importance in enhancing the final product.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Outline the roles and responsibilities of key production personnel in television program production.
20. Explain the concept of non-linear editing, discussing its interface, process, and techniques, and how it has revolutionized post-production workflows in film and television production.

I Semester CUFYUGP Degree Examinations
JOU1MN104 - MASS MEDIA ESSENTIALS
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Intrapersonal Communication
2. Objectivity
3. Beat
4. Style book
5. Stringer
6. Cutline
7. Kinesics
8. Citizen Journalism
9. Lead
10. Hour Glass Style

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How does live news reporting differ from recorded news?
12. Explain the structure of news using the inverted pyramid model.
13. Describe the importance of consistency in news editing
14. How does the design and layout of newspapers enhance reader engagement?
15. What are the limitations of television as a mass medium?
16. What distinguishes hard news from soft news?
17. Discuss the importance of beat reporting in a news organization.
18. Discuss the language aspects to be refined while news editing and headline writing

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Critically analyse an investigation story which was published in an Indian media firm recently.
20. Beat journalism is thematically dividing journalists based on specific subjects and topics that they cover. Explain

II Semester BA JMC (CUFYUGP) Degree Examinations

JOU2MN104 - CONVERGENT JOURNALISM

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Virtual Reality
2. Interactive Chats
3. News portal
4. Blog
5. Multimedia storytelling
6. News click
7. Dhruv Rathee
8. Citizen Journalism
9. Lead
10. Hour Glass Style

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Explain the concept of newsroom convergence and its impact on editorial workflow.
12. Explain the concept of immersive storytelling.
13. Identify and describe three tools used in online reporting.
14. What are the essential qualities of a digital journalist?
15. What are the characteristics of New Media?
16. Discuss how new media content creators influence mainstream media.
17. No artificial intelligence can replace editor's brain. Elaborate.
18. How does data visualization contribute to digital content creation?

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Discuss the responsibilities of journalists in combating misinformation and fake news online.

20. How can news organizations adapt to changing audience preferences and technological advancements in digital journalism?

III Semester BA JMC (CUFYUGP) Degree Examinations
JOU3MN204 - ADVERTISING AND COPY WRITING
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. David Ogilvy
2. ASCI
3. Logo
4. Advertorial
5. Classifieds
6. Pop Ups
7. Subliminal Advertisements
8. Billboards
9. Creative Boutiques
10. DDB Mudra

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain the disadvantages of radio advertising
12. Explain the elements of an Ad copy
13. Discuss the functions and responsibilities of an ad agency.
14. How to develop a storyboard for an advertisement?
15. What are the characteristics of Outdoor advertisement?
16. Discuss challenges faced by advertising copywriters while writing for a pan-Indian audience.
17. Differentiate between product advertisement and public service advertisement.
18. Explain the characteristics of film as an advertising medium.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. What is an Ad Campaign? How is it planned and executed? Illustrate your answer.
20. Explore the significance of creativity in advertising, discussing how innovative and original ideas contribute to the success of advertising campaigns.

I Semester BA JMC (CUFYUGP) Degree Examinations

JOU1MN105 - മലയാള പത്രപ്രവർത്തനം

(credits: 4)

Maximum Time: 2 hours **Maximum Marks:70**

Section A

[Answer All. Each question carries 3 marks] (Ceiling: 24 Marks)

1. ഹെർമൻ ഗുണ്ടർട്ട്
2. സ്വദേശാഭിമാനി
3. ഭാഷാപോഷിണി
4. മൃദു വാർത്ത
5. ശൈലീ പുസ്തകം
6. സ്ട്രിങ്ങർ
7. സബ് എഡിറ്റർ
8. ന്യൂസ് ഏജൻസി
9. ദി ക്യൂ
10. ബാനർ തലക്കെട്ടുകൾ

Section B

[Answer All. Each question carries 6 marks] (Ceiling: 36 Marks)

11. വിവിധ തരത്തിലുള്ള വാർത്താലീഡുകൾ ഏതെല്ലാം ?
12. ഇൻവെർട്ടഡ് പിരമിഡ് വാർത്താ എഴുത്തുരീതിയുടെ സാധ്യതകളും പരിമിതികളും ചർച്ച ചെയ്യുക
13. ഒരു പത്രത്തിൽ പത്രാധിപർക്കുള്ള കത്തിൻറെ പ്രസക്തി വ്യക്തമാക്കുക
14. ഇന്ത്യൻ പത്രപ്രവർത്തന രംഗത്തിനു ഗാന്ധിജി നൽകിയ സംഭാവനകൾ ചർച്ച ചെയ്യുക
15. കേരളത്തിലെ ആദ്യകാല പത്രങ്ങളുടെ സ്വഭാവസവിശേഷതകൾ എന്തെല്ലാം ?
16. പത്രപ്രവർത്തനരംഗത്ത് കേ സരി ബാലകൃഷ്ണപിള്ളയുടെ സംഭാവനകൾ വിശദമാക്കുക
17. മലയാളത്തിൽ പ്രസിദ്ധീകരിക്കുന്ന കായിക പ്രസിദ്ധീകരണങ്ങളെ കുറിച്ചു ഒരു കുറിപ്പ് തയ്യാറാക്കുക
18. മലയാള വാർത്താചാനലുകളുടെ വികാസത്തെക്കുറിച്ചു വിമർശനാത്മകമായി വിലയിരുത്തുക

Section C

[Answer anyone. Each question carries 10 marks] (1x10 = 10 marks)

19. മലയാളത്തിലെ പ്രമുഖ ആഴ്ചപ്പതിപ്പിൽ പ്രസിദ്ധീകരിക്കുന്നതിന് വേണ്ടി കേരളത്തിലെ പ്രശസ്തനായ ഒരു രാഷ്ട്രീയ നേതാവിൻറെ പേഴ്സണാലിറ്റി ഫീച്ചർ (പ്രൊഫൈൽ) തയ്യാറാക്കുക .

20. മലയാള പത്രപ്രവർത്തന വികാസത്തിൽ ക്രിസ്ത്യൻ മിഷനറിമാരുടെ പങ്ക് വിശദമാക്കുക

II Semester BA JMC (CUFYUGP) Degree Examinations

JOU2MN105 - മലയാള സിനിമ :ചരിത്രവും വർത്തമാനവും

(credits: 4)

Maximum Time: 2 hours **Maximum Marks:70**

Section A

[Answer All. Each question carries 3 marks] (Ceiling: 24 Marks)

1. ഐ എഫ് എഫ് കെ
2. വിഗതകുമാരൻ
3. പി ഭാസ്കാരൻ
4. യവനിക
5. ചിദംബരം
6. പി കെ റോസി
7. 3 ഡി സിനിമ
8. ഓ ടി ടി
9. 'അമ്മ അറിയാൻ
10. മൾട്ടി പ്ലെക്സ്

Section B

[Answer All. Each question carries 6 marks] (Ceiling: 36 Marks)

11. കെ ജി ജോർജിൻറെ സിനിമകളുടെ രാഷ്ട്രീയത്തെകുറിച്ചു കുറിപ്പെഴുതുക.
12. ലൂമിയർ സഹോദരന്മാരുടെ ആദ്യകാല ചലച്ചിത്ര പ്രദർശനങ്ങളെക്കുറിച്ചു വിവരിക്കുക .
13. ചലച്ചിത്രസംവിധാനം എന്ന കലയെ നവീകരിക്കുകയും നിരന്തരം പരീക്ഷണങ്ങൾക്കു വിധേയമാക്കുകയും ചെയ്ത സംവിധായകനാണ് അടൂർ ഗോപാലകൃഷ്ണൻ . പ്രസ്താവനയെ വിലയിരുത്തുക
14. കഥയുടെ അവതരണരീതി മികവാക്കുന്നതിൽ കഥാപരിസരം വഹിക്കുന്ന പങ്ക് സത്യജിത് റായുടെ സിനിമയെ ആസ്പദമാക്കി വിശകലനം ചെയ്യുക
15. മലയാളസിനിമയില്നിന്ന് താരവ്യവസ്ഥയും താരനായകന്മാരുടെ അപ്രമാദിത്വവും അപ്രത്യക്ഷമായിക്കൊണ്ടിരിക്കുന്നു എന്ന വാദത്തിനോട് നിങ്ങൾ യോജിക്കുന്നുണ്ടോ ? എന്തുകൊണ്ട്?

16. ആഖ്യാനപരമായും ദൃശ്യപരമായും മികച്ചുനിൽക്കുന്നവയാണ് അരവിന്ദൻറെ സിനിമകൾ . ചർച്ചചെയ്യുക
17. സാഹിത്യകൃതികളെ അധികരിച്ചു മലയാളത്തിൽ ഇറങ്ങിയ ഏതെങ്കിലും ഒരു സിനിമയെ വിമർശനാത്മകമായി നിരൂപണം ചെയ്യുക
18. പഥേർ പാഞ്ചാലി യെ കുറിച്ച് ഒരു കുറിപ്പ് തയ്യാറാക്കുക

Section C

[Answer anyone. Each question carries 10 marks] (1x10 = 10 marks)

19. മലയാള സിനിമയിലെ സാഹിത്യ അനുവർത്തനങ്ങളെക്കുറിച്ചു ഉദാഹരണസഹിതം വിവരിക്കുക
20. ഫിലിം സൊസൈറ്റി പ്രസ്ഥാനങ്ങൾ മലയാള സിനിമയുടെ വളർച്ചയെ വളരെയധികം സ്വാധീനിച്ചിട്ടുണ്ട് . അപഗ്രഥിക്കുക .

III Semester BA JMC (CUFYUGP) Degree Examinations

JOU3MN205 - ഡിജിറ്റൽ മാധ്യമപ്രവർത്തനം

(credits: 4)

Maximum Time: 2 hours **Maximum Marks:70**

Section A

[Answer All. Each question carries 3 marks] (Ceiling: 24 Marks)

1. വിർച്യുൽ റിയാലിറ്റി
2. ന്യൂസ് പോർട്ടൽ
3. ഹൈപ്പർലിങ്ക്
4. ഡാറ്റ ജേർണലിസം
5. സൈബർ ബുള്ളിയിങ്ങ്
6. വ്യാജ വാർത്ത
7. സിറ്റിസൺ ജേർണലിസം
8. മോജോ
9. ഡിസ്പ്ലേ പരസ്യങ്ങൾ
10. പകർപ്പാവകാശം

Section B

[Answer All. Each question carries 6 marks] (Ceiling: 36 Marks)

11. എന്താണ് സിറ്റിസൺ ജേർണലിസം ?
12. ഡിജിറ്റൽ മാധ്യമങ്ങൾക്കായി എഴുതുമ്പോൾ പാലിക്കേണ്ട അടിസ്ഥാന തത്വങ്ങൾ എന്തെല്ലാം ?
13. മലയാളത്തിലെ വാർത്താപോർട്ടലുകളുടെ പ്രവർത്തനത്തെക്കുറിച്ചു കുറിപ്പ് തയ്യാറാക്കുക
14. ഓൺലൈൻ പരസ്യങ്ങളുടെ മാർക്കറ്റിംഗ് തന്ത്രങ്ങളെയും പ്രേക്ഷക സ്വീകാര്യതയെയും വിമർശനാത്മകമായി വിശകലനം ചെയ്യുക
15. ഡിജിറ്റൽ വാർത്തകൾ അഭിപ്രായരൂപീകരണത്തിൽ വഹിക്കുന്ന പങ്കിനെ നിലവിലുള്ള സാമൂഹ്യമാധ്യമ പരിപ്രേക്ഷ്യത്തിൽ വിവരിക്കുക .
16. ഡിജിറ്റൽ വർത്തമുറികളിൽ ഓഗ്മെന്റഡ് റിയാലിറ്റി സംവിധാനം കൊണ്ടുവന്ന മാറ്റങ്ങൾ എന്തെല്ലാം
17. ഡാറ്റ ജേർണലിസത്തിന്റെ സാധ്യതകളെ കുറിച്ച് വിവരിക്കുക
18. ആർട്ടിഫിഷ്യൽ ഇന്റലിജൻസ് വാർത്താമുറികളിലെ

വ്യവഹാരങ്ങളെ ഏതെല്ലാം വിധത്തിൽ സ്വാധീനിക്കാം

Section C

[Answer anyone. Each question carries 10 marks] (1x10 = 10 marks)

19. വ്യാജവാർത്തകൾ ചെറുക്കേണ്ടതിൽ മാധ്യമപ്രവർത്തകർ എടുക്കേണ്ട മുൻകരുതലുകൾ എന്തെല്ലാം ?
20. സൈബർ സുരക്ഷാ നിയമങ്ങളുടെ സമകാലിക പ്രസക്തി വിശകലനം ചെയ്യുക .

I Semester CUFYUGP Degree Examinations
JOU1MN106 - SCIENCE COMMUNICATION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. ISRO
2. Accuracy
3. KSSP
4. Science Magazine
5. Long form science reporting
6. Science Journals
7. Patent
8. Inventions
9. Myth
10. Fact checking

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How mass media helps in legitimization of scientific knowledge?
12. What are the unique features of science and technology reporting?
13. What are the basic requirements of a science journalist?
14. What should be the role of journalist in case of a scientific controversy?
15. What is Artificial Intelligence?
16. Discuss how media can contribute towards improving the scientific temper of citizens.
17. Explain the challenges of covering cutting-edge developments in technology
18. Science Reporting is about human progress. Comment.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Discuss the evolution of science communication in India, highlighting key milestones and significant developments over time.
20. Explore the ethical considerations in science and technology reporting, focusing on issues such as accuracy, bias, and integrity.

II Semester BA JMC (CUFYUGP) Degree Examinations
JOU2MN106 - HEALTH AND ENVIRONMENT REPORTING
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Risk Communication
2. Interpretative Journalism
3. Opinion Leaders
4. Aarogya Masika
5. Silent Spring
6. UNEP
7. Muckraking
8. Health Campaign
9. Down to Earth
10. E-Waste

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Evaluate the role of mass media in disseminating health information
12. Analyze the challenges faced in health communication campaigns.
13. Analyze the reliability of various sources for environmental reporting
14. Describe the challenges journalists face when reporting on climate change
15. Discuss the significance of UNEP in international environmental communication
16. Analyze the importance of documentaries and movies in environmental communication.
17.
18. Describe the qualities and challenges of health reporters.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Discuss the ethical considerations involved in reporting on environmental issues, including conflicts of interest and bias
20. Explore the role of social media in health communication, considering its advantages and limitations.

III Semester BA JMC (CUFYUGP) Degree Examinations
JOU3MN206 - SCIENTIFIC PHOTOGRAPHY
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Define scientific photography.
2. Macro photography.
3. Exposure triangle
4. Computational photography
5. Time-lapse photography
6. High-speed photography
7. Define stereoscopic photography.
8. Infrared Photography
9. Ultraviolet Photography.
10. Ring flash

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Describe the significance of scientific photography in science education.
12. What are the ethical considerations in scientific imaging?
13. How do digital image processing techniques enhance scientific photography?
14. Discuss the importance of proper attribution and citation of images.
15. Describe the principles and practices involved in forensic photography.
16. Explain the use of software for image enhancement and data extraction.
17. Discuss issues of representation, bias, and cultural sensitivity in scientific photography.
18. Elaborate on the significance of advanced lighting and composition techniques in enhancing detail and clarity.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Discuss in detail the ethical and legal aspects of scientific photography, including copyright and intellectual property rights.
20. Explain the principles and applications of computational photography, multi-spectral imaging, and 3D imaging in scientific research.

MODEL QUESTION PAPERS
FOR
VOCATIONAL MINOR COURSES IN
JOURNALISM AND MASS COMMUNICATION

I Semester CUFYUGP Degree Examinations

JOU1VN101

NEWS REPORTING: PRINCIPLES AND TECHNIQUES

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Press Conference
2. Panel Interview
3. Voice Over
4. Off the record
5. Credit line
6. Summary Lead
7. Proof Reading
8. Backgrounders
9. Op-ed page
10. Byline

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. What is the inverted pyramid structure in news reporting?
12. What is the purpose of fact-checking in news reporting?
13. Explain the significance of Inclusive language in journalism.
14. Define op-ed articles and discuss their purpose and structure.
15. Discuss the elements of writing human interest stories.
16. Describe the roles of datelines, credit lines, and bylines in a news article.
17. What are some essential skills needed for a news reporter to excel in writing?
18. Discuss the importance of source attribution in ensuring credibility in news reporting.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. How does reporting for newspapers differ when covering expected events versus unexpected occurrences?

20. Explain the process of writing captions for cartoons and photos, and their importance in news articles.

II Semester CUFYUGP Degree Examinations

JOU2VN101

NEWS EDITING: PRINCIPLES AND TECHNIQUES

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. White space
2. Banner headline
3. Nameplate
4. Imprint Line
5. Blurb
6. Caricature
7. Readability
8. Typography
9. Slug
10. City Pull

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. What skills are essential for effective news judgment?
12. What is the structure of the editorial page in a newspaper?
13. “Editing is necessary to make the news pictures more meaningful” .Comment
14. Describe briefly the duties and responsibilities of the chief Sub editor
15. Discuss the major elements of a newspaper page.
16. What considerations should be made when designing the layout of the editorial page?
17. How does mastery over grammar and punctuation enhance the editing process?
18. Explain the importance of creativity in crafting headlines.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Headlines perform the functions of indexing, summarizing and advertising the news story. Explain?
20. Explore the organizational structure of a newsroom, including the roles and interactions between editors, reporters, and other staff members.

III Semester CUFYUGP Degree Examinations

JOU3VN201
BROADCAST NEWS: PRINCIPLES AND TECHNIQUES
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Piece to camera
2. Vox Pop
3. RJ
4. Ribbon Microphone
5. News Bulletin
6. Run down
7. Commentaries
8. Red FM
9. Teleprompter
10. News Anchor

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Distinguish between Radio talk and Radio feature.
12. What are the functions of a News Producer in television? What is his role in a live coverage of an event?
13. Discuss the importance of language in Radio news presentation.
14. What is outside coverage? Discuss with examples.
15. Discuss the specialties of radio interview. How does it differ from the audio visual interview?
16. Discuss the qualities of a television news presenter.
17. Describe the role and responsibilities of a news presenter in television broadcasting..
18. What sound recording techniques are commonly utilized in radio journalism?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Describe the different techniques used for on-camera reporting in television news.
20. Critically analyse the content and format on News Bulletin telecast in various News Channels in India.

VIII Semester CUFYUGP Degree Examinations
JOU8VN301 - DIGITAL NEWS PRODUCTION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. VOD
2. Third party aggregators
3. Twitter
4. Anchor Text
5. Hypertext
6. Brevity
7. SEO
8. Navigation
9. Algorithm
10. DAW

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Describe the taxonomy of digital news
12. Describe the key characteristics of Participative newsrooms.
13. Describe the process of creating timelines for digital news stories
14. Discuss the importance of balance, fairness, and clarity in digital news reporting.
15. What do you mean by data journalism and data visualization?
16. Discuss how technology has changed the workflow of journalists.
17. How are multimedia components integrated into digital news storytelling?
18. How do nonlinear, interactive stories differ from traditional linear storytelling?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Describe the primary navigation styles used in digital news websites and their impact on user experience.

20. Analyze the integration of multimedia components in digital news storytelling and its impact on audience engagement.

I Semester CUFYUGP Degree Examinations
JOU1VN102 - INTRODUCTION TO FILM PRODUCTION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Sync sound
2. Dubbing
3. Scheduling
4. Choreographer
5. Costume Designer
6. Multi-cam Production
7. Key Light
8. Film genre
9. Pre- Production
10. NFDC

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. What is the significance of collaborating and working with a team in filmmaking?
12. What are the roles and responsibilities of the producer?
13. Who are junior artists and what are their roles?
14. What tasks are involved in pre-production and planning?
15. Describe the role of a director in maintaining the film's vision.
16. What is the importance of location in cinema?
17. Discuss the nature of film censorship that exist in India.
18. What is cross culture cinema? Explain with examples

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Analyze the stages of film production, from pre-production planning to post-production editing and distribution.
20. Explore the role of storytelling in different film genres, highlighting how genre conventions contribute to audience engagement

II Semester CUFYUGP Degree Examinations

JOU2VN102 - SCRIPT WRITING AND STORY BOARDING

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Screenplay
2. Rule of Thirds
3. Protagonist
4. Thumbnail Storyboard
5. Treatment
6. Synopsis
7. SFX
8. Single column Script
9. Manga Storyboard
10. Casting

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Define a script and discuss the characteristics of good script style.
12. How does screenwriting differ from other forms of writing?
13. What techniques can screenwriters use to overcome writer's block?
14. How does the rule of thirds influence the composition of storyboard panels?
15. How do manga storyboards differ from traditional storyboard formats?
16. What are the advantages of using animation storyboards?
17. Discuss the development of a storyboard and shooting script.
18. Describe the style elements that contribute to a well-written script.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Compare and contrast different script formats, such as single-column and two-column formats, discussing their advantages and disadvantages.
20. Explore the various elements of script writing, including action, character, setting, theme, and structure, and their interplay in storytelling.

III Semester BA JMC (CUFYUGP) Degree Examinations

JOU3VN202 - CINEMATOGRAPHY AND LIGHTING

(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Dynamic microphone
2. Sync Sound
3. Back Light
4. Pan
5. Mono sound
6. Zoom
7. Dubbing
8. Audio Console
9. Low Angle
10. Depth of Field

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Explain the types of lenses commonly used in cinematography.
12. Describe the primary camera movements.
13. Explain the difference between single-camera and multi-camera production.
14. Explain the differences between high-key and low-key lighting techniques.
15. Compare and contrast fixed lens and zoom lens in cinematography.
16. Explain the differences between mono sound and stereo sound
17. Discuss how lighting contributes to visual storytelling.
18. Describe different types of microphones used in video production.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. What is the role of audio consoles in managing and processing audio for video production?
20. Evaluate the concept of perspective in cinematography, discussing how depth of field and depth of focus contribute to visual storytelling.

VIII Semester BA JMC (CUFYUGP) Degree Examinations
JOU8VN302 - FILM MANAGEMENT AND MARKETING
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Film genre
2. OTT
3. Trailers
4. Film Festivals
5. Audio Launch
6. Box Office
7. Hollywood
8. Film Critic
9. Spoiler reviews
10. Promo

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Describe the purpose and significance of film posters and trailers in the marketing calendar.
12. What are the different funding models available for financing films?
13. Explain the significance of the film release strategy and the role of critics in film marketing.
14. Describe the operations and structure of a film production house.
15. How does the script and genre influence film marketing efforts?
16. Discuss the role of stars and actors in film marketing
17. Discuss the role of film societies and film festivals.
18. How do filmmakers monitor box office collections, and why is it important?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Assess the dominance of Hollywood in the global box office, considering its influence on film production, distribution, and cultural impact worldwide.
20. Analyze the components of the film marketing mix, discussing how they are utilized to promote and distribute films effectively.

MODEL QUESTION PAPERS
FOR
GENERAL FOUNDATION COURSES IN
JOURNALISM AND MASS COMMUNICATION

I Semester CUFYUGP Degree Examinations

JOU1FM105: THE ART OF PHOTOGRAPHY

(Credits: 3)

Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]

(Ceiling: 16 Marks)

1. Rule of thirds
2. Aperture
3. Mirrorless Camera
4. Depth of Field
5. Golden Hour
6. Adobe Photoshop
7. Kelvin
8. Stop-motion photography
9. Pop-up flash
10. Super telephoto lens

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 24 Marks)

11. Analyze the evolution of photography from its inception to the present day.
12. Describe the creative uses of different types of lenses in photography.
13. How does shutter speed affect the visual outcome of a photograph? Provide examples.
14. Discuss the importance of white balance and how it affects image quality.
15. Explain the principles and techniques of HDR photography.

Section C

[Answer any one. Each question carries 10 marks]

(1x10=10marks)

16. Evaluate the influence of new media on photographic practices and societal perceptions of photography.
17. Compare and contrast high key and low key lighting techniques in studio photography, including their visual impact and typical applications.

II Semester CUFYUGP Degree Examinations
JOU2FM106 - FILM APPRECIATION AND REVIEW
(Credits: 3)

Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2marks]
(Ceiling: 16 Marks)

1. WKL Dickson
2. R G Torney
3. Diegetic sound
4. Extreme long shot
5. CGI
6. Frame
7. Science fiction
8. FTII
9. Cut
10. Alam Ara

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 24 Marks)

11. How does one can create meaning by camera angles? Exemplify.
12. The time in the cinema may not be similar to the real time. Elaborate this statement with 3 examples.
13. Explain the major transitions in cinema.
14. Which is your favourite genre? Explain why it is your favourite.
15. Who is an auteur? Identify the major characteristics of auteurs.

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

16. Explain how the concept of 'Male Gaze' has changed film appreciation.
17. Recently a Malayalam cinema, Bhramayugam, avoided colour. What do you think about it? Is it creative? Elaborate your point view.

III Semester BA JMC (CUFYUGP) Degree Examinations
JOU3FV108 - INTRODUCTION TO AI
(Credits: 3)

Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]
(Ceiling: 16 Marks)

1. Artificial Intelligence
2. Algorithm
3. ChatGPT
4. Plagiarism
5. John McCarthy
6. User Interface
7. Machine Learning
8. Cognitive Science
9. Open data
10. Deep Learning

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 24 Marks)

11. Compare and contrast AI and Human Intelligence.
12. Discuss the applications of Generative AI in text, image, audio, and video generation.
13. Explain Machine Learning and its various implications.
14. Analyse the ethical and social implications of AI.
15. What is the significance of data in AI systems?

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

16. Examine the history and evolution of Artificial Intelligence, discussing its growth from early conceptualizations to modern applications.
17. Discuss the potential impact of Artificial Intelligence on journalism, analysing its role in transforming news gathering, production, and distribution processes.

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IV Semester BA JMC (CUFYUGP) Degree Examinations
JOU4FV110 - UNDERSTANDING INDIAN POLITY AND MEDIA
(Credits: 3)

Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]
(Ceiling: 26 Marks)

1. DPSP
2. Federalism
3. Fourth Estate
4. Constituent Assembly
5. Coalition Governments
6. Emergency
7. Election Commission
8. LPG
9. Right to Education
10. Partisan Media

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 24 Marks)

11. Discuss the significance of the Constituent Assembly of India in the framing of the Indian Constitution.
12. What is the role of media in combating communalism?
13. Evaluate the key characteristics of federalism in India
14. How has social media impacted political discourse and public opinion?
15. Explain the term "polarization" in the context of communal politics in India.

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

16. Discuss the rise of coalition politics in India and its implications for governance.
17. Examine the concept of media as the "Fourth Pillar of Democracy," discussing its role in promoting transparency, accountability, and public discourse in India.

V Semester BA JMC (CUFYUGP) Degree Examinations
JOU5FS112 - MULTIMEDIA CONTENT CREATION
(Credits: 3)

Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]
(Ceiling: 16 Marks)

1. Rules in photography
2. Three point lighting
3. Condenser mic
4. FPS
5. Establishing shots
6. Low angle shot
7. 180 degree rule
8. Podcast channels
9. Shutter Speed
10. Sync-sound

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 24 Marks)

11. What are the essential steps in the digital post-processing workflow?
12. Analyse the impact of digital photography on traditional photography practices.
13. Explain the concept and applications of content strategy for social media.
14. Describe the process of sound design in video post-production.
15. How do analytics help in measuring the success of new media content?

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

16. Discuss how various camera angles, movements and composition
17. Discuss the role of transmedia practices in modern content distribution and provide examples.

VI Semester BA JMC (CUFYUGP) Degree Examinations
JOU6FS113 - NEWS ANCHORING AND PRESENTATION
(Credits: 3)

Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]
(Ceiling: 16 Marks)

1. Piece to camera
2. Voice modulation
3. Teleprompter
4. Live studio
5. On air essentials for an anchor
6. Talk show host
7. Body language
8. News interview
9. Bite
10. Multi anchor shows

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 24 marks)

11. Explain the significance of having command over language for TV news presenters. How can language proficiency enhance the effectiveness of news delivery?
12. Describe the skills required to use teleprompters effectively in television news broadcasting. How can anchors develop and refine these skills?
13. Discuss the importance of acquaintance with journalistic ethics and laws for TV news presenters. How do ethical considerations shape their reporting?
14. Explain the significance of pronunciation for TV anchors. How can anchors improve their pronunciation skills to enhance their on-air performance?
15. Discuss the role of TV anchors as moderators in facilitating discussions on sensitive topics. How can they ensure fairness and balance in such discussions?

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

16. Describe the qualities of a successful TV anchor. How do these qualities contribute to anchoring excellence?
17. What are the key considerations and strategies for effectively presenting a live multi-anchor show, ensuring seamless coordination among anchors, engaging the audience, and delivering content that meets the objectives of the program format?

MODEL QUESTION PAPERS
FOR
MAJOR COURSES IN ADVERTISING PART OF
DOUBLE MAJOR PROGRAMME ADVERTISING AND
SALES MANAGEMENT

I Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA1CJ101/JOA1MN100
FUNDAMENTALS OF MASS MEDIA
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. RJ
2. MOJO
3. Twitter
4. Nomophobia
5. Podcasting
6. Echo chamber
7. Click bait
8. Hashtag
9. Television Soaps
10. Facebook

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explore the magic of audio and podcasting in the digital world. How has it revolutionized media consumption?
12. Analyze the rise of digital media and the role of content creators in the online space
13. Discuss the third-person effect and the boomerang effect.
14. Explore the concept of convergence in mass media and its implications for content creation and distribution.
15. Evaluate the role of digitally-driven activism, citing examples of successful hashtag campaigns and slacktivism.
16. Explore the evolution of digital journalism and its impact on traditional media
17. Discuss the media ownership forms and its influence on the media content and policy.
18. Analyze the impact of streaming services on the film and television industry.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Discuss the ethical considerations and challenges associated with netiquettes in the digital age, focusing on issues such as surveillance, content creation, and net neutrality
20. Discuss the role of media literacy education in combating misinformation and promoting critical thinking skills among audiences

I/II Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA1CJ102 /JOA2CJ102
INTRODUCTION TO ADVERTISING
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

1. AAAI
2. Piyush Pandey
3. Public Service advertising
4. FMCG
5. Subliminal Ads
6. ASCI
7. Banner Ads
8. Stereotyping
9. Branding
10. DAGMAR

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. How advertisements are classified geographically? Explain
12. Explain the economic impact of advertising in India.
13. Prepare a note on International advertising awards
14. What are the advantages of Television ads.
15. What are the essential elements in a display advertisements? Explain.
16. Prepare note on Advertising Agency Types
17. Expand and Explain the following
    a. AAAA
    b. AMA
18. How advertising affect our culture? Explain.

Section C

[Answer anyone. Each question carries 10marks]

(1x10 = 10 marks)

19. What do you mean by an advertising campaign? Explain the various steps Involved in an advertising campaign
20. Evaluate the role of advertising in perpetuating gender stereotypes about women. How have these stereotypes evolved over time?

II Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA2CJ101/JOA 2MN100
INTRODUCTION TO COMMUNICATION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Define Communication
2. Entertainment
3. Surveillance
4. New media
5. Folk media
6. Dysfunctions of Communication
7. Noise
8. Intra personal Communication
9. Verbal communication
10. Haptics

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. 'Group communication is essential in a democratic country'. Do you agree? Elucidate.
12. What is Mass Communication? Describe the characteristics of Mass Communication.
13. What do you mean by Laswellian Functions of communication?
14. Why electronic media is more popular than print media for mass communication?
15. Distinguish between Formal and informal communication.
16. Describe the functions, and characteristics of electronic media.
17. What is mediated communication? Do you think social media content is 'mediated'? Give suitable answers in support of your argument.
18. Explain the 7Cs of Communication.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Communication is exchanging and imparting of information by speaking, writing or using other medium. Elaborate its process with the help of a suitable diagram and examples.
20. Explain the barriers to communication with suitable examples

III Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA3CJ201/JOA3MN200
NEWS REPORTING
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. UGC
2. PTI
3. Hourglass style
4. Question lead
5. Conflict
6. Press release
7. Interpretative feature
8. Arm chair reporting
9. News beat
10. Crowd sourcing

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Types of reporting
12. Elements of news story
13. News agencies in India
14. Principles of news reporting
15. News determinants
16. Online tools for reporting
17. Crime reporting
18. Transmedia news presentation

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

19. Explain the qualities of a reporter.
20. Explain the do's and don'ts of legislative reporting.

III Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA3CJ202
ADVERTISING THEORIES
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. AIDA
2. David Ogilvy
3. Classified advertising
4. FMEG
5. USP
6. ASCI
7. Brand image
8. Stereotyping
9. Demographics
10. Transit advertising

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How advertisements are classified geographically? Explain
12. Explain important aspects of Elaboration Likely hood Model.
13. Prepare a note on creativity in advertising with suitable examples.
14. Write a note on ethical issues in advertising.
15. What are the essential elements in a display advertisements? Explain.
16. Prepare s note on important advertising appeals with suitable examples.
17. Expand and Explain DAGMAR
18. How advertising affect our culture? Explain.

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

19. What do you mean by an advertising campaign? Explain the various steps Involved in an advertising campaign
20. What do you mean by an advertising agency? What are its different Types? Explain the functions of different departments in an advertising agency

IV Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA4CJ203
NEWS EDITING
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Dateline
2. Harold Evans
3. Stylebook
4. Masthead
5. Editorial
6. Objectivity
7. Copy Desk
8. Deadline
9. News Letter
10. News Aggregator

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain the process of headline writing with examples.
12. Explain the need and importance of copy editing.
13. How does copy editing vary when editing news for different media platforms?
14. What are information graphics, and how are they used in content design?
15. Describe the role of copy editing in ensuring effectiveness in advertising.
16. Discuss the challenges and benefits of AI-enabled copy editing.
17. Discuss the significance of picture editing.
18. What are some key differences between design applications across print and digital platforms?

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10 marks)

19. Describe the process of copy editing for academic publishing, highlighting its unique challenges and requirements.
20. Explain the concept of content design and its significance in modern journalism, citing examples of effective implementation across different platforms.

IV Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA4CJ204
RADIO NEWS PRODUCTION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Terrestrial radio transmission
2. Vox Populi
3. FM Transmission
4. Podcasting
5. Prasar Bharathi
6. Synchronous sound.
7. DAW
8. Ribbon microphone
9. Pop filter
10. Radio Jockey

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Discuss the evolution of radio from its early days to the current internet age, highlighting the impact of technology.
12. Analyze the strengths and limitations of radio as a medium for news dissemination.
13. Explain the different types of radio programs with examples.
14. Compare and contrast the process of scripting for a radio news story versus a documentary program.
15. Outline the key steps involved in setting up a podcast, including identifying a target audience and choosing a topic.
16. Describe the best practices for using microphones in different in-studio recording scenarios.
17. Explain the concept of mixing and balancing audio in a DAW environment.
18. Discuss the importance of vocal delivery in radio broadcasting and how to improve audio performance.

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

19. Discuss how elements like music, sound effects, and voice acting contribute to creating an immersive and engaging audio experience?
20. Discuss techniques for effective vocal performance, including articulation, pacing, and modulation, and their impact on listener engagement.

V Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA5CJ301
TELEVISION NEWS PRODUCTION
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Digital convergence.
2. Characteristics of television as a medium
3. Objectivity
4. Establishing shot
5. Non-news programmes
6. Bird's eye angle
7. Anchoring
8. Three point lighting
9. Pre-production
10. ENG

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Discuss the ethical considerations journalists must address when conducting interviews for television.
12. Explain the concept of convergence journalism and its potential benefits for both journalists and audiences.
13. Analyse the rise of new media platforms like online video and social media, and their impact on traditional television journalism.
14. What is transmedia storytelling, and how can it be used to enhance the audience experience of a television program?
15. Describe the role of a director in television production and their responsibilities during filming.
16. Explain how analysing audience metrics and feedback mechanisms can be used to improve a television news program.
17. Compare the production processes for news programs and non-news/ entertainment programs like web series or explainer videos in the digital age.
18. Discuss the potential future trends and technologies in television journalism.

Section C

[Answer anyone. Each question carries 10marks]
(1x10 = 10 marks)

19. Discuss how traditional media outlets are integrating new media platforms like online video and social media to engage audiences and tell stories.
20. Discuss the ethical challenges journalists face in verifying information, protecting privacy, and maintaining objectivity in the digital age.

V Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA5CJ302
MASS COMMUNICATION THEORIES
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Marshall McLuhan
2. Aristotle's Model
3. Spiral of Silence
4. Public opinion
5. SR Theory
6. Development communication
7. Frankfurt School
8. Two step flow model
9. Technological determinism
10. Priming

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Prepare a note on Toronto School with a focus on key personalities and theoretical standpoints.
12. Explain the relevance of Dance's model of Communication.
13. What do you mean by “Mass" in mass communication? Explain the major characteristics of mass communication
14. Explain Whites Gate keeping model.
15. What do you mean by Agenda setting theory? Comment on its present day relevance
16. Explain the major postulates of Uses and Gratification theory.
17. Comment on the significance of New Comb’s ABX model.
18. Explain the concept of selectivity with examples.

Section C

[Answer anyone. Each question carries 10marks]
(1x10 = 10 marks)

19. What do you mean by normative theories of communication? Explain. Analyze major world media systems based on this theory.
20. Compare Shannon and Weaver model with Schramm's Circular model.

VI Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA6CJ303
MASS MEDIA ETHICS
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Judicial Activism
2. Right to constitutional remedies
3. Data Diddling
4. Right to privacy
5. Habeas Corpus
6. CBFC
7. Media Trial
8. Hacking
9. Uniform Civil Code
10. Amicus curiae

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Working Journalist Act
12. Contempt of Court Act
13. Differentiate libel and slander
14. Elaborate on fundamental rights.
15. Explain different types of writs.
16. Press and Registration of Books Act
17. Delineate the broadcasting code of AIR and DD?
18. Discuss different cybercrimes.

Section C

[Answer anyone. Each question carries 10marks]
(1x10 = 10 marks)

19. Trace the history and development of RTI Act in India. Discuss its significance and scope.
20. Discuss Copyright Act and its major provisions.

VI Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA6CJ304
MEDIA HISTORY
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. James Augustus Hickey
2. Young India
3. Doordarshan
4. William Carey
5. Rajyasamacharam
6. Raja Ram Mohan Roy
7. Radio Mirchi
8. Al Ameen
9. Community radio
10. Pothan Joseph

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Discuss the implications of FM radio privatization in India.
12. Discuss the role of Indian Radio in spreading the message of socioeconomic development in post independent India.
13. Discuss the significance of the role of Gandhiji as a journalist.
14. Do you think the news agencies enriched the news coverage of the Indian press?
15. Compare the contributions of Hickey and Buckingham in developing Indian journalism.
16. Give your comment on the role of Serampore Baptist Missionary in Indian journalism
17. What are the benefits and challenges of educational and community radio?
18. Write a note on the contributions of Raja Ram Mohan Roy towards Indian Journalism.

Section C

[Answer anyone. Each question carries 10marks]
(1x10 = 10 marks)

19. Examine the historical evolution of the Malayalam press, highlighting key publications and their impact on Kerala society.
20. Outline the development of television in India from its inception to the formation of Doordarshan.

MODEL QUESTION PAPERS
FOR
ELECTIVE COURSES IN ADVERTISING PART OF DOUBLE MAJOR PROGRAMME ADVERTISING AND SALES MANAGEMENT

V Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA5EJ301
MEDIA ADVERTISING
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. ROI
2. ASCI
3. Display Ads
4. SEM
5. Direct Mail
6. Outdoor Advertising
7. Jingle
8. Typography
9. David Ogilvy
10. PSA

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Explain the scope and significance of print advertising in the digital age.
12. How does cultural difference impact cross-cultural advertising campaigns?
13. Explain the process of designing a print advertisement.
14. Discuss the role of radio as an advertising medium.
15. Explain the elements of crafting dialogues and storytelling principles in radio advertising.
16. Describe the various types of online advertising
17. Discuss the application of colour theory in creating a display advertisement.
18. Analyze the characteristics, advantages, and limitations of television ads.

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Analyze the influence of online advertising platforms such as Google Ads, Facebook Ads, and Instagram Ads on contemporary advertising practices.
20. Evaluate the effectiveness of different television advertising formats.

V Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA5EJ302
ADVERTISING ETHICS
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Deontology
2. ASCI
3. Deceptive Advertising
4. Utilitarianism
5. Surrogate Advertising
6. Guerrilla Advertising
7. CPC
8. Self-regulations
9. David Ogilvy
10. PSA

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Define and explain two ethical issues in advertising targeting vulnerable groups.
12. How does cultural difference impact cross-cultural advertising campaigns?
13. Explain the concept of algorithmic bias in digital advertising.
14. Discuss the importance of sustainability in contemporary advertising practices
15. Explain the difference between meta ethics and normative ethics.
16. Discuss the impact of the Consumer Protection Act on advertising practices.
17. Explain the functions of DAVP.
18. How do government interventions influence advertising regulations?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Analyze the effectiveness of advertising regulations in ensuring transparency and accountability in the industry, with examples from national and international contexts.
20. Examine the ethical dilemmas faced by advertisers when targeting vulnerable groups, children, minorities, and the elderly, and propose strategies for ethical advertising practices.

V Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA5EJ303
ADVERTISING DESIGN
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Balance
2. Harmony
3. Color Theory
4. Logo
5. Unity
6. Copy writing
7. Storyboard
8. Headline
9. Appeal
10. Jingle

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How does typography influence advertising design?
12. What is the importance of story boarding in the ad creation process?
13. How can visuals and headlines be integrated effectively in an advertisement?
14. Why is client feedback crucial in the design process?
15. Explain the concept of color theory in advertising design.
16. Discuss how an aesthetically appealing advertisement can influence consumers.
17. What are the basic elements of design in advertising?
18. How does balance contribute to the aesthetics of an advertisement?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Discuss the role of aesthetics in shaping consumer perception and behavior in advertising. Provide examples to illustrate your points
20. Explain the principles of design in advertising, focusing on how elements like balance, color, and typography contribute to creating effective ads.

VI Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA6EJ304
GLOBAL ADVERTISING STRATEGIES
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Global Branding
2. Abraham Maslow
3. Rational Appeal
4. Visual Paradox
5. Stereotyping
6. Homogeneity
7. Storyboard
8. Persuasion
9. Emotional Appeal
10. Hierarchy of needs

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. How does global branding differ from local branding?
12. What are the key considerations when using rational versus emotional appeals in advertising across cultures?
13. How does cultural sensitivity influence advertising effectiveness?
14. Explain the significance of cross-cultural communication in global advertising.
15. What all ethical considerations arise when creating global advertising campaigns?
16. Describe the concept of "glocalization" in advertising.
17. Discuss the strategies of brands while planning a global level advertising campaign.
18. How do technological advancements affect global advertising practices?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Explore the impact of digital media on global advertising strategies. How has the rise of social media and other digital platforms changed the landscape of international marketing?
20. Discuss the influence of cultural values and dimensions on consumer behavior and advertising effectiveness. How should advertisers tailor their messages to align with different cultural contexts?

VI Semester BA Advertising and Sales Management
(CUFYUGP) Degree Examinations
JOA6EJ305
POLITICAL ADVERTISING STRATEGIES
(Credits: 4)

Maximum Time: 2 hours **Maximum Marks: 70**

Section A

[Answer All. Each question carries 3 marks]
(Ceiling: 24 Marks)

1. Persuasion
2. Micro targeting
3. Display Ads
4. Attack Ads
5. Hoardings
6. Slogans
7. Framing
8. Advocacy
9. Data Analytics
10. Government Ads

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 36 Marks)

11. Describe the impact of negative advertising on voter behavior.
12. How do political campaigns use symbolism in their advertisements?
13. Discuss the effectiveness of celebrity endorsements in political advertising
14. What is the difference between issue advocacy and attack ads?
15. What are the characteristics of political advertising in India?
16. What are the key differences between political advertising and commercial advertising?
17. Discuss the role played by online advertising in election campaigning.
18. How do political ads utilize fear tactics to influence voters?

Section C

[Answer anyone. Each question carries 10 marks]
(1x10 = 10 marks)

19. Elucidate with examples of how persuasion theories are applied in political advertising through case studies.
20. Discuss the ethical considerations surrounding data Analytics and micro-targeting in political advertising.

MODEL QUESTION PAPERS
FOR
GENERAL FOUNDATION COURSES
IN ADVERTISING

I Semester CUFYUGP Degree Examinations
JOA1FM105
INTRODUCTION TO PHOTOGRAPHY
(Credits: 3)
Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]
(Ceiling: 16 marks)

1. Rule of thirds
2. Aperture
3. Mirrorless Camera
4. Depth of Field
5. Golden Hour
6. Adobe Photoshop
7. Kelvin
8. Stop-motion photography
9. Pop-up flash
10. Super telephoto lens

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 24 Marks)

11. Analyze the evolution of photography from its inception to the present day.
12. Describe the creative uses of different types of lenses in photography.
13. How does shutter speed affect the visual outcome of a photograph? Provide examples.
14. Discuss the importance of white balance and how it affects image quality.
15. Explain the principles and techniques of HDR photography.

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

16. Evaluate the influence of new media on photographic practices and societal perceptions of photography.
17. Compare and contrast high key and low key lighting techniques in studio photography, including their visual impact and typical applications.

II Semester CUFYUGP Degree Examinations
JOA2FM106 /JOA3FM106
ART OF FILM CRITICISM
(Credits: 3)

Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]
(Ceiling: 16 marks)

1. WKL Dickson
2. R G Torney
3. Diegetic sound
4. Extreme long shot
5. CGI
6. Frame
7. Science fiction
8. FTII
9. Cut
10. Alam Ara

Section B

[Answer All. Each question carries 6 marks]
(Ceiling: 24 marks)

11. How does one can create meaning by camera angles? Exemplify.
12. The time in the cinema may not be similar to the real time. Elaborate this statement with 3 examples.
13. Explain the major transitions in cinema.
14. Which is your favourite genre? Explain why it is your favourite.
15. Who is an auteur? Identify the major characteristics of auteurs.

Section C

[Answer any one. Each question carries 10 marks]
(1x10=10marks)

16. Explain how the concept of 'Male Gaze' has changed film appreciation.
17. Recently a Malayalam cinema, Bhramayugam, avoided colour. What do you think about it? Is it creative? Elaborate your point view.

III Semester BA JMC CUFYUGP Degree Examinations

JOA3FV108

AI AND ADVERTISING

(Credits: 3)

Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]

(Ceiling: 16 Marks)

1. Artificial Intelligence
2. Algorithm
3. ChatGPT
4. Interactive advertising
5. Target Group
6. UX design
7. Machine Learning
8. Augmented Reality
9. Open data
10. Interactivity

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 24 Marks)

11. What are the benefits and challenges of using AI in advertising?
12. Explain the significance of AI-powered chatbots in enhancing customer engagement and advertising effectiveness.
13. Analyse the ethical and social implications of AI.
14. How are AI tools used for optimizing advertising performance?
15. How can AI be utilized for product design in advertising?

Section C

[Answer any one. Each question carries 10 marks]

(1x10=10marks)

16. Explain the concept of AI-driven content creation and its impact on advertising strategies
17. Explain the significance of AI-powered chatbots in enhancing customer engagement and advertising effectiveness.

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IV Semester BA JMC CUFYUGP Degree Examinations

JOA4FV110

MEDIA AND INDIAN DEMOCRACY

(Credits: 3)

Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]

(Ceiling: 16 Marks)

1. DPSP
2. Federalism
3. Fourth Estate
4. Constituent Assembly
5. Coalition Governments
6. Emergency
7. Election Commission
8. LPG
9. Right to Education
10. Partisan Media

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 24 marks)

11. Discuss the significance of the Constituent Assembly of India in the framing of the Indian Constitution.
12. What is the role of media in combating communalism?
13. Evaluate the key characteristics of federalism in India
14. How has social media impacted political discourse and public opinion?
15. Explain the term "polarization" in the context of communal politics in India.

Section C

[Answer any one. Each question carries 10 marks]

(1x10=10marks)

16. Discuss the rise of coalition politics in India and its implications for governance.
17. Examine the concept of media as the "Fourth Pillar of Democracy," discussing its role in promoting transparency, accountability, and public discourse in India.

V Semester CUFYUGP Degree Examinations

JOA5FS112

CREATIVE CONTENT PRODUCTION

(Credits: 3)

Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]

(Ceiling: 26 marks)

1. Rules in photography
2. Three point lighting
3. Condenser mic
4. FPS
5. Establishing shots
6. Low angle shot
7. 180 degree rule
8. Podcast channels
9. Shutter Speed
10. Sync-sound

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 24 marks)

11. What are the essential steps in the digital post-processing workflow?
12. Analyse the impact of digital photography on traditional photography practices.
13. Explain the concept and applications of content strategy for social media.
14. Describe the process of sound design in video post-production.
15. How do analytics help in measuring the success of new media content?

Section C

[Answer any one. Each question carries 10 marks]

(1x10=10marks)

16. Discuss how various camera angles, movements and composition
17. Discuss the role of transmedia practices in modern content distribution and provide examples.

VI Semester CUFYUGP Degree Examinations

JOA6FS113

NEWS PRESENTATION SKILLS

(Credits: 3)

Maximum Time: 1.5 hours **Maximum Marks: 50**

Section A

[Answer All. Each question carries 2 marks]

(Ceiling: 16 marks)

1. Piece to camera
2. Voice modulation
3. Teleprompter
4. Live studio
5. On air essentials for an anchor
6. Talk show host
7. Body language
8. News interview
9. Bite
10. Multi anchor shows

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 16 Marks)

11. Explain the significance of having command over language for TV news presenters. How can language proficiency enhance the effectiveness of news delivery?
12. Describe the skills required to use teleprompters effectively in television news broadcasting. How can anchors develop and refine these skills?
13. Discuss the importance of acquaintance with journalistic ethics and laws for TV news presenters. How do ethical considerations shape their reporting?
14. Explain the significance of pronunciation for TV anchors. How can anchors improve their pronunciation skills to enhance their on-air performance?
15. Discuss the role of TV anchors as moderators in facilitating discussions on sensitive topics. How can they ensure fairness and balance in such discussions?

Section C

[Answer any one. Each question carries 10 marks]

(1x10=10marks)

16. Describe the qualities of a successful TV anchor. How do these qualities contribute to anchoring excellence?
17. What are the key considerations and strategies for effectively presenting a live multi-anchor show, ensuring seamless coordination among anchors, engaging the audience, and delivering content that meets the objectives of the program format?