



KANNUR UNIVERSITY
(Abstract)

B.A. Programme- Scheme, Syllabus and Pattern of Question Papers of Complementary Elective and Generic Elective Course offered by the Board of Studies in Journalism and Mass Communication (Cd) under Choice Based Credit and Semester System (Outcome Based Education System-OBE) in Affiliated colleges with effect from 2019 Admission-Implemented-Orders issued.

ACADEMIC BRANCH

No.Acad.C1/11989/2019

Dated, Civil Station P.O., 20.06. 2019

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- Read:-
1. U.O.No.Acad.C2/429/2017 dated.10-10-2017
 2. The Minutes of the Meeting of the Curriculum Restructuring Committee held on 28-12-2018.
 3. U.O No.Acad.C2/429/2017 Vol.II dt.03-06-2019.
 4. The Minutes of the meeting of the Board of Studies in Journalism and Mass Communication (Cd) held on 07.06.2019
 5. Syllabus submitted by the Chairperson, Board of Studies in Journalism and Mass Communication (Cd) dated 07.06.2019

ORDER

1. A Curriculum Restructuring Committee was constituted in the University vide the paper read (1) above to co-ordinate the activities of the Syllabus Revision of UG programmes in Affiliated colleges of the University.
2. Subsequently, the meeting of the Members of the Curriculum Restructuring Committee and the Chairpersons of different Boards of Studies held, vide the paper read (2) above, proposed the different phases of Syllabus Revision processes such as conducting the meeting of various Boards of Studies , Workshops and discussion.
3. The Revised Regulation for UG programmes in Affiliated colleges under Choice Based Credit and Semester System(in OBE-Outcome Based Education System) was implemented with effect from 2019 Admission as per paper read (3) above.
4. Subsequently, as per paper read (4) above, the Board of Studies in Journalism and Mass Communication (Cd) finalized the Scheme, Syllabus & Pattern of Question Paper for Complementary Elective & Generic Elective Courses for B.A. Programmes offered by the Board of Studies in Journalism and Mass Communication (Cd) to be implemented with effect from 2019 Admission.
5. As per paper read (5) above, the Chairperson, Board of Studies in Journalism and Mass Communication (Cd) has submitted the finalized copy of the Scheme, Syllabus & Pattern of Question Papers of Complementary Elective & Generic Elective Courses for B.A. Programmes offered by the Board of Studies in Journalism and Mass Communication (Cd) for implementation with effect from 2019 Admission.

6. The Vice Chancellor after considering the matter in detail and in exercise of the powers of the Academic Council conferred under Section 11(1) of Kannur University Act 1996 and all other enabling provisions read together with accorded sanction to implement the Scheme, Syllabus & Pattern of Question Paper(Complementary Elective/Generic Elective Course) for B.A. programmes offered by Board of Studies in Journalism and Mass Communication (Cd) under Choice Based Credit and Semester System (in OBE-Outcome Based Education System) in Affiliated colleges with effect from 2019 Admission, subject to reporting to the Academic Council.
7. The Scheme, Syllabus & Pattern of Question Paper offered by Board of Studies in Journalism and Mass Communication(Cd) are uploaded in the University website (www.kannuruniversity.ac.in)
Orders are issued accordingly.

Sd/-
DEPUTY REGISTRAR(ACADEMIC)
for REGISTRAR

To
The Principals of Colleges offering Journalism Programme

- Copy to:-
1. The Examination Branch (through PA to CE)
 2. The Chairperson, Board of Studies in Journalism & Mass Communication (Cd)
 3. PS to VC/PA to PVC/PA to Registrar
 4. DR/AR-I, Academic
 5. The Computer Programmer(for uploading in the website)
 6. SF/DF/FC



Forwarded/By Order


SECTION OFFICER



KANNUR UNIVERSITY

BOARD OF STUDIES OF JOURNALISM (CD)

***COMPLEMENTARY ELECTIVE COURSES
FOR BA PROGRAMME AND GENERIC
ELECTIVE COURSES***

CHOICE BASED CREDIT AND SEMESTER SYSTEM

(2019 ADMISSION ONWARDS)

Kannur University

Vision and Mission Statement

Vision: To establish a teaching, residential and affiliating University and to provide equitable and just access to quality higher education involving the generation, dissemination and application of knowledge with special focus on the development of higher education in Kasargode and Kannur Revenue Districts and the Mananthavady taluk of Wayanad Revenue District.

Mission:

- To produce and disseminate new knowledge and to find novel avenues for application of such knowledge.
- To adopt critical pedagogic practices which uphold scientific temper, the uncompromised spirit of enquiry and the right to dissent.
- To uphold democratic, multicultural, secular, environmental and gender sensitive values as the foundational principles of higher education and to cater to the modern notions of equity, social justice and merit in all educational endeavors.
- To affiliate colleges and other institutions of higher learning and to monitor academic, ethical, administrative and infrastructural standards in such institutions.
- To build stronger community networks based on the values and principles of higher education and to ensure the region's intellectual integration with national vision and international standards.
- To associate with the local self-governing bodies and other statutory as well as non-governmental organizations for continuing education and also for building public awareness on important social, cultural and other policy issues.

Kannur University
Programme Outcomes

PO 1.Critical Thinking:

1. Acquire the ability to apply the basic tenets of logic and science to thoughts, actions and interventions.
2. Develop the ability to chart out a progressive direction for actions and interventions by learning to recognize the presence of hegemonic ideology within certain dominant notions.
3. Develop self-critical abilities and also the ability to view positions, problems and social issues from plural perspectives.

PO 2.Effective Citizenship:

1. Learn to participate in nation building by adhering to the principles of sovereignty of the nation, socialism, secularism, democracy and the values that guide a republic.
2. Develop and practice gender sensitive attitudes, environmental awareness, the ability to understand and resist various kinds of discriminations and empathetic social awareness about various kinds of marginalisation.
3. Internalise certain highlights of the nation's and region's history. Especially of the freedom movement, the renaissance within native societies and the project of modernisation of the post-colonial society.

PO 3.Effective Communication:

1. Acquire the ability to speak, write, read and listen clearly in person and through electronic media in both English and in one Modern Indian Language
2. Learn to articulate analysis, synthesis, and evaluation of situations and themes in a well-informed manner.
3. Generate hypothesis and articulate assent or dissent by employing both reason and creative thinking.

PO 4.Interdisciplinarity:

1. Perceive knowledge as an organic comprehensive, interrelated and integrated faculty of the human mind
2. Understand the issues of environmental contexts and sustainable development as a basic interdisciplinary concern of all disciplines.
3. Develop aesthetic, social, humanistic and artistic sensibilities for problem solving and evolving a comprehensive perspective.

PREFACE

Kannur University has undertaken a mammoth task in restructuring the syllabi keeping with outcome based education which will be implemented for the UG programmes of the University from 2019 admission. To get the task completed on time, several meetings of the Board of Studies (BoS) were held to draft the syllabi of journalism complementary elective courses and generic elective courses in journalism and lastly to finalise them. Apart from the meetings of BoS, a one day workshop with the active participation of teachers of journalism along with members of the BoS was held to give final shape of the draft syllabus. The workshop was truly a democratic process to get the inputs from as many stakeholders as possible. I sincerely thank the members of the BoS and the teachers of journalism for the time and effort invested in the restructuring of syllabi. On behalf of the BoS and other stakeholders, I am pleased to present the restructured syllabi. Let's hope that the outcome based syllabi would better the entire learning process.

Dr P P Shaju
Chairperson

Board of Studies of Journalism (Cd)

Kannur University

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PART B:

JOURNALISM COMPLEMENTARY ELECTIVE COURSES

[FOR BA PROGRAMMES]

WORK AND CREDIT DISTRIBUTION

(2019 ADMISSION ONWARDS)

SL. NO	COURSE CODE	COURSE TITLE	PROGRAMMES	SEMESTER	HRS PER WEEK	CREDIT	EXAM HRS
1.	IC 01 JNL	INTRODUCTION TO MASS COMMUNICATION	BA ENGLISH / FUNCTIONAL ENGLISH / HISTORY/ POL. SCIENCE	I	6	4	3
	IC 01 JNL-A	CORPORATE COMMUNICATION AND ADVERTISING**	BA ENGLISH / FUNCTIONAL ENGLISH / HISTORY/ POL. SCIENCE	I	6	4	3
2.	2C 02 JNL	PRINT MEDIA PRACTICES	BA ENGLISH / FUNCTIONAL ENGLISH / HISTORY/ POL. SCIENCE	II	6	4	3
	2C 02 JNL- B	DIGITAL MEDIA**	BA ENGLISH / FUNCTIONAL ENGLISH / HISTORY/ POL. SCIENCE	II	6	4	3
	2C 02 JNL- C	INTRODUCTION TO MASS COMMUNICATION	BA MALAYALAM	II	6	4	3
3.	3C 03 JNL	INTRODUCTION TO BROADCAST JOURNALISM	BA ENGLISH / HISTORY	III	6	4	3
	3C 03 JNL-D	PRINT MEDIA PRACTICES	BA MALAYALAM	III	6	4	3
	3C 03 JNL-E	INTRODUCTION TO MASS COMMUNICATION	BA POL. SCIENCE	III	6	4	3
4.	4C 04 JNL	FILM STUDIES	BA ENGLISH / HISTORY	IV	6	4	3
	4C 04 JNL-F	PRINT MEDIA PRACTICES	BA POL. SCIENCE	IV	6	4	3

** Subject to the preference opted by the colleges. Colleges can opt for the course *Corporate Communication and Advertising* instead of *Introduction to Mass Communication* in the first semester and the course *Digital Media* instead of *Print Media Practices* in the second semester.

EVALUATION

ASSESSMENT	MARKS
EXTERNAL	40
INTERNAL	10

INTERNAL ASSESSMENT

COMPONENT	MARKS	REMARKS
COMPONENT 1	5	
COMPONENT 2		
A	2.5	
B	2.5	

COMPLEMENTARY ELECTIVE COURSE I: INTRODUCTION TO MASS COMMUNICATION

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I/II/III	1C 01 JNL / 2C 02 JNL – C/ 3C 03 JNL –E	6	4	3

COURSE OUTCOME

1. Understanding the basic idea of Communication Theories, Models and their History.
2. Attain the capacity of identifying the suitable media platform for the transaction of ideas.
3. Creatively engage with innovative trends and traditional trajectories simultaneously.

Unit 1

Fundamentals of Communication – Definition and Elements, Types of Communication – Intra, Inter, Group and Mass, Verbal and Nonverbal Communication, Barriers of Communication.

Unit 2

Mass Communication models – Aristotle, Lasswell, Shannon and Weaver, Osgood and Schramm, Dance, and Berlo. Functions and dysfunctions of Mass Media.

Unit 3

Mass Media – Characteristics, Strengths and Limitations of Folk, Print, Film, Radio, Television and Digital Media.

Unit 4

Relevance of Communication Theories, Difference between Models and Theories, Two Step Flow Theory, Idea of Opinion Leader, Gate Keeping, Media Audience Interaction-Stimulus Response Theory, Individual difference Theory, Selective theories of media, Normative Theories of Mass Media.

Unit 5

Global Village and Marshall McLuhan, International News Agencies: AP, AFP, Reuters, Xinhua. Flow of Information, Information Superhighway, Media Imperialism, MacBride Commission and Third World Countries, Media in the Indian Context – Urban and Rural.

Unit 6

Freedom of Speech and Expression, Censorship and Self-Regulation, World Press Freedom index, *Reporters Without Borders*. Defamation, Trolls and Memes in the context of freedom of expression, Section 66 of IT Act. Right to Information Act.

Books for Study

1. Keval J Kumar: Mass communication in India
2. D S Mehta: Mass communication and Journalism in India
3. Dr J V Vilanilam : Mass communication in India

Books for Reference

1. Joseph R. Dominick : The dynamics of Mass Communication
2. Denis McQuail : McQuail's Mass Communication Theory
3. Melvin L. Defleur : Fundamentals of Human Communication
4. Denis McQuail and Ven Windall : Communication Models
5. Marshall McLuhan: Understanding media

Internal Assessment(IA):**Component 1: Class Tests -5 marks**

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

Component 2.

- A. **Assignment:** 2.5 marks
- B. **Seminar / viva-** 2.5 marks

Total = 10 marks

End Semester (ESE): 40 marks

Grand Total = 50 marks

Marks including choice:

Unit	Marks
I	10
II	10
III	10
IV	10
V	10
VI	10

Kannur University Model Question Paper
B A Degree Examination
1C 01 JNL/2C 02 JNL-C/ 3C 03 JNL-E : INTRODUCTION TO MASS
COMMUNICATION

Time: 3 Hours

Maximum Marks: 40

PART-A

Answer **ALL** questions. Each question carries 1 mark

1. SITE
2. Noise
3. Memes
4. Opinion leaders
5. Proxemics
6. Negative feedback

(6X1= 6 marks)

PART-B

Answer **any six** questions not exceeding **75 words**. Each question carries 2 marks.

7. Dyadic communication
8. Community radio
9. Media imperialism
10. Aristotle model of communication.
11. Intrapersonal communication.
12. Selective exposure
13. Magic bullet theory
14. AFP

(6 X2= 12 marks)

PART-C

Answer **any 4** questions not exceeding **150 words**. Each question carries **3 marks**.

15. Explain Individual differences theory.
16. Explain scope and challenges of digital journalism.
17. What is defamation? Explain the defences in defamation cases.
18. Explain the idea of 'Global Village'.
19. Differentiate between new media and traditional media.
20. Examine the implications of Shannon and Weaver model of communication.

(4X3=12 marks)

PART-D

Answer **any two** of the following not exceeding **300 words** each.

21. Examine the important barriers in human communication.
22. Explain the functions and dysfunctions of mass communication.
23. Explain the various normative theories of media. What are its implications and relevance in today's media scenario?
24. Explain censorship and self regulations with examples from Indian contexts.

(2X5=10 marks)

COMPLEMENTARY ELECTIVE COURSE II: CORPORATE COMMUNICATION AND ADVERTISING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1C 01 JNL-A	6	4	3

COURSE OUTCOME

1. To provide an overview of advertising, Public Relations and corporate communication.
2. To equip students to plan and execute PR and corporate communication campaigns and other activities
3. To impart lessons on basic ethics of advertising.

Unit I

Corporate communication-definition, corporate identity and corporate image, corporate culture, corporate communicator, corporate social responsibility, public relations.

Unit II

PR and media relations in corporate sectors, corporate communication practices-issuing news releases, holding news briefings, sponsorship and exhibitions, publication of news letters, corporate communication and new media.

Unit III

Evolution of advertising, defining advertising, key concepts in advertising

Unit IV

Key players in advertising-advertiser, advertising agency, media, suppliers and target audience; types of advertising, models of advertising.

Unit V

Advertising ethics, advertising and controversy, advertising and publicity, potentials and limitations of media in advertising.

Books for Study

1. J.V Vilanilam and A. K Varghese, Advertising Basics: A Resource Guide for Beginners.
2. Joep Cornellissen: Corporate Communication, a Guide to Theory and Practice
3. Jaishri Jethwaney: Public Relations: Concepts, Strategies and Tools.
4. Jaishri Jethwaney : Advertising.

Books for Reference

1. Alison Theaker: Public Relations Handbook
2. S. H. H Kazmi and Satish Batra: Advertising and Sales Promotion
3. P.R Smith: Marketing Communications.

4. Sam Black: Practical Public Relations, Universal Books.
5. Joseph Turow: Media Today: An Introduction to Mass Communication.
6. Subrata Banerjee: Advertising as a Career

Internal Assessment(IA):

Component One: Class Tests -5 marks

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

Component 2:

A Seminar/viva -2.5 marks

B. Ad copy preparation/ad copy evaluation/ assignments - 2.5 marks

Total = 10 marks

End Semester Examination (ESE): 40 marks

Grand Total = 50 marks

Marks including choice:

Unit	Marks
I	12
II	12
III	12
IV	12
V	12

Question Paper Pattern

1C 01 JNL– A : CORPORATE COMMUNICATION AND ADVERTISING

Time: 3 Hours

Maximum Marks: 40

PART-A

Answer **ALL** questions. Each question carries **1 mark**. **Six questions** (6X1= 6 marks)

PART-B

Answer **any six** questions not exceeding **75 words** each. Each question carries **2 marks**.

Total questions: 8 (6 X2= 12 marks)

PART-C

Answer **any 4** questions not exceeding **150 words** each. Each question carries **3 marks**.

Total questions: 6 (4X3=12 marks)

PART-D

Answer **any 2** questions not exceeding **300 words** each. Each question carries **5 marks**.

Total questions: 4 (2X5=10 marks)

COMPLEMENTARY ELECTIVE COURSE III: PRINT MEDIA PRACTICES

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II/III/IV	2C 02 JNL / 3C 03 JNL-D / 4C 04 JNL-F	6	4	3

COURSE OUTCOME

CO 1: Introduction to the world of news and Journalism and understanding of basic concepts

CO 2: Learning the art of reporting and editing through theoretical and practical engagement

CO 3: Objective understanding of the way in which world affairs are presented and to inculcate creative thinking in content making

CO 4: Building avenues to think laterally about print media journalism in the digital age.

Unit 1

What is News? Definitions of News – 5W’s and 1 H- News Values- Hard News and Soft News- Classification of News: Regional, National, International - What’s Journalism? Principles of journalism, role of a journalist.

Unit 2

News Reporting: Idea generation, Gathering background information- Building contacts- News Sources (Legislature, Executive, Judiciary, Sources of respective beats- Social Media- News Agencies- Citizenry)- News gathering. Principles of writing.

Unit 3:

Specialised forms of reporting: Features- Profiles- Interviews- Indepth analysis- Investigative Reporting- Current raisers- Running stories- Citizen Reporting. Editorial- Columns- Op Ed pages. Qualities of a reporter, functional role of a reporter. Freelance. Work flow of news bureau.

Unit 4

Writing News: Various types of leads- News story structure (Inverted pyramid style, Hour glass style, Nut graph style)- Difference in approaches for writing hard news and features- writing news releases. Headlines: Various types of headlines- Infographics- Blurbs- News photographs: captions and cutlines.

Unit 5

News Editing: Copy tasting- Principles of editing- Objectivity and fairness- Legal propriety- Style adherence- Agency copies- Packaging related news items- Functional role of a sub editor- Work flow of news desk.

Unit 6

Translation: Basic principles and practice. Print Media in the digital age.

Books for Study

1. Carole Rich: Writing and Reporting News
2. Fred Fedler et al: Reporting for Media

Books for Reference

1. Wyneford Hicks et al: Writing for Journalist
2. Chris Forest: Reporting for Journalist
3. Angela Phillips: Good writing for Journalists
4. Seema Mustafa:
5. Bruce Itule and Douglas Anderson: News Writing and Reporting for Today's Media
6. Vir Bala Aggarwal: Essentials of Practical Journalism

Internal Assessment(IA):

Component One: Class Tests -5 marks

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

Component Two:

A. **Seminar /Viva:** 2.5 marks

B. **Lab newspaper/ Reporting and editing assignment -** 2.5 marks

Total = 10 marks

End Semester (ESE): 40 marks

Grand Total = 50 marks

Marks including choice:

Unit	Marks
I	10
II	10
III	10
IV	12
V	12
VI	6

**Kannur University Model Question Paper
B A Degree Examination**

2C 02 JNL/3C 03 JNL-D/4C 04 JNL-F: PRINT MEDIA PRACTICES

Time: 3 Hours

Maximum Marks: 40

PART-A

Answer **ALL** questions. Each question carries **1 mark**

1. Reader's editor
2. Nick Ut
3. Sting operation
4. Leader
5. Blurbs
6. Stringer

(6X1= 6 marks)

PART-B

Answer **any six** questions not exceeding **75 words** each. Each question carries **2 marks**.

7. News editor
8. AFP
9. Freelance journalist
- 10 Nut graph style
- 11 Niche readers
12. Infographics
13. Indian news agencies
14. Curtain raiser stories

(6 X2= 12 marks)

PART-C

Answer **any 4** questions not exceeding **150 words** each. Each question carries **3 marks**.

15. Describe the advantages and disadvantages of inverted pyramid writing.
16. Explain scope and challenges of newspaper in the digital era
17. What is stylebook? Why is this meticulously maintained in every newsroom?.
18. Examine the role of news photography.
19. Differentiate between soft news and hard news with appropriate examples.
20. Prepare a news release in the standard format for the annual day of your college.

(4X3=12 marks)

PART-D

Answer **any 2** questions not exceeding **300 words** each. Each question carries **5 marks**.

- 21 Explain the organizational structure of a news paper.
22. What are the different types of interviews?
23. What are the various sources of news? Give suitable examples
24. What are the basic principles of translation? Translate the following report into English.

(2X5=10 marks)

COMPLEMENTARY ELECTIVE COURSE IV: DIGITAL MEDIA

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2C 02 JNL-B	6	4	3

COURSE OUTCOME

1. To provide an understanding of the evolution and impact of digital media.
2. To familiarize the important digital media platforms and their reach and influence.
3. To assess the impact of digital media as an important communication platform.

Unit I

What are digital media? Basic concepts of digital media, theories of digital media: complexity theory and post-humanism.

Unit II

Evolution of Digital Communication-the historical context of computer based communication. Internet, usenet and news groups, researching via internet.

Unit III

Finding and Using Online Information, news gathering via digital media tools: mobile phones, internet etc, digital media platforms. Social media networks.

Unit IV

Digital media and new 'lingo'- interrelationship between culture, language and digital media, digital media's influence in Malayalam and English languages and writing style.

Unit V

Digital News and Politics; Cyber activism, cyber democracy through digital media, issues of access and Digital Divide.

Books for Study:

1. Stuart Allan, Online news: Journalism and the Internet
2. Maria Bakardjieva, Internet Society: the internet in everyday life
3. Jagadish Chakravarthy, Cyber Media Journalism: Emerging Technology

Books for Reference:

1. Steven Jones, Virtual Culture: Identity and Communication in Cyber Society
2. Jason Whitaker, The Internet: The Basics
3. Stefan Herbrechter, Posthumanism: A Critical Analysis
4. Tapas Ray: Online Journalism, A Basic Text

Internal Assessment(IA):

Component 1. Class Tests -5 marks

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

Component 2

A. Seminar/viva - 2.5 marks

B. Assignments - 2.5 marks

Total = 10 marks

End Semester Examination (ESE): 40 marks

Grand Total = 50 marks

Marks including choice:

Unit	Marks
I	12
II	12
III	12
IV	12
V	12

Question Paper Pattern

2C 02 JNL-B : Digital MEDIA

Time: 3 Hours

Maximum Marks: 40

PART-A

Answer **ALL** questions. Each question carries **1 mark**. **Six questions** (6X1= 6 marks)

PART-B

Answer **any six** questions not exceeding **75 words** each. Each question carries **2 marks**.

Total questions: 8 (6 X2= 12 marks)

PART-C

Answer **any 4** questions not exceeding **150 words** each. Each question carries **3 marks**.

Total questions: 6 (4X3=12 marks)

PART-D

Answer **any 2** questions not exceeding **300 words** each. Each question carries **5 marks**.

Total questions: 4 (2X5=10 marks)

COMPLEMENTARY ELECTIVE COURSE V: Introduction to Broadcast Journalism

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
III	3C 03 JNL	6	4	3

COURSE OUTCOMES

- CO 1: Ability to distinguish, appreciate and realise radio and TV news elements.
CO 2: Understanding the nuances of radio and TV news gathering and news processing.
CO 3: Introducing the best practices of news anchoring and interviewing.
CO 4: Create awareness on the legal and ethical considerations while dealing with broadcast journalism in public domain.

Unit I

Brief History of Radio: Samuel Morse, Nicolas Tesla, J.C. Bose, Gulielmo Marconi; Brief evolution Indian radio broadcasting – Akashvani, Vividh Bharati, Prasar bharati. Role, Scope and challenges of radio in India, Role of radio in disaster management.

Unit II

Radio Programme Formats- Radio Drama, Music, Radio Talks, Radio Discussions, Radio Features, Interviews, Live Commentaries, Radio News; Qualities of a news reader, Radio jockey. FM broadcasting, FM stations in Kerala, Community radio, mojo, radio broadcasting in the digital era.

Unit III

Elements of Television news: News Values, Anchor Links(Intro)- Visuals, Sound Bytes, Natural Sound, Graphics, Piece to camera, Storytelling methods of TV: Headlines, Teaser, Packages, SOT, VO, Live Chats, Donuts, Walk through, Info graphics: News gathering process.

Unit IV

Anchoring: Knowledge on subject, Background information- On screen presence, Modulation etc.; TV; Interviewing skills- Adlib, Back anno. Organisational structure of TV news channel: Input, Output and Planning divisions- Functional roles- Rundown and the panel production.

Unit V

Legal and ethical aspects of Television journalism- NBSA, Right to privacy- TV journalism in the digital era.

Books for Study

- 1 Broadcast Journalism, Techniques of Radio and Television News: Andrew Boyd

- 2 Television News: Ivor Yorke.
- 3 Writing and Producing Television News: Erik K. Gormly

Books for Reference

- 1 Radio-TV News Writing, A Workbook : K.Tim Wulfemeyer
- 2 Beginning Radio-TV News Writing: K.Tim Wulfemeyer
- 3 Essentials of Practical Journalism: Vir Bala aggarwal
- 4 Writing For Broadcast Journalism: Rick Thompson

Internal Assessment (IA):

Component 1: 5 marks

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

Component 2:

A. **Seminar /viva:** 2.5 marks

B. **Radio programmes/TV programmes/ scripts/ assignments:** 2.5 marks

Total = 10 marks

End Semester (ESE): 40 marks

Grand Total = 50 marks

Marks including choice:

Unit	Marks
I	12
II	12
III	12
IV	12
V	12

Time: 3 Hours

Maximum Marks: 40

PART-A

Answer **ALL** questions. Each question carries **1 mark**

- 1 RJ
2. Jingle
3. Piece-to-camera
4. Teleprompter
5. Prime time
6. Lionel Fielden

(6X1= 6 marks)

PART-B

Answer **any six** questions not exceeding **75 words** each. Each question carries **2 marks**.

7. Teaser
8. Sound bite
9. Piece to Camera
10. OB van
11. Community radio
12. Nicolas Tesla
13. Private FM stations in India
14. NBSA

(6 X2= 12 marks)

PART-C

Answer **any 4** questions not exceeding **150 words** each. Each question carries **3 marks**.

15. What are the important news reading mechanics?
16. Write different forms of television interviews.
17. Difference between writing for print media and visual media
18. Briefly trace the evolution of radio broadcasting in India.
19. Explain the input and out section of a TV news channel.
20. Prepare a radio talk in English on dress codes in college campus.

(4X3=12 marks)

PART-D

Answer **any 2** questions not exceeding **300 words** each. Each question carries **5 marks**.

21. Discuss the scope of 'mojo' in radio and television journalism.
22. Examine the ethical dimensions in the television news reporting.
23. Explain the essential qualities of a television news anchor.
24. Assess the role of radio during disasters. Illustrate your answer with examples from 2018 Kerala Floods.

(2X5=10 marks)

COMPLEMENTARY ELECTIVE COURSE VI: FILM STUDIES

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM
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		PER WEEK		HRS
IV	4C 04 JNL	6	4	3

Course Outcome

1. Understanding major Movements, Genres and Masters in the history of Cinema.
2. Learn the capacity to familiarize the techniques involved in Film Making.
3. To generate basic skills of writing appreciation and analysis.

Unit 1

A brief history of Cinema – Familiarizing Edward Muybridge, Thomas Edison, Lumiere Brothers, Jules Marey, George Eastman, Major cinema movements – German Expressionism, Soviet Montage, Italian Neo Realism, French New Wave, History of Hollywood Cinema. An overview of Indian cinema.

Unit 2

Film Genres- Narrative Films, Romantic Comedies, Slapstick Comedy, War and Cowboy Movies, Science Fiction, Star wars, Thrillers, Musical, and Feel Good Movies. Types of film: short films, feature films, and documentary.

Unit 3

Film Language – Shot, Scene, Sequence, Cuts and Transitions, Zoom, Fade in and Out, Close up, Mise-en-scene, Montage.

Unit 4

- A) Pre-Production – Idea, Script, Storyboard, Schedule, Budget, Crew, Location, Art Direction, Casting.
- B) Production - Set Preparation, Camera, Sound and Shooting.
- C) Post Production – Visual and Sound Editing, Mixing, Graphics / Animation, Marketing and Distribution.

Unit 5

Film Analysis and Appreciation: Suggested for Analysis and Appreciation: *Swayamvaram* (Adoor Gopalakrishnan), *Charulata* (Satyajit Ray), *Psycho* (Alfred Hitchcock).

Books for Study

1. David K. Irving and Peter W.Rea: Producing and directing the Short Film and Video
2. Nathan Abrams, Ian Bell and Jan Udris: Studying Film
3. Frederick Levy: Short Films 101, How to make a Short Film and Launch Your Filmmaking Career.

Books for Reference

- 1 J.Dudley Andrew : Major Film Theories: An Introduction
- 2 James Monaco : How to Read a Film,3rd Edition
- 3 Amy Villarejo : Film Studies, The Basics
- 4 Tom Holden : Film Making
- 5 Blain Brown : Cinematography, Theory and Practice.
- 6 Michael Rabiger : Directing, Film Techniques and Aesthetics,4th Edition-.

Internal Assessment(IA):

Component One: Class Tests -5 marks

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

Component Two:

A. Seminar/viva: 2.5 marks

B. Radio programmes/TV programmes/ / assignments: 2.5 marks

Total = 10 marks

End Semester (ESE): 40 marks

Grand Total = 50 marks

Marks including choice:

Unit	Marks
I	12
II	12
III	12
IV	12
V	12

4C 04 JNL FILM STUDIES

Time: 3 Hours

Maximum Marks: 40

PART-A

Answer **ALL** questions. Each question carries **1 mark**

1. Pather Panjali
2. Anand Patwardhan
3. Montage
4. Mise-en-scene
5. Casting Director
6. ECU

(6X1= 6 marks)

PART-B

Answer **any six** questions not exceeding **75 words** each. Each question carries **2 marks**.

7. Sync sound
8. Short film.
9. Protagonist
10. Box office
11. Feel good movies
12. The Great Train Robbery
13. Fade in and out
14. CBFC

(6 X2= 12 marks)

PART-C

Answer **any 4** questions not exceeding **150 words** each. Each question carries **3 marks**.

15. What is the difference between a screenplay and a shooting script?
16. Explain story board.
17. What is meant by script breakdown?
18. What do you mean by a new- generation film?
19. Examine the key concepts of film language.
20. Describe the importance of marketing and distribution of films.

(4X3=12 marks)

PART-D

Answer **any 2** questions not exceeding **300 words** each. Each question carries **5 marks**.

21. Write an analysis of the film *Psycho*.
22. Do you think that cinema is a vibrant medium for communication? Substantiate your arguments with suitable examples.
23. Explain the preproduction stage of a film.
24. What is Italian Neo-realism? Describe the important characteristics of this genre and also an account of the important films and directors of this movement.

(2X5=10 marks)

PART C:

JOURNALISM AND MASS COMMUNICATION GENERIC ELECTIVE COURSES

WORK AND CREDIT DISTRIBUTION

(2019 ADMISSION ONWARDS)

EACH DEPARTMENT SHALL OFFER A POOL OF GENERIC ELECTIVE COURSE AT A TIME, TRANSACTION THROUGH GUIDANCE MODE. STUDENTS OF OTHER DEPARTMENTS CAN CHOOSE ANY ONE OF THE GENERIC ELECTIVE COURSE FROM THE POOL OF COURSES. ALL DEPARTMENTS (WHETHER IT IS A CORE DEPARTMENT OR COMPLEMENTARY DEPARTMENT CAN OFFER THE COURSE IN SEMESTER V)

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HOURS
5 D 01 JNL	INTRODUCTION TO JOURNALISM	V	2	2	2
5 D 02 JNL	FUNDAMENTALS OF CINEMA	V	2	2	2

EVALUATION

ASSESSMENT	WEIGHTAGE	MARKS
EXTERNAL	4	20
INTERNAL	1	5

INTERNAL ASSESSMENT

COMPONENT *	WEIGHTAGE**	REMARKS
COMPONENT 1 CLASS TEST	.5	
COMPONENT 2 SEMINAR/ASSIGNMENT	.5	

GENERIC ELECTIVE COURSE I: INTRODUCTION TO JOURNALISM

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5 D 01 JNL	2	2	2

COURSE OUTCOME

1. To get an overview of the functioning of journalism.
2. To gain better understanding of the important functionaries of journalism.
3. To become more knowledgeable about the freedom of speech and expression.

Module I

Definition and ingredients of news, types of news, interpretative stories, Inverted pyramid structure, news leads, headlines, features, profiles; interviews, editorials, cartoons, photo journalism.

Module II

Role of chief editor, qualities and responsibilities of reporters and sub-editors.

Module III

News sources-International and Indian news agencies, news releases, news conferences, watch dog and lap dog journalism.

Module IV

Citizen journalism , Investigative journalism;; sting operation; Freedom of speech and expression. Censorship, Defamation, invasion of privacy.

Books of Study

1. Jerry Lanson and Mitchell Stephens: Writing and Reporting the News
2. Fred Fedler and John Bender, Reporting for the Media
3. Bob Franklin and Martin Hamer, Key Concepts in Journalism Studies

Internal Assessment(IA):

Component one: Class Tests -2.5 marks

There shall be one internal assessment examinations within the semester.

Component two: Seminar Presentation/ Assignment / viva - 2.5 mark

Total = 5 marks

End Semester Examination (ESE): 20 marks

Marks including choice:

Unit	Marks
I	8
II	8
III	7
IV	7

Pattern of Questions:

- Part A - Short answer** (6 questions x Mark 1 each= 6)
- **Answer all questions** (*6 questions x Mark 1 each = 6*)
- Part B - Short Essay** (6 questions x Marks 2 each =12)
- **Answer any 4 questions** (*4questions x Marks 2 each=8*)
- Part C - Essay** (2 questions x Marks 6 each =12)
- **Answer any 1 question** (*1 question x Marks 6 each=6*)
- **Total marks including choice -30**
 - **Maximum marks of the course- 20**

GENERIC ELECTIVE COURSE II : Fundamentals of Cinema

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5 D 02 JNL	2	2	2

COURSE OUTCOME

1. To get an overview of film as a medium of expression and entertainment.
2. To gain better understanding of the basic grammar of visual language.
3. To learn the art of analyzing and appreciating films.

Module I

Potentials and limitations of cinema; types of films: feature films, documentaries and short films.

Module II

Scripting for short films, scripting steps, storyboarding, shooting script and script breakdown.

Module III

Production management: shooting schedule, budgeting and other procedures. Shooting: composition of shot, size of shots, camera movements; continuity; lighting; sync sound and spot editing; sound editing and sound effects.

Module IV

Film analysis and appreciation: 4 Contemporary Films for analysis: *Traffic*, *36 Chowrangee Lane*, *Father*, *Pariyerum Perumal*.

Books for Reference:

1. Bernard F Dick, **Anatomy of Film**, St.Martin Press, New York,1978.
2. Susan Hayward, **Key concept In Cinema studies**, Routledge,2004
3. Nathan Abrams, Ian Bell and Jan Udriš, **Studying Film**.
4. Tom Holden, **Film Making**.
5. Brain Brown, **Cinematography: Theory and Practice**.

Internal Assessment(IA):

Component one: Class Tests – 2.5 marks

There shall be one internal assessment examination within the semester.

Component two: Film appreciation – 2.5 mark

Each Student shall present a study evaluating a film

Total = 5 marks

End Semester Examination / Evaluation(ESE): 20 marks

Marks including choice:

Unit	Marks
I	8
II	8
III	7
IV	7

Pattern of Questions:

- Part A - Short answer** (6 questions x Mark 1 each= 6)
- **Answer all questions** (*6 questions x Mark 1 each = 6*)
- Part B - Short Essay** (6 questions x Marks 2 each =12)
- **Answer any 4 questions** (*4questions x Marks 2 each=8*)
- Part C - Essay** (2 questions x Marks 6 each =12)
- **Answer any 1 question** (*1 question x Marks 6 each=6*)
-
- **Total marks including choice -30**
 - **Maximum marks of the course- 20**