

(Abstract)

MA Journalism and Mass Communication Programmes- Scheme , Syllabus and Model Question Paper ( I st & II nd Semester only ) Under Choice Based Credit and Semester System (Outcome Based Education system-OBE) in Affiliated Colleges with effect from 2023 admissions - Implemented- Orders issued.

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**ACADEMIC C SECTION**

ACAD/ACAD C4/16955/2023

Dated: 18.08.2023

- Read:-1. U.O No. Acad C2/429/2017 Dated 08.09.2020  
2. U. O No. Acad C1/21246/2019 Dated 07.12.2020  
3. U.O. NO Acad C1/21246/2019 Dated 16.02.2023  
4.U.O. NO Acad C1/21246/2019 Dated 20.04.2023  
5. Minutes of the meeting of the CSMC & Conveners of Ad hoc committee held on 15.06.2023  
6.U.O.No. Acad/C1/21246/2019 DATED 09.08.2023  
7. The Minutes of the meeting of the Ad hoc Committee for MA. Journalism & Mass communication held on 09.08.2023  
8. Syllabus submitted by the Convenor, Ad hoc committee for M.A Journalism and Mass Communication vide e-mail dated 11.08.2023

**ORDER**

1. Curriculum Syllabus Monitoring Committee comprising the members of Syndicate was constituted for the Syllabus revision of UG & PG Programmes in Affiliated Colleges, vide paper read (1) above and as per the recommendation of this Committee in its meeting held on 20.11.2020, constitute a sub Committee to prepare the Regulation for PG programmes in Affiliated Colleges vide paper read (2) above.
2. As the reconstitution of Board of Studies of the University is under consideration of the Hon'ble Chancellor, considering the exigency of the matter, Ad hoc Committees were constituted vide paper read (3) above, & it has been modified vide paper read (4) above to revise the Curriculum and Syllabus of PG Programmes in Affiliated Colleges w.e.f 2023-24 academic year .
3. The combined meeting of the Curriculum Syllabus Monitoring Committee & Conveners of Ad hoc committee held on 15.06.2023 at syndicate room discussed in detail the draft Regulation, prepared by the Curriculum Syllabus Monitoring Committee, for the PG programmes under Choice Based Credit and Semester System to be implemented in Affiliated Colleges w.e.f 2023 admission and proposed the different phases of Syllabus revision process such as subject wise workshop vide the paper read (5) above.
4. The Revised Regulation for PG programmes under Choice Based Credit and Semester System ( in OBE- Out Come Based Education System) was approved by the Vice chancellor on 05.08.2023 and implemented w.e.f 2023 admission vide paper read (6) above.
5. Subsequently, as per the paper read (7) above, the Ad hoc committee for MA Journalism and Mass communication Programme finalized the Scheme, Syllabus and Model question papers of I<sup>st</sup> & II<sup>nd</sup> Semester MA Journalism and Mass communication Programme to be implemented w.e.f 2023 admission
6. A s per the paper read (8) above, the Convener, Ad hoc committee for Journalism and Mass communication, submitted the finalized copy of the Scheme, Syllabus and Model question papers of I<sup>st</sup> and II<sup>nd</sup> Semester MA Journalism and Mass communication Programme for implementation w.e.f 2023 admission in affiliated colleges.
7. The Vice Chancellor after considering the matter in detail and in exercise of the powers of the Academic Council conferred under section 11(1) Chapter III of Kannur University Act, 1996 and all other enabling provisions read together with, **accorded sanction to implement the Scheme, Syllabus and**

**Model question papers of 1<sup>st</sup> & 2<sup>nd</sup> Semester M.A Journalism and Mass communication Programme under Choice Based Credit and Semester System ( OBE-Outcome Based Education System ) in Affiliated Colleges under the University with effect from 2023 Admission , subject to report to the Academic Council**

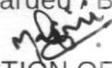
8. The Scheme , Syllabus and Model question papers of 1<sup>st</sup> and 2<sup>nd</sup> Semester M.A Journalism and Mass Communication under Choice Based Credit and Semester System ( OBE -Outcome Based Education System) in Affiliated Colleges under the University w.e.f 2023 admission is uploaded on the University website.

9. Orders are issued accordingly.

Sd/-  
**Narayanadas K**  
**DEPUTY REGISTRAR (ACAD)**  
For REGISTRAR

To: 1. The Principals of Colleges offering M. A. Journalism & Mass Communication Programme  
2. Convenor, Curriculum Syllabus Monitoring Committee.  
3. Convenor, Ad hoc committee for MA Journalism and Mass communication Programme

Copy To: 1. The Examination Branch (Through PA to CE)  
2. PS to VC / PA to PVC / PA to R/PA to FO  
3. DR / AR 1 (Acad) /AR II Exam/All sections of Academic Branch/Computer Programmer  
4. SF / DF /FC  
5. IT Centre ( for uploading on the website)

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**(Abstract)**

M.A. Journalism and Mass communication Programme- Syllabus and Model Question papers ( III rd and IVth Semester only ) under Choice Based Credit and Semester System (in Outcome Based Education system- OBE ) in Affiliated Colleges -Implemented with effect from 2023 admissions - Orders issued

**ACADEMIC C SECTION**

ACAD/ACAD C4/16955/2023

Dated: 24.08.2024

Read:-1. U.O No. Acad C4/16955/2023 dtd 18.08.2023

2. Minutes of the meeting of Board of studies in Journalism and Mass communication (PG) held on 23.06.2024

3. Syllabus, submitted by the Chairperson, Board of studies in Journalism and Mass communication (PG) vide e-mail dtd 24.06.2024

4. The Minutes of the XXVIII th Meeting of the Academic Council held on 25.06.2024

**ORDER**

1. As per the paper read (1) above, the Scheme, Syllabus, Model Question paper ( I<sup>st</sup> and II<sup>nd</sup> Semesters only ) of the M.A. Journalism and Mass communication programme under Choice Based Credit and Semester System (in Outcome Based Education System- OBE) in Affiliated Colleges were implemented w.e.f 2023 admission vide paper read (1) above.

2. Thereafter, the Meeting of the Board of Studies (BoS) in Journalism and Mass communication held on 23.06.2024 discussed & finalised the Syllabi of the III<sup>rd</sup> and IV<sup>th</sup> Semesters of the M.A. Journalism and Mass communication programme under CBCSS in (Outcome Based Education System) to be implemented in affiliated colleges w.e.f 2023 admission, vide the paper read (2) above.

3. Subsequently, the Chairperson, Board of Studies in Journalism and Mass communication (PG), vide the paper read as (3) above, submitted the 3<sup>rd</sup> and 4<sup>th</sup> Semester Syllabi and Model Question papers of the M.A. Journalism and Mass Communication programme in Affiliated Colleges for implementing w.e.f 2023 admission.

4. The Vice Chancellor after considering the matter in detail, ordered to place the same before the Academic Council for consideration.

5. The XXVIII<sup>th</sup> meeting of the Academic Council held on 25.06.2024, vide the paper read (4) above, considered the matter and approved III<sup>rd</sup> and IV<sup>th</sup> Semester Syllabi and Model Question papers of the M.A. Journalism and Mass Communication Programme w.e.f 2023 admission under Choice Based Credit and Semester System (in OBE-Outcome Based Education System) in Affiliated colleges under the University in principle and accorded sanction to publish the same considering the urgency of the matter.

6. The Minutes of the Academic Council was approved by the Vice Chancellor and published.

7. Therefore, the approved Syllabus and Model Question papers of the III<sup>rd</sup> and IV<sup>th</sup> Semesters of the M.A Journalism and Mass communication programme under Choice Based Credit and Semester System (in OBE-Outcome Based Education System) in Affiliated Colleges under the University w.e.f 2023 admission are uploaded in the University website. The same is appended with this U.O.

Orders are issued accordingly.

Sd/-

**ANIL CHANDRAN R**  
**DEPUTY REGISTRAR (ACADEMIC)**  
For REGISTRAR

To: 1. Principals of Affiliated Colleges offering M.A. Journalism and Mass communication Programme  
2. Chairperson, Board of Studies in Journalism and Mass Communication

Copy To: 1. The Examination Branch (Through PA to CE)  
2. PS to VC / PA to PVC / PA to R/PA to FO

3. DR / AR 1 (Acad) /All sections of Academic Branch/Computer Programmer
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6. EP V section



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*[Signature]*  
SECTION OFFICER



**SCHEME AND SYLLABUS FOR**

**PG PROGRAMME IN**

**MA Journalism and Mass  
Communication (MAJMC)**

Under Choice Based Credit and Semester System For Post Graduate Programme  
in Affiliated Colleges -2023 (in Outcome Based Education – system)

**(KUCBCSSPG 2023)**

**From 2023 ADMISSION onwards**

**Ad hoc Expert Committee for restructuring MA Journalism and Mass Communication Curriculum and Syllabus (2023)**

<b>Sl No</b>	<b>Name</b>	<b>Designation</b>
1.	Dr P P Shaju	Convener, Associate Professor and Head, Dept of Journalism, Mary Matha College, Mananthavady
2.	Fr. Dr. Francis Karackat	Associate Professor & Principal, Don Bosco Arts & Science College, Angadikadavu, Kannur
3.	Dr Smitha E K	Member, Assistant Professor and Head, Dept of Journalism, CHMKM Government Arts & Science College, Thanur
4.	Mr V H Nishad	Member, Assistant Professor and Head, Dept of Journalism, Sir Syed College, Thaliparamba
5.	Mr Previn P F	Member, Assistant Professor, Dept of Communication and Journalism, S.E.S. College, Sreekandapuram
<b>External Expert</b>		
6.	Dr P Lalmohan	Assistant Professor, Dept of Journalism, University of Kerala
<b>Special Invitees</b>		
7.	Dr Biju Jose Nellissery	Head, Dept of Journalism, Don Bosco College, Angadikadavu
8.	Mr Deepu Jose K	Assistant Professor and Head, Dept of Communication and Journalism, S.E.S. College, Sreekandapuram
9.	Mr Sanish M S	Assistant Professor, Dept of Communication and Journalism, S.E.S. College, Sreekandapuram
10.	Mr Abel Babu	Assistant Professor, Dept of Journalism, Don Bosco College, Angadikadavu
11.	Ms Aishwarya Pradeep	Assistant Professor, Dept of Journalism, Don Bosco College, Angadikadavu
12.	Mr Anil Thomas Nalloor	Assistant Professor, Dept of Journalism, Don Bosco College, Angadikadavu
13.	Dr. Seena Johnson	Assistant Professor, Dept of Journalism, Don Bosco College, Angadikadavu
14.	Dr. Lijin Joseph	Assistant Professor, Dept of Journalism, Don Bosco College, Angadikadavu
15.	Ms. Harishma S L	Assistant Professor, Dept of Journalism, Don Bosco College, Angadikadavu
16.	Ms. Shruthimol Thomas	Assistant Professor, Dept of Journalism, Don Bosco College, Angadikadavu

## **Curriculum for Choice Based Credit and Semester System for Postgraduate Programme in Affiliated Colleges -2023**

### **(OBE – Outcome Based Education – system)**

Kannur University introduced Outcome Based Education (OBE) in the curriculum for under graduate students in 2019. Expanding OBE to the Postgraduate curriculum and syllabus from the academic year 2023 onwards demonstrates the university's commitment to further improving the learning experience for its students across different academic levels. This move is to enhance the academic rigour and relevance of the Postgraduate programmes, better preparing the students for their future careers and challenges.

Outcome based education is an educational methodology where each aspect of education is organized around a set of goals (outcomes). Students should achieve their goal by the end of the educational process. Throughout the educational experience, all students should be able to achieve their goals. It focuses on measuring student performance through outcomes. The OBE model aims to maximize student learning outcomes by developing their knowledge & skills.

The key to success in outcome-based education is clarity, for both teachers and students to understand what's expected of them. Outcome-based education aims to create a clear expectation of results that students must achieve. Here, the outcome includes skills, knowledge and attitude. In addition to understanding what's expected, outcome-based education also encourages transparency. The basic principle of outcome-based education is that students must meet a specific standard to graduate. Hence, no curve grading is used in outcome-based education, and instead, teachers are free to experiment with any methodology they feel is best.

#### **Mission statements**

- 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 endeavours.
- 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.

### **Establishing the Programme Outcomes (POs)**

Programme Outcomes (POs): Programme outcomes can be defined as the objectives achieved at the end of any specialization or discipline. These attributes are mapped while a student is doing graduation and determined when they get a degree.

**PO 1. Advanced Knowledge and Skills:** Postgraduate courses aim to provide students with in-depth knowledge and advanced skills related to their chosen field. The best outcome would be to acquire a comprehensive understanding of the subject matter and develop specialized expertise.

**PO 2. Research and Analytical Abilities:** Postgraduate programmes often emphasize research and analytical thinking. The ability to conduct independent research, analyze complex problems, and propose innovative solutions is highly valued.

**PO 3. Critical Thinking and Problem-Solving Skills:** Developing critical thinking skills is crucial for postgraduate students. Being able to evaluate information critically, identify patterns, and solve problems creatively are important outcomes of these programs.

**PO 4. Effective Communication Skills:** Strong communication skills, both written and verbal, are essential in various professional settings. Postgraduate programs should focus on enhancing communication abilities to effectively convey ideas, present research findings, and engage in academic discussions.

**PO 5. Ethical and Professional Standards:** Graduates should uphold ethical and professional standards relevant to their field. Understanding and adhering to professional ethics and practices are important outcomes of postgraduate education.

**PO 6. Career Readiness:** Postgraduate programs should equip students with the necessary skills and knowledge to succeed in their chosen careers. This includes practical skills, industry-specific knowledge, and an understanding of the job market and its requirements.

**PO 7. Networking and Collaboration:** Building a professional network and collaborating with peers and experts in the field are valuable outcomes. These connections can lead to opportunities for research collaborations, internships, and employment prospects.

**PO 8. Lifelong Learning:** Postgraduate education should instill a passion for lifelong learning. The ability to adapt to new developments in the field, pursue further education, and stay updated with emerging trends is a desirable outcome.

### **Establishing the Course Outcomes**

**Course Outcomes (COs)** are the objectives that are achieved at the end of any semester/year. For instance, if a student is studying a particular course, then, the outcomes would be concluded on the basis of the marks or grades achieved in theory and practical lessons.

Each programme shall define the COs according to the outcome set at the beginning of the study of the course.

### **Automated Question Bank System**

The evaluation process shall be based on the revised Bloom's Taxonomy. Hence the syllabus shall be defined and designed in view of the scheme of the said taxonomy.

### **Modules**

The syllabus shall be prepared in four Modules to reflect the spirit of revised Blooms Taxonomy and the evaluation system based on the six cognitive levels.

### **Evaluation process using Revised Bloom's Taxonomy**

There are six levels of cognitive learning according to the revised version of Bloom's Taxonomy. Each level is conceptually different. The six levels are remembering, understanding, applying, analysing, evaluating, and creating. These levels can be helpful in developing learning outcomes.

**Remember:** Definition: retrieve, recall, or recognize relevant knowledge from long-term memory. Appropriate learning outcome verbs for this level include: *cite, define, describe, identify, label, list, match, name, outline, quote, recall, report, reproduce, retrieve, show, state, tabulate, and tell.*

**Understand:** Definition: demonstrate comprehension through one or more forms of explanation. Appropriate learning outcome verbs for this level include: *abstract, arrange, articulate, associate, categorize, clarify, classify, compare, compute, conclude, contrast, defend, diagram, differentiate, discuss, distinguish, estimate, exemplify, explain, extend, extrapolate, generalize, give examples of, illustrate, infer, interpolate, interpret, match, outline, paraphrase, predict, rearrange, reorder, rephrase, represent, restate, summarize, transform, and translate.*

**Apply:** Definition: Use information or a skill in a new situation Appropriate learning outcome verb for this level include: apply, calculate, carry out, classify, complete, compute, demonstrate, dramatize, employ, examine, execute, experiment, generalize, illustrate, implement, infer, interpret, manipulate, modify, operate, organize, outline, predict, solve, transfer, translate, and use.

**Analyze:** Definition: break material into its constituent parts and determine how the parts relate to one another and/or to an overall structure or purpose Appropriate learning outcome verbs for this level include: analyse, arrange, break down, categorize, classify, compare, connect, contrast, deconstruct, detect, diagram, differentiate, discriminate, distinguish, divide, explain, identify, integrate, inventory, order, organize, relate, separate, and structure.

**Evaluate:** Definition: make judgments based on criteria and standards Appropriate learning outcome verbs for this level include: appraise, apprise, argue, assess, compare, conclude, consider, contrast, convince, criticize, critique, decide, determine, discriminate, evaluate, grade, judge, justify, measure, rank, rate, recommend, review, score, select, standardize, support, test, and validate.

**Create:** Definition: put elements together to form a new coherent or functional whole; reorganize elements into a new pattern or structure. Appropriate learning outcome verbs for this level include: arrange, assemble, build, collect, combine, compile, compose, constitute, construct, create, design, develop, devise, formulate, generate, hypothesize, integrate, invent, make, manage, modify, organize, perform, plan, prepare, produce, propose, rearrange, reconstruct, reorganize, revise, rewrite, specify, synthesize, and write.

**PROGRAMME REGULATIONS**  
**MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION**  
**(MAJMC) FOR AFFILIATED COLLEGES**  
**(KUCBCSSPG 2023)**

**TITLE OF THE PROGRAMME**

Master of Arts in Journalism and Mass Communication (MAJMC)

**DURATION OF THE PROGRAMME**

Four semesters with each semester consisting of a minimum of 90 working days distributed over a minimum of 18 weeks, each of 5 working days.

**ELIGIBILITY FOR ADMISSION**

Candidates who have passed a Bachelor Degree course of Kannur University or any other university recognized by Kannur University as equivalent thereto and have secured a minimum of 45% marks in aggregate are eligible to apply. Candidates from SC/ST and other backward communities will get relaxation in marks as per the university rules.

**ADMISSION PROCEDURE**

Admission to the programme shall be made on the basis of Online Centralized Allotment process of Kannur University.

**ADDITIONAL WEIGHTAGE**

- |   |                 |
|---|-----------------|
| a) Graduates with journalism as complementary   | 3% marks or GPA |
| b) Bachelor degree holders in Journalism/Multimedia<br>Communication/Visual Communication/<br>Film Production/Video Production as main subjects | 6% marks or GPA |

Candidates will be given weightage in only one of the categories whichever is higher. Weightage will be given only on production of authentic certificates.

**TEACHING, LEARNING STRATEGY**

Apart from the classroom interactions/lectures, seminars, workshops, media analysis, film appreciation etc. shall be conducted. Industry visits and study tours shall be arranged during the programme to provide students exposure to the nature and function of various media organisations. The Departmental body shall prepare a panel of external experts/ faculty and facilitate interaction between students and the panelists. Teachers shall organise interactive sessions between the students and the panelists.

**MEDIUM OF INSTRUCTION AND EXAMINATION**

Medium of instruction and examination shall be English considering the global media industry to which the professionals are nurtured and trained through the programme.

## **DISSERTATION AND VIVA**

Students shall submit a dissertation at the final semester after conducting research in the field of mass communication under the supervision of a teacher. They have to follow research methodology suitable to the area of interest with the approval of the supervisor. The dissertation shall be free from plagiarism. Research ethics shall be followed in every stage of the work. The approved style for referencing is APA.

## **INTERNSHIP**

Students have to do internship in recognized newspapers/news agency/TV news channel/radio station/PR dept/advertising agency/web portal or a similar media organisation for not less than one month. The Department Council or equivalent body should prepare a list of media organisations and students should choose one of the organisations from the list for internship. The list shall be revised periodically. If a student fails to fulfil this requirement, his/ her result shall be withheld until the internship requirement is met. An internship diary with activities/achievements completed during internship shall be maintained by the candidate. This diary signed by the internee and the head of organization where the internship was carried out shall be presented to the HoD.

## **INFRASTRUCTURE**

Media education involves hands on training, particularly in this era of media convergence. Hence, adequate infrastructure in the form of computers, internet connections, software, cameras and accessories, edit suits and studios are to be ensured for the use of learners.

## **STUDENT ORIENTATION**

Students shall be oriented to the entire programme regulations, evaluation strategy and all the provisions in the KUCBCSSPG 2023 of Kannur University for their meaningful completion of the programme.

## **KUCBCSSPG 2023**

All matters not mentioned in this document shall be dealt with according to the provisions of the **KUCBCSSPG 2023** and the amendments thereof issued by Kannur University from time to time.

## **EVALUATION STRATEGY**

### **THEORY COURSE**

There shall be internal and external evaluation for theory courses. The distribution of marks between internal and external examinations will be as follows:

#### **a) INTERNAL EVALUATION**

20% marks shall be given to the internal evaluation which is conducted as a continuous assessment. The distribution of marks for internal examination components shall be as follows: Total marks 15

<b>Components</b>	<b>Marks</b>
Examination/test	9
Seminars/Presentation/Assignments	6
<b>Total</b>	<b>15</b>

**b) EXTERNAL EVALUATION**

The remaining 80% marks shall be for the end semester external evaluation. The external examination in theory courses is to be conducted with question papers set by external examiners or from the Question Bank. The evaluation of the answer scripts shall be done based on a well-defined scheme of valuation framed by the examiners.

**INSTRUCTIONS TO QUESTION PAPER SETTERS**

Questions shall be set to assess knowledge/skills acquired, application of knowledge/skills, application of knowledge/skills in new situations, critical evaluation of knowledge and ability to synthesize knowledge. Due weightage shall be given to each module based on content/teaching hours allotted to each module.

It has to be ensured that questions covering the skills expected from the respective course are framed. The setter shall also submit a detailed scheme of evaluation along with the question paper.

A question paper shall be a judicious mix of short answer type, short essay type /problem solving type and long essay type questions. The question shall be prepared in accordance with revised Bloom’s Taxonomy stated in the previous pages of this document.

**QUESTION PAPER TEMPLATE – THEORY COURSE  
M A Journalism and Mass Communication (KUCBCSSPG 2023)  
(2023 Admission onwards)**

Semester: .....**Course Code and Title:** ..... .....

Time: 3 Hours

Total Marks: 60

I. Write short notes on any **FIVE** of the following. Each answer carries **three** marks.  
(5 x 3=15 marks)

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....
- 6. ....

II Write short essays on any **Three** of the following. Each answer carries **six** marks.  
(3 x 6=18 marks)

- 7. ....
- 8. ....
- 9. ....
- 10. ....
- 11. ....

III Write long essays on any **Three** of the following. Each answer carries **nine** marks.  
(3x 9 =27 marks)

- 12. ....
- 13. ....

- 14. ....
- 15. ....
- 16. ....

**PRACTICAL COURSE**

Examiners shall follow the internal and external evaluation matrices given below and, learners shall be informed of these matrices well in advance.

**a) INTERNAL EVALUATION**

Throughout the course, the teacher concerned shall monitor the progress of the learner and shall evaluate internally as per the components under internal evaluation given below:

<b>Components</b>	<b>Marks</b>
Lab Skill/ Records	4
Practical/Test	8
<b>Total</b>	<b>12</b>

**b) EXTERNAL EVALUATION**

End semester evaluation in Practical Courses shall be conducted and evaluated by both internal and external examiners. As part of this, there shall be an assessment of the production by the external examiner/experts from the industry to ascertain whether the learner acquired the expected learning outcomes in the syllabus of the course concerned. The examiners shall evaluate the skills in all modules through a single work or multiple tasks. Each student shall be given different task/ work. The practical test shall follow a viva voce on the practical assignment given for the test to evaluate the conceptual knowledge base of the learner. **Total marks: 48**

<b>Components</b>	<b>Marks</b>
Practical test/Production assessment	36
Viva	12
<b>Total</b>	<b>48</b>

**DISSERTATION**

The fourth semester will include dissertation and viva voce to be valued/ conducted by an Examination Board appointed by the University with allotment of 60 marks for dissertation. Student shall obtain plagiarism checker certificate from approved agencies and attach it along with the dissertation before submitting the same at the department.

**Thesis Evaluation**

	Internal	External
a) Relevance of the topic and statement of the problem	3	10
b) Quality of Report	3	10
c) Methodology and Analysis	3	10
d) Viva Voce	3	18
<b>Total</b>	<b>12</b>	<b>48</b>

## **COMPREHENSIVE VIVA VOCE**

External examiner shall conduct Viva Voce on all courses taught during the four semesters. As part of this, the examiner shall also ask questions to ascertain whether the learner has acquired the expected learning outcomes stated in the syllabus. **Marks: 40**

### **PROGRAMME SPECIFIC OUTCOMES (PSOs) FOR MA JMC**

*On completion of MA JMC programme, a student shall:*

1. Demonstrate skills in media practices in accordance with ethical and professional standards so that students become employable in media and other allied industries.
2. Demonstrate academic and critical perspectives on regional, national and international media practices and communication principles.
3. Apply research aptitude and critical thinking on mass media and media consumption.
4. Undertake research projects on media practices and allied areas.
5. Produce content for the ever-expanding digital media and to keep abreast with the changing trends in the digital media.
6. Prepare advertisements for different media and to critically assess their impact and influence.
7. Design and execute communication strategies and campaign for organisations in tune with the principles and practices of corporate communication and PR.
8. Script, plan, shoot and edit audio-visual programmes such as radio programmes, films documentaries and news.
9. Apply the technical abilities and theoretical knowledge of students in various social contexts and multiple media environments.
10. Respond to social issues empathically, contribute to develop informed debates and discussions to arrive at meaningful conclusions.
11. Start innovative and entrepreneurial projects and start-ups in media and allied areas.
12. Raise and defend arguments, concepts, theoretical understandings related to media and communication practices.

## MA JMC PROGRAMME STRUCTURE

### I Semester -from June to October

No	Core / Elective	CourseCode	Title of the Course	Hours allotted per week	Credits	Marks		
						CA	ESE	Total
1	Core	MAJMC 01C 01	Introduction to Communication	5	04	15	60	75
2	Core	MAJMC 01C 02	Reporting and Editing for Print Media	5	04	15	60	75
3	Core	MAJMC 01C 03	Fundamentals of Visual Production	6	04	15	60	75
4	Core	MAJMC 01C 04	Digital Journalism	5	04	15	60	75
5	Practical	MAJMC01C 05	Newspaper Production	4	04	12	48	60
<b>Total</b>				<b>25</b>	<b>20</b>	<b>72</b>	<b>288</b>	<b>360</b>

### II Semester -from November to March

No	Core / Elective	Course Code	Title of theCourse	Hours allotted per week	Credits	Marks		
						CA	ESE	Total
1	Core	MAJMC02C 06	Communication and Media Research	06	04	15	60	75
2	Core	MAJMC02C 07	Communication Theories	05	04	15	60	75
3	Core	MAJMC02C 08	Radio Production	06	04	15	60	75
4	Elective**	MAJMC02E 01	Film Studies	04	04	15	60	75
5	Elective**	MAJMC02E 02	Travel Journalism					
6	Elective**	MAJMC02E 03	Health Communication					
7	Practical-II	MAJMC02C 09	Radio Production	04	04	12	48	60
<b>Total</b>				<b>25</b>	<b>20</b>	<b>72</b>	<b>288</b>	<b>360</b>

*\*\* Select one elective from this group*

### III Semester -from June to October

No	Core / Elective	Course Code	Title of the Course	Hours allotted per week	Credits	Marks		
						CA	ESE	Total
1	Core	MAJMC03C 10	Corporate Communication & Advertising	06	04	15	60	75
2	Core	MAJMC03C 11	Data Journalism and Digital Marketing	05	04	15	60	75
3	Core	MAJMC03C 12	Television Journalism	06	04	15	60	75
4	Open Elective (Multidisciplinary) *	MAJMC03O 01	Indian Politics	04	04	15	60	75
5	Open Elective (Multidisciplinary) *	MAJMC03O 02	Agricultural Journalism					
6	Open Elective (Multidisciplinary) *	MAJMC03O 03	Business Journalism					
7	Open Elective (Multidisciplinary) *	MAJMC03O 04	Development Communication					
8	Practical-III	MAJMC03C 13	TV News Production	04	04	12	48	60
<b>Total</b>				<b>25</b>	<b>20</b>	<b>72</b>	<b>288</b>	<b>360</b>

\* Select one open elective/multidisciplinary course from this group

### IV Semester- from November to March

No	Core/ Elective	Course Code	Title of the Course	Hours allotted per week	Credits	Marks		
						CA	ESE	Total
1	Core	MAJMC04C 14	Cinema and Documentary Production	05	04	15	60	75
2	Core	MAJMC04C 15	Media Management and Entrepreneurship	05	03	15	60	75
3	Elective**	MAJMC04E 04	Technical Writing	04	04	15	60	75
4	Elective**	MAJMC04E 05	Fashion Communication					
5	Elective**	MAJMC04E 06	Sports Journalism					
6	Practical IV	MAJMC04C 16	Short film/Documentary production	04	04	12	48	60
7	Dissertation	MAJMC04C17	Dissertation	07	04	12	48	60
			Internship*	----	01	35	----	35
8	Viva Voce	MAJMC04C18	Viva Voce	----	---	----	40	40
<b>Total</b>				<b>25</b>	<b>20</b>	<b>104</b>	<b>316</b>	<b>420</b>

\*\* Select one elective from this group

\*Mark for internship shall be allotted by the HoD based on the criteria finalized by the Department Council

- Total marks for semester I 360
  - Total marks for semester II 360
  - Total marks for semester III 360
  - Total marks for semester IV 420
- Total marks for semester I to IV 1500**

**Total Credits in Semester I - IV = 20+20+20+20= 80**

## CORE COURSE 1

### INTRODUCTION TO COMMUNICATION

Semester	Course Code	Hours per week	Credit	Exam Hours
1	MAJMC01C 01	5	4	3

#### Course Description:

The course is designed to provide postgraduate students with a comprehensive understanding of the fundamental concepts, theories, and practices related to mass communication. The course aims to explore the role of mass communication in contemporary society, emphasizing its impact on individuals, institutions, and the broader social landscape. Students will develop critical thinking skills, analytical abilities, and a theoretical framework necessary to comprehend the complexities of mass media in a globalized world.

#### Course Outcomes:

*On completion of the course, a student shall:*

CO1: Identify the concept, types and models of communication

CO2: Obtain media literacy and critical thinking skills

CO3: Analyse the effects of mass media on individuals, groups, and communities

CO4: Assess media representations of marginalized groups and individuals

CO5: Investigate the ethical considerations and challenges faced by mass media professionals

#### Module I: Introduction to Mass Communication

Definition and scope of mass communication – Elements of mass communication - Functions, dysfunctions of mass communication - Nature and characteristics of mass media – media as a cultural institution – Types of communication: interpersonal, intrapersonal, group, public and mass communication – history and growth of mass media.

#### Module II: Models of communication

Linear Models: Aristotle, Shannon and Weaver, Lasswell, Westley & MacLean - Berlo

Non-linear /circular models: Osgood and Schramm, Dance's Helical model, Theories, Newcomb, Riley and Riley model – Gerbner's Model, Barnlund – Gatekeeping, McNelly's Model, Bass's Model, Galtung and Ruge's Model.

#### Module III: Fundamental theories of Mass Communication

Media and Audience: Social Category Theory, Selectivity Theory, Individual difference theory, Social Relations Theory, Cultivation Theory, Uses and Gratification Theory, Media and Public Opinion: Magic Bullet theory, Stimulus response theory, Agenda setting, Priming and Framing, Spiral of Silence, Flow of theories: Hypodermic needle theory, One step, Two step and Multi-step, Propaganda theory of Walter Lippmann

Four-dimensional perspective on media effects – timing of effects- immediate and long term, type of effects: cognitive, attitudinal emotional, physiological and behavioural – micro and macro level of effects.

#### **Module IV: Ethical Concerns of Mass Communication**

Media regulation and freedom of speech – Provisions to restrict media under IPC - Violence in media and its impact on individuals and society - Ethical considerations in media production and consumption - propaganda – Media coverage of poverty, homelessness, and economic inequality. Reporting on racial and ethnic disparities – Coverage of gender, LGBTQ+, minorities, dalits and sexuality in media - Role of media in social change movements - Media activism strategies and case studies: #BlackLivesMatter, Arab Spring, #MeToo, Occupy Wall Street, Kony 2012, Greta Thunberg and the Youth Climate Movement, Greenpeace campaign, #SaveAarey, Save Tiger, Farmer Protests and social media, Save the Narmada Movement - Media and disability representation.

#### **CORE TEXTS:**

1. Baran, Stanley J and Davis, Dennis K. (2018). Mass Communication theory: Foundations, ferment and future (8th ed.). Wadsworth Cengage Learning. New York.
2. Croteau, D., & Hoynes, W. (2019). Media/Society: Industries, Images, and Audiences (6th ed.). SAGE Publications.
3. DeFleur, M. L., & Dennis, E. E. (2017). Understanding Mass Communication: A Liberal Arts Perspective (11th ed.). Wadsworth Publishing.
4. Katz, E., Blumler, J. G., & Gurevitch, M. (1974). Utilization of mass communication by the individual. *Public opinion quarterly*, 38(2), 293-310.
5. McQuail, D. (2010). *McQuail's mass communication theory*. SAGE Publications.

#### **SUGGESTED READINGS:**

1. McQuail, D., Deuze, M., & De Burgh, H. (Eds.). (2019). *Journalism and Society* (3rd ed.). SAGE Publications.
2. McQuail, D. & Windahl, S. (2013). *Communication Models for the Study of Mass Communications*. New York: Routledge.
3. O'Sullivan, T., & Yar, M. (2017). *Theories of Media and Communication: An Introduction* (2nd ed.). SAGE Publications.
4. Wimmer, R. D., & Dominick, J. R. (2019). *Mass Media Research: An Introduction* (10th ed.). Cengage Learning.

#### **SUGGESTED LINKS**

1. [https://www.youtube.com/watch?v=8dgQd4Lpg\\_o](https://www.youtube.com/watch?v=8dgQd4Lpg_o)
2. <https://www.youtube.com/watch?v=x7tmSdY0OzQ>
3. <https://www.dailypioneer.com/2016/state-editions/marginalised-sections-presence-negligible-in-media-houses.html>
4. [https://depts.washington.edu/nwmedia/sections/nw\\_center/curriculum\\_docs/teach\\_combine.pdf](https://depts.washington.edu/nwmedia/sections/nw_center/curriculum_docs/teach_combine.pdf)

## CONTINUOUS ASSESSMENT -TOTAL MARKS 15

### 1. Class Test: (9 marks)

There shall be two internal examinations within the semester: one, on completion of module 1 and 2, and the second, on completion of module 3 and 4.

### 2. Assignment/seminar/presentation: (6 marks)

Identify a current media-related issue, such as misinformation or media ownership concentration, and propose viable solutions to address the problem within the framework of mass communication ethics and regulations/ Power point presentation by each student on representation of marginalised.

### Marks allocation including choice

Module	Marks (Including Choice)
1	12
2	18
3	27
4	36
<b>Total</b>	<b>93</b>

**MODEL QUESTION PAPER**

**MAJMC01C 01: Introduction to Communication**

**Time: 3 Hours**

**Max. Marks: 60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

1. Propaganda
2. Mass communication
3. George Gerbner
4. Copyright
5. Media activism
6. Gatekeeper

**II. Write short essays on any Three of the following. Each answer carries six marks.**

7. Evaluate the impact of media coverage on the portrayal of marginalized groups in society.
8. Compare and contrast the role of traditional media (e.g., newspapers, television) and digital media (e.g., social media, online news) in shaping public opinion.
9. Explain any five non-linear models of communication.
10. Explain different types of communication.
11. Critically assess the role of mass media in shaping cultural perceptions and values. Provide evidence to support your arguments.

**III. Write long essays on any Three of the following. Each answer carries nine marks.**

12. Evaluate the tension between media regulation and freedom of speech. Analyse the importance of freedom of speech in a democratic society and the need for regulations to protect against misinformation, hate speech, and other potential harms. Assess the challenges in striking a balance between freedom of expression and responsible media regulation.
13. Compare and contrast the strategies employed by different social change movements to leverage media for their cause. Examine how movements like #BlackLivesMatter, #MeToo, or environmental activism have used various media platforms and tactics to amplify their message and gain support. Assess the strengths and weaknesses of these strategies in achieving their objectives.
14. Analyse the strengths and weaknesses of the Diffusion of Innovation Theory by explaining the adoption of new media technologies. Provide real-world examples to support your analysis.
15. Do you think the basic principles of Wilbur Schramm's interpersonal model and David Berlo's communication models are same? Briefly explain. What are the basic differences between these two models?
16. Briefly discuss Cultivation Theory and model. Also explain the long term media effect as discussed in the model with examples.

## CORE COURSE 2

### REPORTING AND EDITING FOR PRINT MEDIA

Semester	Course Code	Hours per week	Credit	Exam Hours
1	MAJMC 01C 02	5	4	3

#### A brief description about the course

Reporting and Editing for Print Media course involves researching, writing, and editing news content for publication in printed newspapers and magazines. The course also discusses the importance of accuracy, credibility and clarity in the information collected and presented. The reporting involves investigating news stories, interviewing and gathering relevant information. Editing for print media carries the headline, content editing and photo/other visual element editing techniques.

#### Course Outcomes:

*On completion of the course, a student shall:*

CO1: Acquire skills for writing news and features.

CO2: Organize and select news from various sources

CO3: Explore the various roles within print media organizations and their respective responsibilities.

CO4: Identify the positive outcomes of ethical issues in reporting and editing.

CO5: Gain the skills for news story editing, headlining and designing

#### COURSE CONTENT

##### Module I: News and Newspaper Organization

Evolution of Print Media; Types of Newspapers; Types of Magazines; Definition of News; News Concepts Changed Over Time; News Values (Gatlung and Ruge, Shoemaker et al.); Contemporary News Values; Objectivity and its Limitations; Speed and Accuracy-Role of Technology in Gathering Information and News and Disseminating; Newspaper Organization Structure; Role of an Editor; Qualities for a Reporter; Responsibilities of a Reporter; Workflow; Freelancing; Basics of News Literacy; News Literacy is Important for Journalists and Public; Role and Importance of Journalism in Society; Journalism: Cheque Book, Yellow, Aggressive, Campaign, Tabloid, Paparazzi, Automated; Fake News; News Framing; Post-Truth; Gatekeeping; Meet the Press; Press Conferences; Off-the-Record.

##### Module II: Writing for Print Media

Research and Information Gathering Techniques, Elements of News (5Ws and One H); Basics of News Writing and Structures - Inverted Pyramid, Hourglass, Narrative and Focus; Quotes, Attribution; Hard News and Soft News; Understanding Different Beats and News Sources,

Contemporary News Sources, News Agencies - Roles and Context of News Agencies, Government and Non-Government Sources; Developing Story Ideas and Angles; Interviewing Skills and Techniques; Investigative Journalism; Data-Driven Reporting; Citizen Reporting; Crime Reporting; News and Feature Leads; Article Writing; Human Interest Stories, Follow-Up Stories, Columns, Middles, Op-Ed Articles; In-Depth Reporting and Long-Form Journalism; Types of Features; Feature Writing Styles and Storytelling Techniques; Profile Writing and Human-Interest Stories; Understanding Opinion Pieces and Editorials; Adapting to Digital Platforms; Current Trends in Feature Writing.

### **Module III: News Editing**

Basics of Newspaper Editing – Definition, Purpose of Editing; Editing Principles and Techniques; Collaborating with Reporters and Writers; Copy Editing Process - Stylebooks, Checking and Verification of Facts and Figures, Subbing, Rewriting, Condensing; Headline Writing and Presentation; Modern Trends; Proofreading; Photo Editing Principles and Techniques, Captioning; Newspaper Design and Production, Page Makeup and Design - Design Types, Principles, Elements, Front Page Design and Layout Trends, Typography, Design Software; Comparative Study of Newspaper Makeup; Visual Elements in Newspaper and Magazine Design; Photojournalism; Editing in the Electronic Era.

### **Module IV: Laws and Ethics in Print Media Journalism**

Constitutional provisions; Working Journalist Act and Amendments (1955- 2015), Press Council Act 1978, The Printing Presses and Publications Act 1973, Defamation Laws, Privacy Laws, Copyright Act 1957, Contempt of Court, Right to Information Act 2005, Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules 2021; Ethics: Accuracy and Verification, Fairness and Impartiality, Independence and Freedom, Conflict of Interest, Sensitivity and Respect, Accountability and Corrections; Ethics in Photojournalism.

#### **Core Books for references:**

1. Carole Rich: Writing and reporting news: A coaching method, Cengage Learning (2015).
2. Durga Das Basu: Law of the Press in India, Prentice-Hall of India (1986).
3. Ron F. Smith & Loraine M. O'Connell: Editing Today (2nd ed.). Wiley (2007)
4. Tim Holmes: Liz Nice 'Magazine Journalism', Sage Publications (2012).
5. Tony Harcup: Journalism: Principles and Practice (2nd ed.), Sage (2013).

#### **Additional reference**

1. Alfred Lawrence Lorenz, John Vivian, News: Reporting and Writing, Pearson Education
2. Bowles D A & Borden D L, Creative Editing for Print Media, (1996).

3. Fedler, F & Bender, J (2001), Reporting for the Media, New York: Oxford University Press.
4. Jenny McKay, 'The Magazine's Handbook', Routledge (2013).
5. Lanson J & Stephens M, Writing and Reporting the News,,: Oxford University Press (2008).
6. Mencher M, News Reporting and Writing, New York, Oxford University Press (2007).
7. Peter Jacobi, 'The Magazine Article: How to Think It, Plan It, Write It
8. Saxena A, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers (2007).

### **Continuous assessment**

#### **1. Class Test: 9 Marks**

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

#### **2. Assignment:**

Practical application exercises on Newspaper Production: 6 Marks

The students should publish an A3-size campus newspaper or local newspaper. They will be assigned tasks such as reporting, editing, designing, and conducting photo shoots for newspaper production. To streamline the newspaper production process, the students will be divided into small groups, each handling specific roles and responsibilities.

### **Marks allocation including choice**

Module	Marks (Including Choice)
1	21
2	27
3	27
4	18
<b>Total</b>	<b>93</b>

## Model question Paper

### MAJMC 01C02: REPORTING AND EDITING FOR PRINT MEDIA

**Time : 3 Hours**

**Marks: 60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

**(5 x 3=15 Marks)**

1. Berliner
2. Embedded Journalism
3. Wire Copy
4. Campaign Journalism
5. Freelancer
6. Subbing

**II. Write short essays on any THREE of the following. Each answer carries six marks.**

**(3x6=18 Marks)**

7. Analyse and classify the different forms of news story structures by using news stories that have appeared in various print media sources.
8. Evaluate the impact of photojournalism in shaping public opinion and influencing social change.
9. Write a personality sketch of a person of your choosing, including a headline, the initial four paragraphs, and a conclusion.
10. Discuss the growth and development of print media.
11. Elucidate characteristics of in-depth and long-form journalism compared to Inverted pyramid news.

**III. Write long essays on any THREE of the following. Each answer carries nine marks.**

**(3 x 9 =27 marks)**

12. Write a news report with the help of the information given below:

Who: Government officials, Ministry of Finance.

What: The government introduces a new tax reform bill aimed at simplifying the tax system and stimulating economic growth.

Where: National Parliament.

When: The bill was announced on Friday, July 14th, during a parliamentary session.

Why: The reform is expected to reduce tax burdens for individuals and businesses while promoting investment and job creation.

How: The bill proposes changes to tax brackets, deductions, and incentives, and will undergo a legislative review process.

13. Who is a working journalist? Mention some of the focus areas of the Working Journalist Act Amendments 2015.

14. Write a note on news editing principles. Edit the press release given below:

*PRESS RELEASE*

*Date: July 17, 2023*

*Venue: Press Club, Ernakulam*

*Time: 11.30 a.m.*

*The mayor today announced a new infrastructure plan for the city. The plan aims to address the deteriorating state of roads, bridges, and public transportation. The mayor stated that the current infrastructure is in dire need of repair and that the plan will allocate significant funds for these improvements. The plan includes the construction of new roads and bridges, as well as the expansion of the public transportation system. The mayor hopes that these efforts will alleviate congestion and improve overall transportation in the city.*

15. How do individuals develop their news literacy skills and effectively evaluate the credibility and reliability of news sources?

16. What are the essential skills and qualities that a magazine profile writer should possess in order to effectively capture the essence of a subject and engage readers?

## CORE COURSE 3

### Fundamentals of Visual Production

Semester	Course Code	Hours per week	Credit	Exam Hours
1	MAJMC 01C 03	6	4	3

#### Course Description:

The course on Fundamentals of Visual Production aims to provide an understanding of photography and videography as essential journalistic tools. Students will learn visual storytelling techniques and acquire practical knowledge of camera operation, composition, lighting, and editing specific to journalism for impactful news communication and other visual productions.

#### Course Outcomes:

On successful completion of the course, a student shall:

- CO1. Demonstrate a comprehensive understanding of the principles and techniques of photography and videography as essential tools for journalism.
- CO2. Effectively utilize visual storytelling techniques to communicate news and information through compelling images and videos.
- CO3. Apply the psychology of colours and their impact on emotions and meaning within the context of visual productions.
- CO4. Obtain practical knowledge of camera operation, composition, lighting, and editing techniques specific to journalistic photography and videography.
- CO5. Apply critical thinking skills and ethical considerations in the selection and use of visual media in journalism and other productions.

#### **Module 1: Introduction to Visual Production**

Importance of visual storytelling in journalism – enhancing audience engagement, conveying emotion and impact, complementing written content, enhancing storytelling diversity. Introduction to different types of cameras and their features – Point-and-shoot, SLR, DSLR, Mirrorless camera, Medium Format camera, Film camera, Polaroid camera, Smartphone camera and Professional camera. Full-frame and APS-C (Advanced Photo System – Classic) Framing. Types of Lenses and their uses – Standard Lens, Wide-angle Lens, Telephoto Lens, Zoom Lens, Prime Lens, Macro Lens, Fish-eye Lens, Tilt-shift Lens and Superzoom Lens.

#### **Module 2: Fundamentals of Photography and Videography**

Exposure – aperture, shutter speed and ISO. Focus; Composition – Rule of Thirds, Leading lines, Framing, Symmetry and pattern, Depth and layers, and Visual balance; Light – Natural light and artificial lighting, Direction, Quality, Colour, Contrast and Artificial lighting equipment; Using colour and its impact on emotions and meaning to establish moods, highlight focal point or create visual contrast; Types of shots and their significance – Wide shot/Long shot, Medium-shot, Close-up shot, Extreme Close-up shot and Over-the-shoulder shot; Camera movements and their significance

- Pan, Tilt, Tracking/Dolly shot, Crane shot and Steadicam shot; Camera angles and their significance
- Eye-level shot, Low-Angle, High-Angle, Dutch Angle shot and Bird’s-Eye view shot.

### **Module 3: Mode of visual storytelling**

Documentary photography; Portrait photography; Street photography; Scope and significance of Photo Journalism and news photography; Photo editing software, cropping, scaling and toning (Adobe Photoshop Elements, GNU Image Manipulation Programme -GIMP); Steps on Visual storytelling through photo essays – Define the story, Research and plan, establish a theme or style, capture a variety of shots, Sequence and flow, emphasize key moments and details, compose with purpose, capture emotion and atmosphere, Experiment with perspectives and techniques, Edit and refine, add captions or text and share and present.

Interview techniques and on-camera presence; Introduction to video editing software (Adobe Premiere Pro, Final Cut Pro); Basic video editing techniques – importing, trimming, transitions, colour corrections, visual effects, titling, and audio elements – voiceover, soundtracks; Steps on Visual storytelling through video essays – Choose a topic, Research and gather materials, Develop a script or outline, Plan visual elements, Shoot original footage/stock footage, Edit and assemble, Enhance with transitions and effects, incorporate audio, Refine and fine-tune, Finalize the edit and Share and promote.

### **Module 4: Legal and Ethical considerations in Visual journalism**

Legal and copyright issues in photography and videography: – Copyright Ownership, Model releases, Property releases, Privacy Laws, Intellectual Property infringement, Editorial and commercial use, Fair use, Licensing and usage agreements, Protecting own works, Online and social media considerations, Videography- Public performance rights and Music Licensing.

Journalism ethics and responsible use of image/video in the digital age - Accuracy and verification, Context and representation, Respect for privacy and consent, Sensitivity and avoiding harm, stereotyping and bias, Attribution and copyright, Digital manipulation and misinformation, User-generated content, Responsible social media use, Ethical guidelines and codes of news outlets.

### **Core Books for Reference:**

1. Bryan Peterson - Understanding Exposure: How to Shoot Great Photographs with Any Camera, 4<sup>th</sup> Edition, Amphoto Books.
2. DK – Digital Photography: Complete Course, 2<sup>nd</sup> Edition (2021), Publisher: DK
3. Bruce Block - The Visual Story: Creating the Visual Structure of Film, TV, and Digital Media, 2<sup>nd</sup> Edition (2007), Routledge.
4. Michael Freeman - The Photographer's Eye: Composition and Design for Better Digital Photos, 2017, Ilex Press.
5. Michael Freeman - Light: Science and Magic: An Introduction to Photographic Lighting, 3<sup>rd</sup> Edition (2007), Focal Press.

**Additional Books for Reference:**

1. Nancy Kalow - Visual Storytelling: The Digital Video Documentary, 2011, eBook  
Publisher: Centre for Documentary Studies at Duke University.
2. Paul Martin Lester - Visual Ethics: A Guide for Photographers, Journalists, and Filmmakers, 2018, Routledge.
3. Bryan Peterson – Understanding Portrait Photography, 2020, Watson-Guptill Publications.
4. The Digital Filmmaking Handbook by Sonja Schenk and Ben Long
5. Adobe Creative Team - Adobe Premiere Pro Classroom in a Book
6. Brendan Boykin - Final Cut Pro X: Professional Video Editing
7. Mary Warner Marien - Photography: A Cultural History
8. Tom Ang - Photography: The Definitive Visual History
9. Bert P. Krages II - Legal Handbook for Photographers: The Rights and Liabilities of Making Images
10. Ursula Smartt - Media Law for Journalists: Freedom of Expression and the Law
11. Kenneth Irby and Howard Bossen - Ethics for Visual Journalists: A Practical Guide to Responsible Photojournalism
12. Paul Froehlich - The Visual Journalism Cookbook: Ingredients of the Shot

**Continuous Assessment: 15 Marks**

1. Class Test: 9 Marks

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

2. Assignment:

Practical application exercises on photography and videography: 6 Marks

- a. The student should create a visual narrative by capturing a series of photographs [minimum of five photographs and a maximum of eight photographs] on a specific theme or topic of his/her choice, such as “Life in the city” or “Social issues in the community.

AND

- b. Divide the class into small groups and assign each group a specific topic or theme. Each group must collectively produce a short video [maximum of three minutes] on their assigned subject, promoting teamwork, creativity, and effective communication.

**Marks allocation including choice**

Module	Marks (Including Choice)
1	18
2	18
3	33
4	24
<b>Total</b>	<b>93</b>

**Model Question Paper**  
**MAJMC 01C 03: Fundamentals of Visual Production**

Time: 3 Hours

Marks: 60

**I. Write short notes on any FIVE of the following. Each answer carries Three marks. (5x3=15 marks)**

1. Mirrorless camera
2. Fish-eye lens
3. Steadicam
4. News Photos
5. Voice over
6. FCP

**II. Write short essays on any Three of the following. Each answer carries Six marks. (3x6=18 marks)**

7. Discuss how depth and layers can be incorporated into a photograph to add visual interest and dimension.
8. How can video essays effectively convey a message or story through visual elements?
9. Give examples of fair use cases in photography and videography, and discuss the criteria that determine whether a particular use qualifies as fair use.
10. Define street photography and explain the challenges of street photography.
11. Explain the role of colours in creating mood and emotions in photography.

**III. Write long essays on any Three of the following. Each answer carries Nine marks. (3x9=27 marks)**

12. How can journalists ensure that the context and representation of images and videos accurately reflect the story they are covering? Discuss the importance of contextualizing visuals in journalism.
13. Compare and contrast the visual impact and storytelling potential of different camera angles. Provide examples of situations where each angle would be most effective.
14. Demonstrate the effect of using a wide-angle lens to capture a scene or subject, highlighting the unique characteristics and visual impact it provides. Explain the considerations and compositional techniques specific to wide-angle photography.
15. How do photographers and videographers navigate the legal and ethical challenges of protecting their works in online and social media environments? Provide best practices and strategies.
16. How can the importance of visual storytelling in journalism be demonstrated through its ability to enhance audience engagement, convey emotion and impact, complement written content, and enhance storytelling diversity?

## CORE COURSE 4

### DIGITAL JOURNALISM

Semester	Course Code	Hours per week	Credit	Exam Hours
1	MAJMC 01C 04	5	4	3

#### Course Description

This course is designed to equip postgraduate students with the knowledge, skills, and tools necessary to Pursue in the rapidly evolving field of digital journalism. Students will explore the impact of digital technologies on the media industry, learn digital storytelling techniques, and develop proficiency in utilizing digital tools and platforms to create compelling journalistic content. The course will delve into ethical considerations, audience engagement strategies, and emerging trends in digital journalism.

#### Course Outcome

On successful completion of the course, a student shall

- CO1: Acquire the skills to write compelling and engaging digital stories using various multimedia tools and platforms.
- CO2: Analyse the ethical challenges and legal frameworks that guide digital journalism practices.
- CO3: Gain the skills of managing a digital newsroom.
- CO4: Obtain the skills to leverage social media platforms and other digital tools to engage with audience.
- CO5: Acquire the knowledge and skills necessary to launch and sustain digital journalism ventures.

#### Course Content

##### Module I: Introduction to Digital Journalism

Basics of Internet & Computer generations, Introduction to WWW, Computer Networking Basics, Internet protocols & FTP, Taxonomy of Online News, Advancements in Cyber World: ICT, Digital Divide, Social Networking Websites: Twitter, Instagram, Facebook, YouTube.

##### Module II: Writing for the Web

Digital Environment, Convergence of traditional and digital media platforms, 90-9-1 Rule, Writing Style for online news, Principles & limitations of Writing for Social media, Digital Storytelling, Online publishing tools & techniques, Web reporting, Placing Multimedia as News Content, Software assistance in Web content, Future of Digital Journalism, MOJO.

##### Module III: Trends in Digital Journalism

Trends in Digital Journalism: Blog, Vlog, Podcast, Reels, AI, Social Media Marketing, Application of Virtual and Augmented Reality, Virtual reality story telling & Immersive experience, Role of AI in Content Creation, Mobile apps and the role in content creation and distribution.

##### Module IV: Ethical Aspects

Cyber Crimes, Security and Ethical Challenges in Online Journalism, Cyber security issues: Copyright, Privacy, Security issues in using Digital technology: Malware, Phishing, Identity

thefts, Cyber Laws: IT Act, Plagiarism, Laws and Ethics related with Print & Digital Media, Online Harassment & Trolls, Clickbait and Sensationalism, Citizen Journalism on the Web.

### **CORE TEXT**

1. Bradshaw, P. (2013). The Online Journalism Handbook.
2. Briggs, M. (2013). Journalism Next: A practical guide to digital reporting and publishing. Los Angeles: Sage.
3. Friend, C. & Singer, J. (2009). Online Journalism Ethics: Traditions and Transitions
4. Fenton, N (2009). New Media, Old News: Journalism and democracy in digital age.
5. Gray, J., Bounegru, L., & Chambers, L. (Eds.). (2019). The Data Journalism Handbook. O'ReillyMedia.

### **SUGGESTED READINGS**

1. Hill, S., & Lashmar, P. (2014): Online Journalism: The essential guide. Los Angeles, Sage
2. Hermida, A. (2013): Journalism in the Age of Digital Technology. UBC Press.
3. Kawamoto, K. (2020): Digital Journalism: Emerging Media and the Changing Horizons of Journalism. Lexington Books.
4. Stuart, A. (2006): Online news journalism and the internet.: Open university press.
5. Mair, J., Radcliffe, D., & Bartlett, R. (Eds.). (2017): Data Journalism: Past, Present, and Future. Abramis Academic Publishing.
6. McBride, K., & Rosenstiel, T. (Eds.). (2013): The New Ethics of Journalism: Principles for the 21st Century. CQ Press.
7. Muller, D. (Ed.). (2019): Digital Journalism Ethics: Traditions and Transitions.

### **SUGGESTED LINKS:**

<https://www.reuters.com/>

<https://www.tandfonline.com/toc/r dij20/current>

<https://www.journalism.co.uk/>

### **CONTINUOUS ASSESSMENT - 15 Marks**

1. Class Test – 9 Marks  
There shall be two internal tests within the semester; First on completion of Module 1 & 2 and the second on completion of module 3 & 4.
2. Assignment- 6 Marks  
Each student should do a vlog on any topic of their choice

### **Marks allocation including choice**

Module	Marks (Including Choice)
1	12
2	21
3	33
4	27
<b>Total</b>	<b>93</b>

## MODEL QUESTION PAPER

### MAJMC 01C04: DIGITAL JOURNALISM

Time : 3 Hours

Max.Marks:60

**I. Write short notes on any five of the following: (3x5=15 Marks)**

1. Twitter
2. Plagiarism
3. WWW
4. Vlogging
5. 90-9-1 Rule
6. Chat GPT

**II. Write short essay on any three of the following (3x6=18 Marks)**

7. Summarize the potential benefits and drawbacks of using Social networking websites.
8. Analyze the use of Multimedia elements in enhancing the storytelling aspect of onlinenews articles.
9. Explain the concept of Citizen journalism and its role in the future of digital journalism.
10. Summarize the implications of clickbait headlines and sensationalism on the ethical standards of Digital journalism.
11. Explain the concept of Phishing attacks and their potential impact on digital journalism security.

**III. Write long essay on any three of the following: (3 x 9 =27 marks)**

12. Critically analyse the concept of Mobile journalism and its implications for news reporting and storytelling.
13. Compare and contrast the potential benefits and challenges of adopting artificial intelligence in digital journalism practices.
14. Do you think technology largely influences media content? Identify the role of mobile apps in content creation and distribution.
15. Explain the purpose and significance of using emojis in social media communication.
16. Analyse with examples the scope and challenges of AI in journalism.

## Practical/Core 1

### NEWSPAPER PRODUCTION

Semester	Course Code	Hours per week	Credit
1	MAJMC 01C 05	4	4

#### A brief description of practical

Newspaper production involves the comprehensive process of gathering, reporting, editing, printing, and distributing printed newspapers. The primary objective of newspaper production is to improve students' news-making abilities. This process aids students in developing the capability to create news stories that are precise, well-balanced, and unbiased.

#### Outcomes

On successful completion of the practical, a student shall

CO1: Acquire proficiency in word processing techniques in both English and Malayalam.

CO2: Develop skills in actively participating decision-making process, news gathering and reporting of the print media content.

CO3: Improve competence in the use of different software for print media production.

CO4: Enable the students to write different types of print media content.

CO5: Obtain skills of page layout and publication of print production.

#### Instructions

The students should be able to type in Malayalam and English at a moderate speed and be familiar with basic operations in word processing and formatting.

It is recommended that students engage in news reporting and various forms of feature writing.

Setting hierarchies of practices & assigning responsibilities as part of print media productions.

Newsgathering, writing and copy-editing process, newspaper design and layout.

#### Publishing

As part of the newspaper production practical examination, every student shall submit a 4 page A3 size multi-colour printed newspaper either in Malayalam or English, or in a bilingual format. The newspaper shall be evaluated by an external examiner.

## SEMESTER 2 CORE COURSE 6

### COMMUNICATION AND MEDIA RESEARCH

Semester	Course Code	Hours per week	Credit	Exam Hours
2	MAJMC 02C 06	6	4	3

#### Course Description:

The course will enable the student to explore the significance of research in communication and media, and develop essential research skills and gain a deep understanding of the field. The student will learn to write research proposals, research articles and publish them in reputed media journals.

#### Course Outcome:

On successful completion of the course, a student shall:

- CO1. Develop an awareness of the significance and role of research methodology in the field of journalism.
- CO2. Acquire practical skills in designing and conducting quantitative research projects.
- CO3. Learn various techniques for collecting analysing and interpreting qualitative data in the context of communication and media research.
- CO4. Apply research findings to address real-world issues and challenges in journalism and media industries.
- CO5. Learn the art of writing research proposals, academic writing and publishing in media related journals.

#### Module 1: Introduction to Communication and Media Research

The significance of research in the field of communication and media – audience behaviour, media influence and effects, media literacy and education, media representation and diversity, media and democracy, media technologies and innovation, ethical considerations, industry trends, global communication and cultural exchange, public opinion and social change; Characteristics of scientific research; Types of research design – Descriptive, Exploratory and Experimental; Organising academic research – choosing a topic, critical analysis and interpretation of research literature, hypothesis formulation, conceptualization and theory building, research design, sampling techniques, data collection, statistical tests, data analysis and interpretation, research reporting, conclusions and recommendations.

#### Module 2: Quantitative Research Methods

Introduction to Quantitative research methods; Research design and hypothesis formulation; Sampling techniques: random sampling, stratified sampling and cluster sampling; Sample size and Sample error; Questionnaire design and survey methodology; Scales - Likert scale, Semantic differential scale, Thurston scale, Guttman scale; Levels of measurement – Nominal, Ordinal, Interval, Ratio; Data collection techniques: online survey, telephone survey, and face-to-face interviews; Introduction to Statistical analysis software (SPSS); Descriptive statistics: Measures of central tendency – Mode, Median, Mean; and Dispersion – Range, Variance, Standard Deviation; Inferential statistics: hypothesis testing, t-tests, chi-square tests, Analysis of Variance (ANOVA), Correlation and Regression Analysis; Interpreting quantitative research findings and drawing conclusions; Limitations and challenges of quantitative research methodology.

### **Module 3: Qualitative Research Methods**

Introduction to Qualitative research methods; Theoretical Frameworks in qualitative research – Narrative Theory, Grounded Theory, Phenomenology, Ethnography, Symbolic Interactionism and Feminist Theory; Qualitative research design: case studies, interviews, focus groups, and observations; Sampling technique in qualitative research: Stratified purposive sampling, snowball sampling, Convenience sampling, Volunteer sampling and Triangulated sampling; Sample size; Data collection techniques: conducting interviews and focus groups, participant observation, and content analysis; Ethical considerations in qualitative research; Data coding and analysis: thematic analysis, content analysis, and narrative analysis, interpretative phenomenological analysis (IPA), and Grounded Theory methodology; Use of Nvivo software; Validity and reliability in qualitative research; Writing up qualitative research findings; Challenges and limitations of qualitative research.

### **Module 4: Advanced Research Methods and Ethical Considerations**

Developing research proposals; Experimental research design and quasi-experimental designs; Longitudinal research; Data visualization and interpretation; Academic writing and manuscript preparation; Introduction to media related national and international journals; APA style – Bibliography, indexing, abstracting, reference, citation and appendix; Ethical considerations in publishing research – Integrity and honesty, Plagiarism and intellectual property, Informed consent and Privacy, Potential impact of the work on society and environment.

#### **Core Books for Reference:**

1. Roger D. Wimmer & Joseph R. Dominick, Mass Media Research, 10th edition (2015) Cengage Learning India Private Limited.
2. Dr C R Kothari, Research Methodology: Methods and Techniques, Fourth edition (2019), New Age International Publishers
3. S P Gupta, Statistical Methods, 2017, Sultan Chand & Sons
4. Barrie Gunter, Media Research Methods, 1st edition (1999), SAGE Publications Ltd.
5. Arthur Asa Berger, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Third edition (2013), SAGE Publications Inc.;

#### **Additional Books for Reference:**

1. Kristi Jackson & Patricia Bazeley, Qualitative Data Analysis with NVivo, Third edition, Sage.
2. Klaus Krippen Dorff, Content Analysis: An Introduction to its Methodology, Sage
3. Susanna Horning Priest, Doing Media Research: An Introduction, Sage
4. David Dooley, Social Research Methods, Prentice Hall

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

1. Class Tests: 9 Marks

There shall be two internal examinations within the semester: the first, on completion of module 1 and 2, and the second on completion of module 3 and 4.

2. Presentations/Assignments: 6Marks

The assignments can be on: Formulating research questions and objectives on a topic  
OR Literature review OR Design methodology etc.

**Marks allocation including choice**

Module	Marks (Including Choice)
1	15
2	30
3	30
4	18
<b>Total</b>	<b>93</b>

## MODEL QUESTION PAPER

### MAJMC 02C 06: Communication and Media Research

TIME: 3 Hours

Max. Marks: 60

- I. Write short notes on any **FIVE** of the following. Each answer carries **Three** marks.  
(5x3=15 marks)
1. Hypothesis
  2. Cluster Sampling
  3. ANOVA
  4. APA
  5. Data coding
  6. Grounded Theory
- II. Write short essays on any **Three** of the following. Each answer carries **Six** marks.  
(3x6=18 marks)
7. Write the advantages and disadvantages of the online data collection technique.
  8. Discuss the advantages and challenges of conducting longitudinal research.
  9. Enumerate the ethical considerations in qualitative research method.
  10. Differentiate between descriptive statistics and inferential statistics.
  11. Briefly describe the research process.
- III. Write long essays on any **Three** of the following. Each answer carries **Nine** marks.  
(3x9=27 marks)
12. Outline the key components that should be included in a research proposal on the effects of social media usage on mental health among adolescents. Discuss how you would address ethical considerations in your research proposal.
  13. Design a questionnaire that incorporates appropriate survey methodology techniques to gather relevant data for a quantitative research study to explore the impact of media consumption on body image perception among teenagers. Discuss how you would ensure the reliability and validity of your questionnaire.
  14. Choose one qualitative research design that you think would be most suitable for exploring the topic: the experiences of individuals living in a marginalized community and their interactions with the media. Justify your choice by discussing how the selected design aligns with the nature of the research question and the unique characteristics of qualitative research.
  15. Choose one challenge or limitation commonly associated with qualitative research and describe how it might impact the study you are conducting on the portrayal of gender roles in television advertisements. Propose strategies or approaches to mitigate or address this challenge, ensuring the validity and reliability of your qualitative research findings.
  16. After analysing the data of a quantitative research study investigating the influence of television advertisements on consumer buying behaviour, you obtain a statistically significant positive correlation between exposure to advertisements and purchase intentions. Interpret these findings and explain how they can be practically applied by advertisers to enhance their marketing strategies.

## CORE COURSE 7

### COMMUNICATION THEORIES

Semester	Course Code	Hours per week	Credit	Exam Hours
2	MAJMC 02C 07	5	4	3

#### Course Description

This course is designed to provide a foundation and in-depth understanding of mass communication theories for the postgraduate students. The topics are chosen in such a way as to encourage critical thinking and investigative study of the theories in the subject. The course is designed to enable the students to theoretically analyse the potentials and challenges of information and communication technology systems. The students will be able to monitor the personal and societal impact of the media on the social, cultural and political spheres of local, national and international levels.

#### Course Outcome

On successful completion of the course, a student shall:

- CO1 Acquire an in-depth understanding about the theories of mass communication
- CO2 Formulate and process effective communication strategy based on the theories.
- CO3 Analyse the mass communication effects theories critically.
- CO4 Differentiate the various types media effects such as micro and macro level.
- CO5 Assess personal and societal impact of media on social, cultural and political spheres around society.

### COURSE CONTENT

#### Module 1

Four approaches to theory: media culturalist, media materialist, social culturalist and social materialist. Four categories of communication theory: post-positivism, cultural theory, critical theory and normative theory. Four trends in media theory: 1. Mass society and propaganda theories, normative theories of mass communication. 2. Development of postpositivist effects, limited effects perspective. 3. Emergence of the critical cultural trend. 4 Active audience to meaning-making theories.

#### Module II

*Psychological and persuasion theories:* voting research (Lazarsfeld), persuasion / attitude change; consistency theories in social psychology- cognitive dissonance theory, balance theory, consistency theory, affective–cognitive consistency. *Active Audience Theories:* Attribution theory (Heider), parasocial interaction theory (Horton & Wohl), Minimal effects (Klapper), affective disposition theory (Zillmann), media system dependency (Ball-Rokeach & De Fleur), elaboration likelihood (Petty & Cacioppo). *Social Context Theories:* Diffusion

of innovations (Rogers), knowledge gap theory (Tichenor, Donohue & Olien), third person theory (Davison).

### **Module III**

*Societal and Media Theories:* media hegemony/ public sphere (Gramsci), channel effects (McLuhan), social construction of reality (Berger & Luckman), differential media exposure (Clarke & Fredin), Frankfurt school (Adorno, Horkheimer & Habermas) Popular Culture (John Fiske), Birmingham School (Richard Hoggart, Stuart Hall, Raymond Henry Williams), Manufacturing Consent / propaganda model (Chomsky).

### **Module IV**

*Indian communication theories:* Sahridaya and Sadharanikaran. Cultural norms, symbolic interactionism. *International communication theories:* NWICO, globalisation, cultural autonomy, cultural imperialism, the bias of communication (Harold Innis), Understanding media (McLuhan), Computer mediated communication (Walther).

### **CORE TEXTS**

1. Stanley J. Baran & Dennis K. Davis, Mass Communication Theory Foundations Ferment and Future, Cengage Learning
2. Denis McQuail, Mc Quail's Mass Communication Theory
3. Marshall McLuhan, Understanding Media: The Extensions of Man, McGraw-Hill
4. Edward S. Herman and Noam Chomsky, Manufacturing Consent: The Political Economy of the Mass Media, Pantheon Books
5. Melvin DeFleur, Theories of Mass Communication, David Mckay Company

### **SUGGESTED READINGS**

1. Srinivas R. Melkote & Sandhya Rao, Critical Issues in Mass Communication, Sage Publications
2. W. James Potter, Media Literacy, Sage Publications
3. Denis McQuail & Mark Deuze, McQuail's Media & Mass Communication Theory, Sage/Texts Publications
4. J. V. Vilanilam, Mass Communication Theory and Practice, Makhanlal Chaturvedi Rashtriya Patrakarita Viswavidyalaya, Bhopal
5. Stanley J. Baran & Dennis K. Davis, Introduction to Mass Communication Theory, Cengage Learning
6. Denis Mc Quail, MacQuail's Reader in Mass Communication Theory, Sage Publications

### **SUGGESTED LINKS:**

1. [https://www.academia.edu/6757023/An\\_introduction\\_to\\_sadharanikaran\\_model\\_of\\_communication](https://www.academia.edu/6757023/An_introduction_to_sadharanikaran_model_of_communication)
2. <https://open.lib.umn.edu/mediaandculture/chapter/1-8-media-literacy/>

## **CONTINUOUS ASSESSMENT - 15 Marks**

### **1. Class Test - 9 Marks**

There shall be two internal examinations within the semester; On completion of Module 1 and 2, and the second on the completion of module 3 and 4.

### **2. Seminar/ assignments- 6 Marks**

There shall be seminars or presentations within the semester. Each student should make a presentation on the given topic. Each student should theoretically analyse a case on any topic of their choice.

### **Marks allocation including choice**

Module	Marks (Including Choice)
1	21
2	24
3	24
4	24
<b>Total</b>	<b>93</b>

**Model Question Paper**  
**MAJMC 02C 07: COMMUNICATION THEORIES**

Time: 3 Hours

Max. Marks: 60

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

1. Post positivist theory
2. Cultural imperialism
3. Cultivation theory
4. Agenda setting
5. NWICO
6. Noam Chomsky

**II. Write short essays on any THREE of the following. Each answer carries six marks.**

7. Discuss the power of media in the diffusion of innovations.
8. Comment on the 'the effects of mass culture and the rise of the consumer society' by Frankfurt School.
9. Evaluate the scope of 'Knowledge gap' theory
10. Indicate the dangers in 'Third person effect'
11. Compare and contrast the ideas of Harold Innis and Marshall McLuhan.

**III. Write long essays on any THREE of the following. Each answer carries nine marks.**

12. Explain 'the four eras in the development' of communication theories
13. Comment on persuasive communication in light of the consistency theories
14. What are cultures? Discuss the impact of new media on culture from Indian perspective
15. Critically evaluate 'the power of mass media today to execute a political propaganda in Kerala'
16. What are the concerns if you are assigned to conduct a vaccination campaign for college students all over India?

## CORE COURSE 8

### RADIO PRODUCTION

Semester	Course Code	Hours per week	Credit	Exam Hours
2	MAJMC 02C 08	6	4	3

#### Course description

The course introduces students to the dynamic field of radio broadcasting and production. The main objective of this course is to introduce key terms, concepts and approaches in radio production. It gives an understanding on radio production process from conception to delivery. It seeks to equip students to write script as well as do productions individually.

#### Course Outcomes

On successful completion of the course, a student shall:

- CO1 – Gain an understanding about potential of radio
- CO2 - Acquire knowledge and skill for producing radio programme
- CO3 - Write script for radio programmes
- CO4 - Produce radio programme individually
- CO5 - Develop an ethical approach to production

#### COURSE CONTENT

##### Module 1

Evolution of radio as a mass communicator – Maxwell, Hertz, Marconi, Nicolas Tesla, Jagdish Chandra Bose, Lee De Forest, Charles Fesenden and others; History of radio in India – Pre Independence period, Post Independence period, Modern phase; Types of Radio Stations - Government, Private, Community, Online, Satellite, Pirate and Ham; Radio's role in disaster management

##### Module 2

Scripting for radio; Significance of scripting; Scripting for radio news and other programmes; Live presentation; Art of interviewing; Voice modulation techniques; Newscaster, RJ; Radio formats – Drama, musical programme, news, youth programme, radio magazine and others; Audience research

##### Module 3

Prasar Bharati and Akashvani; Akashvani and code of ethics; Role of Akashvani in India; Principles of recording and sound editing; Sound editing basics; Introduction to sound editing softwares – Audition, Pro tools; Different kinds of microphones and their applications; Transmission methods – AM and FM; Podcast; Narrowcast

##### Module 4

Ethical Considerations in Radio Production: Privacy, Accuracy, Fairness, and dealing with sensitive topics; Copyright issues; Autonomy of Akashvani. Future of Radio; Scope and challenges of radio.

## References

### Core Texts

1. Andrew Boyd, **Broadcast Journalism, Techniques of Radio and Television News**, 3rd edition (1994), Focal Press
2. Robert McLeish and Jeff Link, **Radio Production**, 6th edition (2015), Routledge
3. Paul Chantler and Peter Stewart, **Basic Radio Journalism**, 1<sup>st</sup> edition (2016), Focal Press

### Suggested Readings

1. K. Tim Wulfemeyer, **Beginning Radio and TV News Writing**, 5<sup>th</sup> edition (2009), Wiley-Blackwel
2. M.K. Sivasankaran, **Prakshepana Kala Charithram**, 1<sup>st</sup> edition(2004), Cultural Publications Department
3. Vanita Kohli-Khandekar, **The Indian Media Business**, 4<sup>th</sup> edition (2017), Sage Publications
4. U. L. Baruah, **This is All India Radio**, 1<sup>st</sup> edition (1983), Publication Division
5. Esta De Fossard, **Writing and Producing Radio Dramas**, 1<sup>st</sup> edition (2004), Sage Publications

### Website Links

1. <https://www.mediacollege.com>
2. <https://www.scribd.com/document/410936292/Radio-Production>

### Continuous Assessment

- a) Class test: 9 marks  
There shall be two internal examinations within the semester; On completion of Module 1 and 2, and the second on the completion of module 3 and 4.
- b) Assignments: 6 marks  
Students should produce a radio production/ radio drama. Students can be divided into groups. Duration 5-10 minutes

### Marks allocation including choice

Module	Marks (Including Choice)
1	21
2	27
3	21
4	24
<b>Total</b>	<b>93</b>

## Model Question Paper

### MAJMC 02C 08: Radio Production

**Time : 3 Hours**

**Total Marks: 60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

**(5 x 3=15 marks)**

1. Ham Radio
2. Voicer
3. Jingle
4. Narrowcasting
5. AIR code of ethics
6. Actuality

**II. Write short essays on any Three of the following. Each answer carries six marks**

**(3 x 6=18 marks)**

7. What are the transmission methods available to a radio station?
8. Analyse pros and cons of radio as a mass communicator
9. Every situation demands different types of mic in radio production. Comment
10. A radio drama has no limit for space and time. Explain
11. Radio news writing must follow a distinct set of rules and style for the broadcast to be effective. Elucidate

**III. Write long essays on any Three of the following. Each answer carries nine marks.**

**(3 x 9 =27 marks)**

12. Critically examine the role and relevance of All India Radio as a public broadcaster.
13. Trace the evolution of radio broadcasting in India
14. Prepare script for a youth centred programme of 15 minute duration.
15. Ethical consideration is not a concern for private FM channels. Comment
16. Editing plays a crucial role in the effectiveness of radio programme. Elaborate

## ELECTIVE COURSE 1

### FILM STUDIES

Semester	Course Code	Hours per week	Credit	Exam Hours
2	MAJMC 02E 01	4	4	3

**Course Overview:** This course explores the origins of film, film theory and criticism and its role in journalism. It examines the historical development of cinema, key cinematic movements, influential filmmakers, film representations, and the impact of film on society. Students will learn to critically analyse films, develop an understanding of film theory, and explore the intersection of journalism and cinema.

#### Course Outcomes:

On completion of the course, a student shall:

1. Demonstrate an understanding of film theory, criticism, and history.
2. Undertake comprehensive analysis of films based on various aspects of film language.
3. Interpret the significance and influence of films in cultural contexts.
4. Examine the use of film theories in the analysis of films for journalistic reporting.
5. Critique movies based on the narrative structure, ideology and appeals.

#### Module 1: Film History and Evolution

Early experiments in cinema and the birth of motion pictures, Key milestones in film history: Silent Era, Talkies Era, Hollywood Studio system, Star System, Technological Advancements. Relationship between film and other art forms Literature, music, dance. Development of Indian cinema - Regional cinema – Documentaries. Film Movements - Soviet montage, German expressionism, Italian Neo- Realism, French New Wave and Parallel Cinema in India.

#### Module 2: Film Theory

Introduction to Major Film Theories: Andre Bazin – The Evolution of the Language of Cinema, Laura Mulvey – Visual Pleasure and Narrative Cinema, Christian Metz – Some Points in the Semiotics of Cinema, Mary Ann Doane – Film and the Masquerade: Theorizing the Female Spectator, Michael Allen – The Impact of Digital Technologies on Film Aesthetics, Auteur Theory. Film Appreciation and Criticism.

#### Module 3: International and Indian Cinema

Exploration of world cinema and its cultural significance. Basic aspects of film language; mise-en-scene, Avant Garde, Surrealism, Cubism, Impressionism. Studying influential filmmakers from different countries and regions; Jean-Luc Godard, Alfred Hitchcock, Stanley Kubrick, Sergei Eisenstein, Orson Welles, D. W. Griffith, Abbas Kiarostami, Hana Makhmalbaf, Majid Majidi, Jafar Panahi, Kim Ki-duk, Kathryn Bigelow. Studying influential filmmakers from India; Satyajit Ray, Mira Nair, Adoor Gopalakrishnan, G. Aravindan, P.C. Sreeram, Rituparno Ghosh, Anurag Kashyap, Mani Ratnam, Shekhar Kapur, Imtiaz Ali, Lijo Jose Pellissery. Analysis of International Film Movements and their impact on journalism.

#### Module 4: Representation of Identity and Power of Propaganda in Film

Examining the portrayal of race, gender, sexuality, and other identities in film – case studies. Critiquing stereotypes and promoting inclusivity in film journalism - case studies.

Understanding the role of cinema in shaping public opinion and propaganda with case studies. Case studies of films with political and social agendas. Analysing the ethics and responsibilities of reporting on propaganda films with case studies.

### Core Texts

1. Classical Hollywood Cinema: Film Style and Mode of Production to 1960: David Bordwell and Kristin Thompson.
2. A Very Short Introduction to Film: Rachel Dwyer.
3. Film Theory and Criticism: Introductory Readings: Leo Braudy and Marshall Cohen.
4. Film-Philosophy for the Digital Age: Epistemology, Technologies, Aesthetics edited : Regina Horta Duarte and Mariam Diaa Issa.

### Suggested Readings

1. Narration in Fiction Film : David Bordwell.
2. Film Sense :Sergei Eisenstein.
3. Film Form : Sergei Eisenstein.
4. Film Art: An Introduction : David Bordwell and Kristin Thompson.
5. Understanding Movies : Louis Giannetti.
6. Anthropology of the Moving Image: Cinema, Affect, and Embodiment: Kaori Hayashi.
7. Our Films, Their Films by Satyajit Ray.
8. Exploring World Cinemas: An Anthology of Critical Essays: Chon A. Noriega and Sam Ishii-Gonzales.
9. Writing about Movies, A Pocket Guide: Dave Monahan.

### Website Links

1. World Cinema: <http://www.worldcinema.org/>
2. History of Film: <https://www.history.com/topics/inventions/history-of-film>
3. The Guardian – Film and TV History: <https://www.theguardian.com/film/history>
4. Hollywood History – A Crash Course: <https://www.history.com/news/their-finest-hours-hollywood-history-a-crash-course>
5. Jean-Luc Godard and 1960's Avant-Garde Cinema: <https://www.tate.org.uk/kids/explore/who-is/who-jean-luc-godard>
6. Documentary on Sergei Eisenstein: <https://www.youtube.com/watch?v=tcIZ0ApLYvY&t=739s>
7. Mary Ann Doane – Film and the Masquerade: Theorizing the Female Spectator: <https://canvas.harvard.edu/courses/21027/files/7739596/download?wrap=1>
8. Michael Allen – The Impact of Digital Technologies on Film Aesthetics: [https://www.academia.edu/33034723/Michael\\_Allen\\_The\\_Impact\\_of\\_Digital\\_Technologies\\_on\\_Film\\_Aesthetics](https://www.academia.edu/33034723/Michael_Allen_The_Impact_of_Digital_Technologies_on_Film_Aesthetics)
9. Indian Cinema Portal – Regional Cinema: <https://www.indiancinemaportal.com/industries/regional-cinema>
10. Human Rights Watch: “The Power of Pop Culture: Art, Identity and Representation” <https://www.hrw.org/report/2008/10/15/power-pop-culture/art-identity-and-representation>
11. The Representation Project: Gender Representation in Films - <http://therepresentationproject.org/campaigns/gender-representation/>

12. Queer Vision: LGBTQ Representation in Film and Television - <https://www.kqed.org/arts/13757898/queer-vision-lgbtq-representation-in-film-and-television>

**Continuous Assessment: 15 Marks**

1. Class Test: 9 Marks - There shall be two internal examinations within the semester: one, on the completion of module 1 & 2 and the second, on completion of module 3 & 4.
2. Practical application – assignment / seminar: 6 Marks

**Assignment Options**

- a. Watch films from different countries and regions, and analyse them using film theories and criticism methodologies.
- b. Learn from industry professionals about the key aspects of film criticism and the ethical practices for reporting on propagandistic films.
- c. Conduct interviews with filmmakers and industry professionals regarding the representation of different identities in media.
- d. Critically evaluate any two movies screened at IFFK.

**Seminar Options**

- e. Investigate and present the crossover between film and journalism by studying particular film texts and their related media reporting.
- f. Write reviews and present from various films, exploring their impact on society and its cultural contexts.

**Marks allocation including choice**

Module	Marks (Including Choice)
1	18
2	21
3	30
4	24
<b>Total</b>	<b>93</b>

**Model Question Paper**  
**MA Journalism and Mass Communication**  
**MAJMC 02E01 – Film Studies**

**Time: 3 Hours**

**Total Marks: 60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

**(5 x 3 = 15 marks)**

1. French New Wave.
2. Satyajit Ray
3. Avant Garde
4. Mise-en-scene
5. Auteur Theory
6. Scandinavian Revival

**II. Write short essays on any Three of the following. Each answer carries six marks.**

**(3 x 6 = 18 marks)**

7. Compare and contrast Indian cinema to that of international films, and discuss the importance of regional cinema.
8. Analyse the role of auteur theory in relation to major film movements and their influence on international cinema.
9. Describe the key milestones in the evolution of cinema, and how they changed the landscape of film as an art form.
10. Trace the relationship between film and other art forms such as literature, music, and dance, and debate the ways in which they influence one another.
11. Analyze the ethics and responsibilities of reporting on films that have a political or social agenda.

**III. Write long essays on any Three of the following. Each answer carries nine marks.**

**(3 x 9 = 27 marks)**

12. Discuss the impact of the Soviet montage, German expressionism and Italian neo-realism on the development of cinema.
13. Compare and contrast the works of two different contemporary filmmakers from India and other countries.
14. Examine how films have been used in order to manipulate public opinion and shape propaganda.
15. Evaluate the importance of international film movements in promoting diversity.
16. Reflect on the responsibilities of film journalism in objectivity and accuracy.

## ELECTIVE COURSE 2

### TRAVEL JOURNALISM

Semester	Course Code	Hours per week	Credit	Exam Hours
2	MAJMC 02E 02	4	4	3

**Course Overview:** Travel journalism is a form of journalism that focuses on reporting, documenting, and sharing experiences related to travel, tourism, and destinations. The course is a ticket to travel writing success. It explores the writings and production of various media platforms, such as newspapers, magazines, websites, blogs, and vlogs. In addition to highlighting the positive aspects, challenges, and responsibilities of a travel journalist.

#### Course Outcomes

On successful completion of the course, a student shall:

CO1: Acquire essential skills and knowledge required for a travel journalist.

CO2: Practice the writing styles of different types of travel stories.

CO3: Achieve the ability to effectively promote and recognize how to sell and fund your work.

CO4: Adopt the writing styles of famous personalities in travel journalism.

CO5: Evaluate the impact on ethics in travel journalism in the profession and society

#### Module I

Travel Journalism: Significance, relevance and scope, Importance of travel journalism in travel and tourism industry; Challenges of Travel Journalism; Steps for writing a good travel story- Finding your story, understanding travel trends, Researching your story, Shaping your story, Bringing your story to life, Finding your style, Rewriting and self-editing, Writing for Travel magazines, tourism brochures, travel books and travel e-zines; Tourism and hospitality industry and packages; Evolution of Contemporary Travel Journalism; Career opportunities

#### Module II

Qualities of a Travel Journalist, Challenges of a travel journalist; How to explore a tourist place; Making money as a travel writer; Travel writing: Newspaper, Magazine, travel guide book, travel brochures and newsletters; Travel blogs: Why do you want to blog, Setting up a blog, Writing blog, Monetizing blog; Role of photography, Photo essays in travel writing, Travel Photography tips; Difference between travel literature and print media travel writing (Special reference: Yathra, Manorama Traveller, National Geographic Traveller, Outlook Traveller); Comparison of stories and styles in travel writing magazines.

#### Module III

Travel vlog characteristics, Steps to start a travel vlog, Impact on tourists, Fun and Money, Famous travel vloggers; Television channels and programmes (Special reference: TLC, Safari) ; Content and packaging of major tourism magazines and Periodicals in English and Malayalam: review and analysis.

#### Module IV

Ethical Considerations for travel writers, Ethics of hosted and sponsored travel, Ethical challenges in writing sponsored content, Working along with Digital Influencers.

#### Core Books

1. Don George with Janine Eberle: How to be a travel writer Lonely Planet Global Limited (2017)
2. Bryan Pirolli: Travel Journalism: Informing Tourists in the Digital Age, Routledge (2019)
3. Ben Cocking: Travel Journalism and Travel Media, Palgrave Macmillan (2020)
4. John F. Greenman: Introduction to Travel Journalism: On the Road with Serious, Peter

Lang Inc., (2012)

5. Tim Leffel: Travel Writing 2.0: Earning Money from your Travels in the New Media Landscape

### **Suggested Reading**

1. Alain de Botton: The Art of Travel, Knopf Doubleday Publishing Group (2004)
2. Lee Mylne: Ethical challenges for travel journalists in the digital world, QUT Thesis, Queensland University of Technology (2021)
3. Michel Nestor: Kerala- A Magical State
4. Samanth Subramanian: Following Fish- Travels Around the Indian Coast
5. Vikram Seth: From Heaven Lake- Travels Through Sinkiang and Tibet
6. Anita Nair: The elephants are coming and other essays
7. S K Pottakad: London Notebook
8. Raveendran: Akalangalile Manushyar
9. Paul Zacharia: African Yathra
10. Santhosh George Kulangara: Baltic Diary
11. Ravindran: Ravindrante Yaathrakal.

### **Website links**

<https://www.pdfdrive.com/how-to-be-a-travel-writer-e158320723.html>

<https://travelwriting2.com/>

[https://eprints.qut.edu.au/225927/1/Robyn\\_Mylne\\_Thesis.pdf](https://eprints.qut.edu.au/225927/1/Robyn_Mylne_Thesis.pdf)

### **Continuous assessment**

- a) Class test: 9 marks  
There shall be two internal examinations within the semester: one, on completion of module 1 and 2, the second, on completion of module 3 & 4.
- b) Assignments/Seminars/presentations: 6 marks

### **Marks allocation including choice**

Module	Marks (Including Choice)
1	24
2	30
3	30
4	09
<b>Total</b>	<b>93</b>

**M A Journalism and Mass Communication (KUCBCSSPG 2023)**

**MAJMC 02E02: TRAVEL JOURNALISM**

**Time : 3 Hours**

**Marks: 60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

(5 x 3=15 Marks)

1. TLC
2. S K Pottakkad
3. Photo essay
4. Vlogger
5. Travel mart
6. Yathra

**II. Write short essays on any THREE of the following. Each answer carries six marks.**

(3x6=18 Marks)

7. How do travel vloggers monetize their content to generate income?
8. Summarize the factors to consider when exploring a tourist place in travel journalism.
9. What are the key ethical considerations that travel writers should be aware of?
10. Discuss the role of photography in travel journalism and how it enhances the overall travel experience for both journalists and readers.
11. Write a note on some key elements to consider when writing travel news articles.

**III Write long essays on any THREE of the following. Each answer carries nine marks.**

(3 x 9 =27 marks)

12. Explain the relevance and scope of travel journalism.
13. Create a brochure for KTDC for their upcoming heritage tourism package in North Malabar.
14. Evaluate the qualities of a travel journalist and discuss their importance in delivering information on the tourism sector.
15. Compare and contrast travel literature and travel magazine writings.
16. Write a travelogue of a recently visited tourist place.

## ELECTIVE COURSE 3

### HEALTH COMMUNICATION

Semester	Course Code	Hours per week	Credit	Exam Hours
2	MAJMC 02E 03	4	4	3

#### Course Description:

The course on Health Communication aims to provide students with a comprehensive understanding of effective communication strategies and techniques specifically tailored for the healthcare field. Students will explore various aspects of health communication, including its importance in promoting health literacy, health campaigns, and public health advocacy.

#### Course Outcomes:

On successful completion of the course, a student shall:

CO1	Understand the fundamental concepts and theories related to health communication
CO2	Develop effective strategies for communicating health information to diverse audiences
CO3	Evaluate the role of media and technology in health communication
CO4	Critically assess health campaigns and public health messages
CO5	Demonstrate knowledge of ethical considerations in health communication practices

#### MODULE I: Introduction to Health Communication

Introduction to health Communication- Concept of health and Disease, Role of communication and campaigns in health and population programs -Communication process and principles applied to Health & population; various health policies of Indian governments and its communications via Mass media.

#### MODULE II:

Media and Journalist: roles in health coverage; Non-traditional Media; Health Magazines; Print, Radio and Television: Health Information in News, Entertainment programs and advertisements - Health Communication: in Blogs, podcasts and other e-media innovations; Risk and crisis of health communication in the media - Health writing for print media: features, articles and columns

#### MODULE III:

Communication Campaign –steps for conducting campaign- content and treatment of message; selection of the media, audience variable –monitoring feedback& evaluation- Preparation of stickers, posters, bill boards.

#### MODULE IV:

Health and family welfare programs in community-World Health Organization, UNICEF, Health campaigns in India- National health policy, India's population problem and National family welfare programs; Campaign against Polio, AIDS/HIV, Malaria, Smallpox, Female infanticide, child mortality, mother and baby care vaccinations- analysing communication strategies during pandemic outbreaks- COVID, NIPAH.

### Core Books for Reference:

1. Danger, fear and insecurity by Seale, Clive. (2002): Chapter 4 in Media and Health, p67-92, Sage.
2. Mass Communication and Public Health: Complexities and Conflict by Charles Atkin, & Larry Wallack (Eds.), Sage.
3. Health Communication: From Theory to Practice by Renata Schiavo (2007), Jossey Bass, San Francisco.
4. Dutta-Bergman, M. J. (2006). Theory and practice in health communication campaigns: A critical interrogation. Health Communication, 20(2), 133-139.
5. Vardeman, K. K., & Alden, D. L. (2013). Health communication and health information technology: A taxonomy for understanding eHealth literacy. Journal of Medical Internet Research, 15(10), e210.

### Suggested Reading

1. Parvanta, C., Nelson, D. E., & Harner, R. N. (Eds.). (2018). Public health communication: Critical tools and strategies. Sage Publications.
2. Backinger, C. L., & Erdem, G. (Eds.). (2017). Advancing health communication research: Developing theories and models. Springer.

### Continuous Assessment -Total marks 15

#### 1. Class Test: (9 marks)

There shall be two internal examinations within the semester: The first one, on completion of module 1 and 2, and the second on completion of module 3 & 4.

#### 2. Assignment/Seminar/Presentation: (6 marks)

### Marks allocation including choice

Module	Marks (Including Choice)
1	20
2	26
3	27
4	20
<b>Total</b>	<b>93</b>

## Model Question Paper

### MAJMC 02E 03 Health Communication

Time : 3 Hours

Maximum Marks : 60

#### I. Write short notes on any four of the following.

(5 x 3=15 Marks)

1. National population policy
2. UNICEF
3. ASHA
4. Child mortality
5. SITE
- 6 'Arogyam'

#### II. Write short essays on any Three of the following. Each answer carries six marks.

(3x6=18 Marks)

7. Analyse content of two health magazines.
8. Analyse the role of radio in promoting health campaigns.
9. Explain the crisis faced by the media while reporting health campaigns in India.
10. Prepare a poster for any polio campaign.
11. Detail the role of Television in spreading awareness about family welfare programmes.

#### III. Write long essays on any Three of the following. Each answer carries nine marks.

(3 x 9 =27 marks)

12. Analyze the impact of "Health Beat" in shaping public perceptions of healthcare policies.
13. Evaluate the role of social media in disseminating misinformation about COVID-19 and its impact on public health.
14. Evaluate the use of traditional media vs. digital platforms in health campaigns and their effectiveness in different regions of India.
15. Evaluate the role of celebrities and influencers in supporting health campaigns and their influence on behavior change.
16. Evaluate the ethical considerations in using fear-based messaging in health campaigns and its potential impact on the target audience.

#### Practical/Core

## **RADIO PRODUCTION**

<b>Semester</b>	<b>Course Code</b>	<b>Hours per week</b>	<b>Credit</b>	<b>Exam Hours</b>
<b>2</b>	<b>MAJMC 02 C09</b>	<b>4</b>	<b>4</b>	<b>3</b>

### **Course outcome**

On successful completion of the Practical, a student shall

CO1 – Develop skill to conduct background study for writing radio script

CO2 – Acquire skill to write script for radio programme

CO3 - Develop presentation skill

CO4 – Acquire basic audio editing skill

CO5 – Acquire knowledge on various production technique of radio

Each student shall produce a radio drama or radio magazine comprising interview, feature, etc. and submit it for external valuation. Duration 15 minute.

### III Semester – June to October

#### (Detailed Syllabus)

No	Core / Elective	CourseCode	Title of the Course	Hours allotted per week	Credits	Marks		
						CA	ESE	Total
1	Core	MAJMC03C 10	Corporate Communication & Advertising	06	04	15	60	75
2	Core	MAJMC03C 11	Data Journalism and Digital Marketing	05	04	15	60	75
3	Core	MAJMC03C 12	Television Journalism	06	04	15	60	75
4	Open Elective (Multidisciplinary) *	MAJMC03O 01	Indian Politics	04	04	15	60	75
5	Open Elective (Multidisciplinary) *	MAJMC03O 02	Agricultural Journalism					
6	Open Elective (Multidisciplinary) *	MAJMC03O 03	Business Journalism					
7	Open Elective (Multidisciplinary) *	MAJMC03O 04	Development Communication					
8	Practical-III	MAJMC03C 13	TV News Production	04	04	12	48	60
			<b>Total</b>	<b>25</b>	<b>20</b>	<b>72</b>	<b>288</b>	<b>360</b>

\* Select one open elective/multidisciplinary course from this group

## Semester 3 Core Course 10

### MAJMC03C 10: CORPORATE COMMUNICATION AND ADVERTISING

Semester	Course Code	Hours per week	Credit	Exam Hours
3	MAJMCO3C 10	6	4	3

#### Course description

This course provides a thorough understanding of the strategic role of communication and advertising in a corporate setting. It focuses on the principles, theories, and methods required for effective business communication and creating compelling advertising campaigns. Students will learn how organizations communicate with internal and external stakeholders and how to create and maintain a positive company image.

#### Course Outcomes

- CO1:** Understand the role and importance of corporate communication in building and maintaining a corporate image.
- CO2:** Develop strategic communication plans for various stakeholders.
- CO3:** Create and execute effective advertising campaigns that align with corporate objectives.
- CO4:** Leverage digital and social media platforms for corporate communication and advertising.
- CO5:** Apply ethical principles in all aspects of corporate communication and advertising.

#### Course Content

##### Module I: Corporate Communication

Corporate communication: definition, scope, functions and importance; employee relations; investor relations; media relations; government relations; costumer relations and public relations; propaganda; publicity; public opinion; lobbying, publics in PR: internal and external publics;

##### Module II: Corporate Personality

Concept of corporate personality; components of corporate personality; stakeholder perception; role of communication: building corporate reputation, building corporate identity, corporate image and corporate brands; corporate communication management; strategic corporate communication and issue management; measuring the effectiveness of corporate communication; the role of IMC in corporate communication strategies; environmental, social and corporate governance (ESG); Corporate Social Responsibility

### **Module III: Advertising**

Definition, scope and importance of advertising; functions of advertising; types of advertising; consumer decision process; segmenting, targeting and positioning; branding; copywriting for print advertisements: writing headlines, display copy, body copy, illustrations and photos, typography and design; copy writing tools: radio, television, web; planning and production of commercials for different media; advertising campaigns; types and stages of evaluation; copy testing; media evaluation; advertising effectiveness; media buying and space selling; new trends in advertising.

### **Module IV: Advertising Ethics**

Advertising ethics: poor taste and offensive advertising, reinforcing stereotypes, body image and self-image, targeting children, misleading claims, advertising controversial products; social auditing; advertising regulatory bodies: Advertising Standards Council of India (ASCI), Advertising Agencies Association of India (AAAI), International Council for Advertising Self-Regulation (ICAS).

### **Core Books for Reference:**

1. Joep Cornelissen, *Corporate Communication: A Guide to Theory and Practice*, Los Angeles, Sage Publications Ltd, 2020
2. Sapna.M.S, *Corporate Communication: Trends and Features*, Notion Press, 2020
3. Paul Argenti, *Corporate Communication*. New York, McGraw Hill, 2016
4. David Chandler, *Strategic Corporate Social Responsibility*, Sage Publications, 2017
5. David Cowan, *Strategic Internal Communication: How to Build Employee Engagement and Performance*, Kogan Page, 2017
6. Andrew Griffin, *Crisis, Issues and Reputation Management: A Handbook for PR and Communications Professionals*, Kogan Page, 2014
7. Herta Murphy, Herbert Hildebrandt, and Jane Thomas, *Effective Business Communication*, McGraw Hill Education, 2017 (7th edition)
8. Asha Kaul, *Business Communication*, Prentice Hall India Learning Private Limited, 2009

### **Additional Books for Reference:**

1. Cees B.M. Van Riel, *Essentials of Corporate Communication: Implementing Practices for Effective Reputation Management*, Routledge, 2007
2. Gary Davies, Rosa Chun, Rui Vinhas Da Silva, and Stuart Roper, *Corporate Reputation & Competitiveness*, Routledge, 2002
3. J N Jethwaney & S Jain, *Advertising Management*, Oxford University Press, 2012
4. S Chunawalla, *Advertising theory and Practice*, Himalaya Publishing House, 2015

## Continuous Assessment: 15 Marks

<b>Examination/Test: 9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module I and 2, and the second on completion of module 3 and 4
<b>Seminars/Presentation/Assignments: 6 Marks</b>	Select a company of your choice and research the company's record in the area of CSR. Write a brief summary about the CSR activities undertaken by the company.  <b>OR</b> Analyse the series of advertising campaign of any corporate organization.  <b>OR</b> Create a print advertisement for a corporate organization

## Marks allocation including choice

Module	Marks (including choice)
<b>1</b>	<b>20</b>
<b>2</b>	<b>25</b>
<b>3</b>	<b>28</b>
<b>4</b>	<b>20</b>
<b>Total</b>	<b>93</b>

## MODEL QUESTION PAPER

### MAJMC03C 10: CORPORATE COMMUNICATION AND ADVERTISING

**Time: 3 Hours**

**Maximum Marks: 60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

**(5 x 3=15 marks)**

1. ASCI
2. Lobbying
3. Propaganda
4. CSR
5. Institutional advertising
6. Corporate Identity

**II. Write short essays on any Three of the following. Each answer carries six marks**

**(3 x 6=18 marks)**

7. Differentiate between publicity and propaganda.
8. Discuss in detail the different types of advertisements
9. What are the functions of corporate communication?
10. Explain the latest trends in TV advertising.
11. Elaborate on publics in PR

**III. Write long essays on any Three of the following. Each answer carries nine marks**

**(3x9=27 marks)**

12. Analyse the role of corporate communication in building the image of an organization?
13. A person knowingly or unknowingly undergoes through a number of steps in his purchase decision. Elucidate
14. Describe the role of IMC in corporate communication
15. Advertising Ethics has become illusion in today's highly competitive market. Comment
16. Explain with example how CSR activities helps an organization to build a positive image in the society

## Semester 3 Core 11

### MAJMC03C 11: DATA JOURNALISM AND DIGITAL MARKETING

Semester	Course Code	Hours per week	Credit	Exam Hours
3	MAJMC03C 11	05	04	3

#### Course Description:

This course explores the intersection of data journalism and digital marketing, equipping students with the skills to analyze, interpret, and present data in compelling ways. Students will learn to leverage digital tools and platforms to create impactful narratives and marketing strategies. The curriculum covers data collection, visualization, ethical considerations, audience engagement, and the use of social media and other digital channels to disseminate information and drive marketing campaigns. By the end of the course, students will be proficient in using data to tell stories and develop effective digital marketing strategies.

#### Course Outcomes:

- CO1: Students will be able to collect, analyze, and interpret data to uncover trends and insights relevant to journalism and marketing.
- CO2: Students will master the use of data visualization tools to create clear and compelling charts, graphs, and infographics that enhance storytelling and marketing efforts.
- CO3: Students will understand and apply ethical principles in data journalism and digital marketing, ensuring accuracy, transparency, and respect for privacy.
- CO4: Students will be able to develop and implement digital marketing strategies that effectively engage target audiences across various online platforms.
- CO5: Students will be proficient in integrating data with multimedia elements to produce engaging and informative content for diverse digital audiences.

### Course Content

#### Module I: Introduction to Data Journalism, Data Collection and Sources

Understanding the role of data in journalism; data journalism: definition, concepts, possibilities; historical perspective and evolution of data journalism; famous data journalism activities: India & world; privacy and piracy; ethics and responsibility in data journalism.

## **Module II: Data Analysis and Visualization, Data Journalism in Practice**

Data journalism tools and software; identifying reliable data sources; data scraping and web crawling; data cleaning and preparation; open data initiatives and resources; basic data analysis techniques; data visualization tools and best practices: infographics and interactive data storytelling.

## **Module III: Introduction to Digital Marketing**

Fundamentals of digital marketing; types of social media marketing; digital marketing channels and platforms; Search Engine Optimization (SEO) and Search Engine Marketing (SEM); social media marketing strategies for news organizations; building and managing online communities.

## **Module IV: Digital Marketing Campaigns and Activities**

Planning and executing digital marketing campaigns; content creation and distribution data; driven decision; making in digital marketing; online reputation management; social media influencers and changing patterns of online promotion.

### **Core Books for Reference:**

1. Philip Meyer, *Precision Journalism: A Reporter's Introduction to Social Science Methods*, Rowman & Littlefield Publishers, 2002.
2. Steve Doig, *Data Journalism: Inside the Global Future*, Routledge, 2015.
3. Paul Bradshaw, *The Data Journalism Handbook*, O'Reilly Media, 2012.
4. Alberto Cairo, *The Functional Art: An Introduction to Information Graphics and Visualization*, New Riders, 2012.
5. Jonathan Gray, Liliana Bounegru, and Lucy Chambers, *The Data Journalism Handbook 2: Towards a Critical Data Practice*, O'Reilly Media, 2019.

### **Additional Books for Reference:**

1. Cole Nussbaumer Knaflic, *Storytelling with Data: A Data Visualization Guide for Business Professionals*, Wiley, 2015
2. Richard Keeble, *Ethics for Journalists*, Routledge, 2001
3. Adam Clarke, *SEO 2023: Learn Search Engine Optimization with Smart Internet Marketing Strategies*, Independently published, 2022
4. Jason Lankow, *Infographics: The Power of Visual Storytelling*, Adams Media, 2013

## Continuous Assessment: 15 Marks

Examination/Test: <b>9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module 1 and 2, and the second on completion of module 3 and 4
Seminars/Presentation/Assignments: <b>6 Marks</b>	Identify and analyse a famous data journalist from India or the world. Discuss their work, methods, and impact on the field of data journalism.  <b>OR</b> Research and create a social media marketing plan for a news organization or media outlet. Discuss content marketing strategies, SEO basics, and analytics tools.

### Marks allocation including choice

Module	Marks (including choice)
<b>1</b>	<b>25</b>
<b>2</b>	<b>28</b>
<b>3</b>	<b>17</b>
<b>4</b>	<b>23</b>
<b>Total</b>	<b>93</b>

## MODEL QUESTION PAPER

### MAJMC03C 11: DATA JOURNALISM AND DIGITAL MARKETING

**Time: 3 Hours**

**Max. Marks: 60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

**(5 x 3 = 15 marks)**

1. Email Marketing
2. Crowd Sourcing
3. A/B Test
4. Philip Meyer
5. AIDA Model
6. HuffPost India

**II. Write short essays on any Three of the following. Each answer carries six marks.**

**(3x6 = 18 marks)**

7. Describe the importance of ethics and responsibility in data journalism.
8. Explain the concept of open data initiatives and resources. How can they benefit journalists and researchers?
9. What are the key principles of digital marketing, and how do they apply to news organizations?
10. What are some common data journalism tools and software used in data analysis and visualization?
11. Discuss the role of analytics and measurement in digital marketing, and how they can inform decision making.

**III. Write long essays on any Three of the following. Each answer carries nine marks.**

**(3x9 = 27 marks)**

12. Analyse the evolution of data journalism from its early beginnings to its current form. Discuss the key challenges and opportunities that have arisen during this period.
13. Discuss the importance of ethics and responsibility in data journalism. Provide case studies of successful data driven reporting projects that demonstrate best practices in these areas.
14. Analyse the role of social media marketing in promoting news organizations and their content. Discuss the strengths and weaknesses of different social media

platforms for news organizations, and provide recommendations for effective social media marketing strategies.

15. Critically evaluate the importance of digital marketing in news organization.
16. Describe the key concepts and techniques involved in data analysis and visualization using a specific tool or software.

## Semester 3 Core Course 12

### MAJMC03C 12: TELEVISION JOURNALISM

Semester	Course Code	Hours per week	Credit	Exam Hours
3	MAJMC03C I2	6	4	3

#### Course Description

Television Journalism is designed to equip aspiring journalists with the skills, knowledge, and ethical grounding necessary to excel in the field of broadcast news. This course will guide the students through the intricacies of news gathering, reporting, writing, and production, while emphasizing the ethical standards and technological advancements that shape contemporary television journalism.

#### Course Outcomes

At the end of television journalism course, students will possess:

- CO1:** In-depth theoretical knowledge on the wide array of scope, strengths and potentials, and the inherent limitations of television as a mass communication medium, in comparison with the other mass media platforms.
- CO2:** Proficiency in scripting for television news and current affairs programmes.
- CO3:** Competence in reporting and presenting news, in interviewing, and in anchoring for panel discussion and current affairs programmes.
- CO4:** News production experience, skilling in camerawork, and visual-cum-sound editing.
- CO5:** Capacity for critical analysis of television news content, assessing accuracy, bias, and ethical violations.

#### Course Content

##### Module 1: Television Journalism

History and evolution of television news; television as a news medium: scope, strengths and limitations; television journalism versus print journalism; qualities of a television journalist; structure of a television news channel, television news personnel: news editor, news producer, chief reporters, reporters, subeditors, camerapersons, video editors, news anchors, weathercasters, sportscasters and multimedia producers; television news structure: inverted pyramid versus diamond model; headlines; teaser and teller leads; breaking news; television

news scripting principles; writing for the ear; developing a news story: from idea to broadcast; crafting intros, outros and transitions; rundown and script management; stylebook

## **Module II: Television News Package**

Television news package and formats: O-C, O-C Graphics, OC-VO, O-C SOT, O-C VO SOT, , O-C Live, O-C Phono and O-C Package; Piece-To-Camera (PTC): stand-up open, stand-up bridge and stand-up close; live news reporting: straight-up live, live with interview, live with SOT, live with VO, live with VOSOT and live with Package; live broadcast operation; Production Control Room (PCR) & Master Control Room (MCR); role and responsibilities of news producer; ENG, EFP, DSNG and OB vans; Live U and Aviwest; news production softwares: FCP, Premiere pro, Velocity and Audacity; Augmented Reality (AR), Virtual Reality (VR) and Artificial Intelligence (AI) in news; future trends: 5G technology, wearable devices, and holographic reporting

## **Module III: News Programmes and News Anchoring**

Types of news programmes and formats; on-camera presentation skills: basics of on-camera presence, professional attire and makeup, personal grooming, body language and gestures, eye contact and teleprompter; voice modulation and articulation techniques; pacing and timing; handling live broadcasts and breaking news; transitioning between stories and segments; interviewing: studio and field interviews, opinion interview, information interview, news interview, vox pops & panel discussion; Mobile Journalism (MoJo); Solutions Journalism (SoJo); drone journalism; citizen journalism; sting journalism

## **Module IV: Ethics and Professional Standards**

Codes of ethics and professional standards; accuracy and objectivity; defamation, libel and slander; copyright violations, ethical considerations in reporting crime, tragedy and disaster, in covering vulnerable populations and in using hidden cameras and drones; editorial independence; right to privacy versus public's right to know; critical analysis of leading English and Malayalam television news channels; television journalism glossary

## **Core Books for Reference:**

1. Usha Rodrigues & Maya Ranganathan, *Indian News Media from Observer to Participant*, Sage, New Delhi, 2015
2. Nalin Mehta, *India on Television: How Satellite News Channels Changed the Way We Think and Act*, Harper Collins, New Delhi, 2008
3. Maya Ranganathan, *Indian Media in a Globalised World*, Sage, New Delhi, 2010
4. Rajesh Sisodia, *Reporting India TV Journalism*, Evincepub, New Delhi, 2023
5. R.K. Ravindran, *Handbook of Radio, TV, and Broadcast Journalism* Anmol Publications, New Delhi, 1999
6. Balakrishna Aiyer, *Digital Television Journalis*, Authors Press, Delhi, 2005
7. NDTV, *More News is Good News : Untold Stories From 25 Years of Television News*, New Delhi, 2016
8. Shekhar Gupta, *Walk the Talk*, Rupa Publications, New Delhi, 2017

## **Additional Books for Reference:**

1. Sudesna Ghosh, *News Now Being a TV Journalist*, Collins, New Delhi, 2016
2. Toby Miller (Ed.), *Television: Critical Concepts in Media and Cultural Studies*, (Five Volumes), Routledge, New York, 2003.
3. Francis Karackat, *Journalism; A Manual for Budding Subeditors*, Don Bosco Books, Kannur, 2020
4. M. Neelamalar, *Media Laws and Ethics*, PHI Learning Private Limited, Delhi, 2023
5. Steven Maras, *Objectivity in Journalism*, Polity Press, London, 2013

## **Continuous Assessment: 15 Marks**

<b>Examination/Test: 9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module I and 2, and the second on completion of module 3 and 4.
<b>Seminars/Presentation/Assignments: 6 Marks</b>	Write and deliver a news segment as a news anchor. Focus on clear articulation, appropriate tone, and

	camera presence.  <b>OR</b>  Find a person with a compelling story. Conduct interviews and produce a feature story that captures their unique contributions or experiences.
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**Marks allocation including choice**

<b>Module</b>	<b>Marks (including choice)</b>
<b>1</b>	<b>23</b>
<b>2</b>	<b>28</b>
<b>3</b>	<b>27</b>
<b>4</b>	<b>15</b>
<b>Total</b>	<b>93</b>

**MODEL QUESTION PAPER**  
**MAJMC03C 12: TELEVISION JOURNALISM**

**Time: 3 Hours**

**Max.Marks:60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

**(5 x 3=15 marks)**

1. NIB
2. Desk live
3. Rundown
4. FCP
5. SOT
6. Ticker

**II. Write Short essays on any THREE of the following. Each answer carries six marks.**

**(3 x 6=18 marks)**

7. Examine the influence of new media tools and technologies, such as AI and augmented reality, on the production and presentation of television news.
8. What techniques can be employed to conduct effective political reporting on television? Provide examples of how to write a compelling political report.
9. Describe the techniques involved in live telecast using ENG, EFP, DSNG and OB vans. How have recent technologies like Live U and Aviwest impacted live reporting?
10. Discuss the importance of the stylebook in television journalism. How does it help maintain consistency and professionalism in news reporting?
11. What are the essential ingredients of a TV newscast? Illustrate your answer with examples of typical news rundown preparation.

**III. Write long essays on any THREE of the following. Each answer carries nine marks.**

**(3x9=27 marks)**

12. Analyze the role of citizen journalists and news agencies in contemporary television journalism. What are the advantages and challenges associated with their contributions?

13. Explain the steps involved in the production of a TV news bulletin. What role does the Production Control Room play in this process
14. Evaluate the impact of panel discussions and satirical programs on public opinion. How should anchors and producers manage these formats to ensure informative and balanced content?
15. Critically analyze the news presentation styles of leading English and Malayalam news channels. What strengths and weaknesses can you identify in their approaches?
15. Discuss the role of softwares such as FCP, Premiere pro, Velocity and Audacity in television news production. How do these tools enhance the quality and efficiency of news broadcasting?
16. Critically analyse any two leading television news channels and examine if ethical standards in television journalism are met in all areas.

## Semester 3 Open Elective (Multidisciplinary) 1

### MAJMC03O 01: INDIAN POLITICS

Semester	Course Code	Hours per week	Credit	Exam Hours
3	MAJMC03O 01	4	4	3

#### Course Description

This course offers a comprehensive exploration of the political history and dynamics of India, spanning from the pre-independence era to contemporary developments. It examines pivotal moments, influential leaders, key movements, and significant policies that have shaped India's political landscape at both national and regional levels. Through a structured approach, students will gain insights into India's journey from colonial rule to independence, the formation of its republic, and subsequent phases of political evolution.

#### Course Outcomes

- CO1:** Understand India's political evolution from independence to the present.
- CO2:** Analyze influential leaders, movements, and Kerala's unique political history.
- CO3:** Evaluate media's historical role, challenges to freedom, and the impact of new media.
- CO4:** Develop critical thinking, apply knowledge to current issues, and foster ethical citizenship.
- CO5:** Examine the various social movements in Indian politics

#### Course Content

##### Module I: The Political History of India

Independence movement & Mahatma Gandhi; formation of the Indian republic; Nehru and non-alignment movement; history of national parties in India; Indira Gandhi's era: the emergency and its aftermath (1975-1977); Janata party government (1977-1980); Rajiv Gandhi's era and modernization efforts; liberalization era (1991-1996); economic reforms and its impact on Indian economy and society; coalition politics and political instability (1996-2004); various ruling governments after 2004.

##### Module II: The Political History of Kerala

Pre-independence political landscape; social reform movements; Kerala and Indian independence movement; formation of Kerala state; first communist government in 1957; land reforms and educational initiatives; key political movements and leaders in Kerala; short history of Kerala renaissance; women leaders of Kerala renaissance.

### **Module III: The Driving Forces of Indian Politics**

Caste: role in electoral politics, major caste based movements; communalism and secularism; women's representation and participation in politics; women and third gender movements; key policies and acts for gender equality; role of language in political mobilization; social movements: environmental and human rights.

### **Module IV: Press and Politics**

Historical role of the press in India's independence movement; investigative journalism and major political scandals; challenges to media freedom and autonomy: censorship, media ethics and responsibilities; new media: possibilities and challenges in shaping public opinion.

### **Core Books for Reference:**

1. Ramachandra Guha, *India After Gandhi: The History of the World's Largest Democracy*, Picador India, 2017
2. Sunil Khilnani, *The Idea of India*, Penguin India, 2004
3. Coomi Kapoor, *The Emergency: A Personal History*, Penguin Books Limited, 2016
4. Samuel Paul, *The Paradox of India's North-South Divide*, SAGE India, 2015
5. Vinay Sitapati, *Half-Lion: How P.V Narasimha Rao Transformed India*, Penguin Books Limited, 2015

### **Additional Books for Reference:**

1. Saeed Naqvi, *Being the Other: The Muslim in India*, Aleph Book Company, 2016
2. Sanjaya Baru. *1991: How P.V Narasimha Rao Made History*, Aleph Book Company, 2016
3. Sanjaya Baru. *The Accidental Prime Minister; The Making and Unmaking of Manmohan Singh*, Penguin Books Limited, 2014
4. Josy Joseph, *The Silent Coup: A History of India's Deep State*, Context Publisher, 2021
5. Aravind Narrain, *India's Undeclared Emergency - Constitutionalism and The Politics of Resistance*, Context Publisher, 2022
6. Christophe Jaffrelot and Pratinav Anil, *India's First Dictatorship: The Emergency 1975 – 1977*, C Hurst & Co Publishers Ltd, 2020
7. Jawaharlal Nehru, *The Discovery of India*, Penguin Random House, 2004
8. Shankar Aiyar, *The Gated Republic: India's Public Policy failures and Private Solutions*, HarperCollins India, 2020
9. Josy Joseph, *A Feast of Vultures: The Hidden Business of Democracy in India*, HarperCollins India, 2016
10. Bijuraj, *Keralaththinte Rashtreeya Charithram*, DC Books, 2023

## Continuous Assessment: 15 Marks

<b>Examination/Test: 9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module I and 2, and the second on completion of module 3 and 4
<b>Seminars/Presentation/Assignments: 6 Marks</b>	<p>Investigate Kerala's unique socio-economic development model, examining its impact on education, healthcare, and social welfare. Evaluate its relevance and applicability to broader Indian contexts.</p> <p style="text-align: center;"><b>OR</b></p> <p>Organize a debate or panel discussion exploring the dynamics between secularism and communalism in Indian politics. Discuss historical precedents, current issues, and future implications.</p> <p style="text-align: center;"><b>OR</b></p> <p>Conduct interviews with political reporters and industry professionals regarding the driving forces of Indian Politics.</p>

## Marks allocation including choice

<b>Module</b>	<b>Marks (including choice)</b>
<b>1</b>	<b>20</b>
<b>2</b>	<b>25</b>
<b>3</b>	<b>28</b>
<b>4</b>	<b>20</b>
<b>Total</b>	<b>93</b>

**Model Question Paper**  
**MAJMC03O 01: INDIAN POLITICS**

**Time: 3 Hours**

**Max. Marks: 60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

**(5 x 3 = 15 marks)**

1. Punjab crisis
2. CAA
3. J P Narayanan
4. Ezhava Movement
5. RTI Act
6. United Front

**II. Write short essays on any Three of the following. Each answer carries six marks.**

**(3 x 6 = 18 marks)**

7. What were the main objectives of the Non-alignment Movement initiated during the Nehru Era?
8. Identify two major political and social impacts of the Emergency period.
9. How did the Green Revolution impact India's agricultural sector during the Shastri and early Indira Gandhi years?
10. What were the primary goals of the First Modi Government?
11. How the economic reforms initiated by P.V. Narasimha Rao and Manmohan Singh in 1991 transformed the Indian economy?

**III. Write short notes on any Three of the following. Each answer carries nine marks**

**(3x9=27 marks)**

12. Analyse the significance of the Indo-Pakistan War of 1965 and its impact on India's political and military strategies. How did this period contribute to the rise of Indira Gandhi as a prominent political leader?
13. Discuss the challenges and strategies involved in the integration of princely states into the Indian Union. How did this process contribute to the political consolidation of India?
14. Discuss the influence of caste, religion, and gender on Indian politics. How do these factors shape electoral politics, political parties, and policies in contemporary India? Provide examples to support your analysis.
15. Evaluate the role of social reform movements in Kerala's political history. How did these movements contribute to the formation of Kerala state and its subsequent political developments, including the rise of the first Communist government in 1957?
16. Examine the reasons for declaring the Emergency in 1975 and its aftermath. Analyse the political and social impact of the Emergency on Indian democracy and governance.

## Semester 3 Open Elective (Multidisciplinary) 2

### MAJMC03O 02: AGRICULTURAL JOURNALISM

Semester	Course Code	Hours per week	Credit	Exam Hours
3	MAJMC03O 02	4	4	3

#### Course Description

This course aims to provide a comprehensive understanding of agricultural journalism, combining theoretical knowledge with practical skills, and addressing both general and specialized topics in the field.

#### Course Outcomes

- CO1:** Understand the scope, significance, and historical development of agricultural journalism, including its role in society and its differentiation from other forms of journalism.
- CO2:** Develop advanced skills in agricultural reporting, including interviewing techniques, sourcing information, and writing compelling news leads and features on agricultural issues.
- CO3:** Master the techniques of technical writing and data journalism, enabling the clear communication of complex scientific information and statistical data through various media formats.
- CO4:** Apply multimedia storytelling techniques to enhance the presentation of agricultural stories, integrating photos, videos, and interactive elements to engage diverse audiences.
- CO5:** Gain practical experience in fieldwork and project development, enabling the creation and presentation of in-depth research projects on contemporary issues in agricultural journalism.

#### Course Content

##### Module I: Foundations of Agricultural Journalism

Definition and scope of agricultural journalism; importance and impact on society; historical development of agricultural journalism; characteristics and training of the agricultural journalist; types of agricultural stories; differences and similarities between agricultural journalism and other types of journalism; role of communication in agriculture; agricultural

extension and communication strategies; print, broadcast, and digital media in agriculture; role of social media and online platforms in agricultural journalism

## **Module II: Reporting and Writing in Agricultural Journalism**

Principles of reporting on agricultural events and issues; interviewing techniques and source credibility in agricultural journalism; sources of agricultural information: conducting interviews, coverage of events, abstracting from research and scientific materials, using wire services and other agricultural news sources; writing agricultural stories: organizing the material, treatment of the story, writing the news lead and the body; readability measures: identifying and developing features and human interest stories in agriculture; case studies of impactful agricultural feature stories.

## **Module III: Using Data and Illustration in Agricultural Journalism**

Writing scientific articles; organizing complex information; using statistics and data in agricultural stories; data visualization techniques; ethical use of data in journalism; illustrating agricultural stories: use of photographs in agricultural journalism, use of artwork (graphs, charts, maps), writing captions and integrating visuals with text.

## **Module IV: Multimedia Storytelling in Agricultural Journalism**

Integrating multimedia elements into agricultural stories: multimedia storytelling in agricultural journalism, tools and software used for multimedia storytelling; specialized topics in agricultural journalism: reporting on agricultural issues and sustainability in agriculture, reporting on climate change-related agricultural issues, reporting on agricultural biotechnology and innovations; challenges and opportunities in agricultural reporting; communicating complex scientific information to the public; reporting on agricultural policies and their impact.

### **Core Books for Reference:**

1. Jana BL, *Agricultural Journalism*, K.K. Publications, 2014.
2. Satwik Sahay Bisarya , *Agriculture Journalism*, Notion Press, 2022.
3. Satwik Sahay Bisarya, *Fundamental of Farm Journalism*, Notion Press, 2022.
4. Dubey V K, *Agricultural Communication*, Athiti Books, 2008.
5. A K Singh, *Agricultural Extension and Farm Journalism*, Agrobios (India),2014.
6. Bhaskaran C, *Farm Journalism and Media Management*, Agrotech Publishing Academy, 2008.

### Additional Books for Reference:

1. Arpita Sharma & Naresh Kumar, *Agricultural Journalism*, Jaya Publishing House, 2023
2. Debasmita Nayak & Mita Meher, *Agricultural Journalism*, Nipa Books, 2024
3. Vikas Singh Sengar, Ajit Verma, Ashok Kumar Singh, K.K. Singh, Ajay Singh, *A Hand Book of Agricultural Marketing Trade & Price In India*, Book Rivers, 2021

### Continuous Assessment: 15 Marks

<b>Examination/Test: 9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module I and 2, and the second on completion of module 3 and 4
<b>Seminars/Presentation/Assignments: 6 Marks</b>	Analyse a recent agricultural policy or regulation and write a report on its implications for farmers and the agricultural industry.  <b>OR</b> Create a photo essay that visually documents an aspect of agricultural life or a farming process.

### Marks allocation including choice

Module	Marks (including choice)
<b>1</b>	<b>25</b>
<b>2</b>	<b>28</b>
<b>3</b>	<b>15</b>
<b>4</b>	<b>25</b>
<b>Total</b>	<b>93</b>

**MODEL QUESTION PAPER**  
**MAJMC03O 02: AGRICULTURAL JOURNALISM**

**Time: 3 Hours**

**Max.Marks:60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks  
(3x5=15 marks)**

1. Define the scope of agricultural journalism.
2. Discuss the importance of social media in agricultural journalism.
3. Outline the principles of reporting on agricultural events.
4. Explain the role of agricultural extension in communication strategies.
5. Describe the use of photographs in agricultural journalism.
6. Identify the challenges in reporting on climate change-related agricultural issues.

**II. Write short essay on any THREE of the following. Each answer carries six marks  
(3x6=18 marks)**

7. Compare and contrast agricultural journalism with other types of journalism.
8. Discuss the historical development of agricultural journalism and its impact on society.
9. Analyse the techniques for conducting interviews and assessing source credibility in agricultural journalism.
10. Explain the process of writing and organizing scientific article in agricultural journalism.
11. Evaluate the ethical considerations when using data in agricultural journalism.

**III. Write long essay on any THREE of the following. Each answer carries nine marks  
(3x9=27 marks)**

12. Discuss with example the various types of agricultural stories and their importance in agricultural journalism.
13. Analyse the role of print, broadcast, and digital media in the dissemination of agricultural information.
14. Examine the process of gathering agricultural information from various sources, including research materials and wire services, and its impact on story development.
15. Explore the integration of multimedia elements into agricultural stories and the tools and software available for multimedia journalism.
16. Assess the role of agricultural journalism in reporting on biotechnology innovations and the communication of complex scientific information to the public.

## Semester 3 Open Elective (Multidisciplinary) 3

### MAJMC03O 03: BUSINESS JOURNALISM

Semester	Course Code	Hours per week	Credit	Exam Hours
3	MAJMC03O 03	4	4	3

#### Course Description:

This course introduces students to the principles and practices of business journalism, focusing on reporting, writing, and analyzing business and economic news. Students will explore the role of the media in covering financial markets, corporate activities, economic trends, and their impact on society.

#### Course Outcomes:

CO1: Understand the fundamental economic principles, financial markets, and business operations

CO2: Develop strong reporting and writing skills tailored to business journalism

CO3: Analyse and interpret complex data sets to uncover trends and insights relevant to business reporting

CO4: Navigate ethical dilemmas and make decisions that uphold journalistic integrity

CO5: Gain proficiency in using multimedia tools and platforms to enhance business reporting, including video, audio, infographics, and social media

### Course Content

#### Module I: Basics of Business Journalism

Basics of financial markets; reading financial statements; stock markets; stock exchange; stock prices; IPO; BSE/NSE: SEBI, NBFC; role of banks in the economy; public finance & banking; understanding union budget; economic policy; RBI policies & interest rates; regulatory institutions: CCI, NCLAT; major economic factors: government, financial institutions, corporations, investors, small businesses, consumers; functioning of a company/corporation; impact of economic trends on businesses.

## **Module II: Economic Indicators**

Economic indicators: GDP, GNP, per capita income, inflation, consumer price index, unemployment rates; major economic indicators: leading indicators, coincident indicators, lagging indicators; economy: macro and micro; quarterly and annual financial reporting of public listed companies: revenue and PAT, annual reports and balance sheets of companies; public markets: stock markets, tracking stock performance of companies, performance of the benchmark indexes; role of major institutional investors: mutual funds; brokerage houses and analysts

## **Module III: Introduction to Business Journalism**

Definition and significance of business journalism; overview of business journalism; importance of business journalism in society; business news and general news; role of a business journalist; role of business journalism in informing and educating the public; challenges faced by contemporary business journalists; tools and techniques for successful business interviews; principles of effective business writing: story structure and news judgment; online and digital journalism tools for writing and editing business stories.

## **Module IV: Ethical Concerns in Business Journalism**

Ethical challenges in business journalism; coverage of sensitive financial information; whistleblower protections and reporting: accuracy and fact, privacy concerns in business journalism; coverage of legal proceedings and investigations; ethical considerations in using social media; addressing misinformation and maintaining credibility on digital platforms; source building; quarterly results and annual reports of companies; press statements; press releases; interviews; meetings; events; press conferences and AGMs of companies; off and on record meetings with company representatives and whistle blowers: analysts, industry experts, think tanks, consulting firms, law firms; importance of talk points in meetings/conversations with relevant industry people

### **Core Books for Reference:**

1. Keith Hayes, *Business journalism: How to Report on Business and Economics*, Springer, 2014
2. Chris Roush, *The Future of Business Journalism: Why it Matters for Wall Street and Main Street*, Georgetown University Press, 2022
3. Robert Reed and Glenn Lewin, *Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat*, Marion Street Press, 2005

4. Jay Taparia , Understanding Financial Statements: A Journalist's Guide, Marion Street Press, 2004
5. Paul Addison, Jennifer Sondag, Cherian Thomas, Carolina Wilson, The Bloomberg Guide to Business Journalism, Columbia University Press, 2024

### **Additional Books for Reference:**

1. Alan Pearce, "Digital Media and Reporting Conflict: Blogging and the BBC's Coverage of War and Terrorism", Palgrave Macmillan, 2017.
2. Ramesh Saxena, "Emerging Trends in Business Communication", Himalaya Publishing House, 2019.
3. Robert W. Picard, "Digital Media and Innovation: Management and Design Strategies in Communication", SAGE Publications, 2019.
4. Erik Brynjolfsson and Andrew McAfee, "The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies," W. W. Norton & Company, 2014.

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

Examination/Test: <b>9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module I and 2, and the second on completion of module 3 and 4
Seminars/Presentation/Assignments: <b>6 Marks</b>	Write a 500 ; 1000 word feature story on a significant business development or trend.  <b>OR</b> Conduct an interview with an expert in the field of business journalism and write an article based on that.

### **Marks allocation including choice**

<b>Module</b>	<b>Marks (including choice)</b>
<b>1</b>	<b>25</b>
<b>2</b>	<b>28</b>
<b>3</b>	<b>17</b>
<b>4</b>	<b>23</b>
<b>Total</b>	<b>93</b>

**MODEL QUESTION PAPER**  
**MAJMC03O 03: BUSINESS JOURNALISM**

**Time: 3 Hours**

**Max. Marks: 60**

**1. Write short notes on any FIVE of the following. Each answer carries three marks**

**(3x5=15 marks)**

1. Whistle-blower
2. CSR
3. Cyber security
4. Stock exchanges
5. GDP
6. Reliance

**II. Write short essays on any Three of the following. Each answer carries six marks.**

**(3x6=18 marks)**

7. Critically analyse the financial statements of a publicly traded company, identifying key performance indicators and evaluating the company's financial health.
8. Evaluate the roles and effectiveness of regulatory institutions like SEBI, CCI, NCLAT, and ED in ensuring fair business practices and maintaining market integrity.
9. Discuss how businesses can strategically respond to changes in GDP, inflation, and unemployment rates, considering the interplay of these economic indicators.
10. How do businesses strategize and adapt to changes in economic trends? Discuss the influence of recent economic shifts on business operations and decision-making.
11. What are the fundamental principles that journalists should adhere to when conducting interviews with business leaders and experts? Discuss the key elements that contribute to a successful business interview.

**III. Write long essays on any Three of the following. Each answer carries nine marks**

**(3x9=27 marks)**

12. Demonstrate how news values, such as timeliness and relevance, can be effectively applied in business reporting, using examples from recent business news stories.
13. Evaluate the impact of multimedia, including audio and video elements, on audience engagement in business journalism. How can journalists leverage multimedia to enhance the impact of their interviews?

14. Explore the ethical challenges specific to business journalism interviews. How can journalists navigate issues such as conflicts of interest and maintain integrity in their reporting?
15. Explain the importance of story structure and news judgment in business writing. How can journalists ensure that their business stories are compelling and newsworthy?
16. What strategies can journalists employ to build rapport and establish trust with interviewees in the business world? Provide examples of successful instances of rapport;building in interviews.

## Semester 3 Open Elective (Multidisciplinary) 4

### MAJMC03O 04: DEVELOPMENT COMMUNICATION

Semester	Course Code	Hours per week	Credit	Exam Hours
3	MAJMC03O 04	4	4	3

#### Course Description

Development Communication is an Elective (Multidisciplinary) course offered with MAJMC programme. This course is designed to provide a systematic learning of Development Communication, starting with Renaissance and Industrial Revolution. The course traces the western concepts of development, their criticism and alternatives, economic development theories, and the role of media and journalism in the development process. The course looks through the Regional, National and International perspectives and affairs of Socio-Economic Development.

#### Course Outcomes

- CO1:** Define and explain the concepts and goals of ‘well-being’
- CO2:** Learning the situations and requirements of contemporary society across the globe
- CO3:** Study the different initiatives of Central and State Governments in India
- CO4:** Ability to understand, explain and criticize the socio-economic and political aspects of policies and programmes designed and implemented by governments, institutions and NGOs
- CO5:** Practise communication and Journalism strategies for Development

#### Course Content

##### Module I: Foundations of Development

History of Modern World: renaissance, industrial revolution, world war I & II, cold war; five year plans; liberalization, privatization and globalization; rural television experiments projects: SITE, Kheda Communication Project (KCP), radio rural forum; development of electronic media; growth of information and communication technology; traditional and modern society; first, second and third world societies; MacBride commission, NWICO, IPDC, information society.

##### Module II: Theories and Perspectives on Development

Development: concepts and indicators, dynamics of development, development issues, dysfunctions of development; economic development theories; Adam Smith, Rostow, Malthus and Ricardo; gandhian perspectives on development; development paradigms: dominant paradigm and alternate paradigms: basic needs approach, integrated development, intermediate technology; communication for

development; theories and models of Daniel Lerner (empathy), Everette M. Rogers (diffusion) and Wilbur Schramm (multiplicity); modernization theory, dependency theory, participatory communication theory; mass media in modernization.

### **Module III: Institutions and Agencies for Development**

United Nation Agencies: UNESCO, WHO, world bank, ITU; asian development bank; sustainable development goals; ICT for development; NITI Aayog; development journalism: information dissemination, awareness and education, advocacy and social mobilization, empowerment and inclusion, behavior change communication, cultural preservation and promotion, monitoring and accountability, global awareness and solidarity; participatory media for communication and journalism.

### **Module IV: Development and Social change**

development and social change communication; people welfare plans and programmes in India; gender based empowerment initiatives in India; children and adolescents concerns, population growth and its impact in India, human resource management and development programmes; ethical aspects of development: culture, morality and social life in India today; Kerala model of development: educational, social, political, economic and environmental; role of NGOs in Development.

### **Core Books for Reference:**

1. Melkote, S. R., & Steeves, H. L. (3rd), *Theories of development communication*. Sage, 2015
2. Servaes, J. *Communication for development and social change*. Sage India, 2008
3. Dervin, B, *Communication for development and social change: New paradigms for listening, learning and collective action*. Springer, 2015
4. Melkote, S. R., & Steeves, H. L, *Communication for development in the Third World: Theory and Practice for empowerment*. Sage publications, 2001
5. Sen, A, *Development as freedom*. Anchor Books, 1999
6. McQuail, D. & Deuze M, *McQuail's Media & Mass Communication Theory*. Sage India, 2023
7. Freire, P, *Pedagogy of Oppressed*. Bloomsbury Publishing, 1970
8. Tufte.T, Mefalopulos,P.,& Ramirez,R.(Eds), *Communication for social change anthology: Historical and contemporary readings*. Rockefeller Foundation, 2009

### **Additional Books for Reference:**

1. Agrawal, B. C., & Maheshwari, A. (Eds.). *Media and Development: Issues and Challenges in the Indian Context*. Concept Publishing Company, 2010
2. Prasad, K. *Women Empowerment through Information and Communication Technology*. The Women's Press, 2009.

3. Varghese, S. K., & Sosale, S. (Eds.). *Health Communication in India: Contexts, Practices, and Challenges*. Routledge India, 2018.

### Continuous Assessment: 15 Marks

<b>Examination/Test: 9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module I and 2, and the second on completion of module 3 and 4
<b>Seminars/Presentation/Assignments: 6 Marks</b>	<p>Collect and evaluate Developmental Stories from Newspapers</p> <p style="text-align: center;"><b>OR</b></p> <p>Prepare multimedia productions for Development Communication. (for bodies like Panchayath/ Municipality/ PHC/ Traffic/ Police/ Water Authority/ Transport)</p> <p style="text-align: center;"><b>OR</b></p> <p>Conduct a policy Analysis related to communication strategies in achieving sustainable goals.</p>

### Marks allocation including choice

Module	Marks (including choice)
<b>1</b>	<b>20</b>
<b>2</b>	<b>28</b>
<b>3</b>	<b>25</b>
<b>4</b>	<b>20</b>
<b>Total</b>	<b>93</b>

**Model Question Paper**  
**MAJMC03O 04: DEVELOPMENT COMMUNICATION**

**Time: 3 Hours**

**Max. Marks: 60**

**I. Write short notes on any Five of the following. Each answer carries Three marks**

**(5x3=15 marks)**

- 1) GDP
- 2) NITI Aayog
- 3) E-governance
- 4) Community Radio
- 5) ADB
- 6) Daniel Lerner

**II. Write short notes on any Three of the following. Each answer carries Six marks**

**(3x6=18 marks)**

- 7) Examine the relevance of Human Capital Project by World Bank
- 8) Evaluate the impact of privatization on Indian Economy
- 9) Give a brief on the health care initiatives of Kerala Government
- 10) Analyze the Development Communication theory of Daniel Lerner
- 11) Evaluate the pros and cons of Dominant paradigm of National Development.

**III. Write short notes on any Three of the following. Each answer carries Nine marks**

**(3x9=27 marks)**

- 12) Trace the history and development of information and Communication Technology in India
- 13) Analyse the impact of five-year plans on industrialization and agricultural growth in India.
- 14) Examine the scope and functions of Journalism and Mass Media for Development Communication in India today
- 15) Analyze the SDGs of UN and its feasibility in Indian scenario,
- 16) Comment on the relevance of '*Gandhian principles of Rural Development*' in the era of globalization.

## Semester 3 Practical III

### MAJMC03C 13: TV NEWS PRODUCTION

Semester	Course Code	Hours per week	Credit	Exam Hours
3	MAJMC03C 13	4	4	3

#### Course Description

The TV News Production (Practical) offers students a hands-on experience in television news production. Throughout the course, students will engage in the full cycle of news production, including reporting, researching, shooting, editing, and presenting news stories. Working in groups, students will produce news segments, monologue shows and news bulletin in either English or Malayalam, incorporating both soft and hard news segments. This course emphasizes the development of technical skills, teamwork, and professional standards necessary for a career in broadcast journalism. The final projects will be submitted for external evaluation to ensure adherence to industry standards.

#### Course Outcome

- CO 1: Students will be able to identify, select, and research relevant and newsworthy stories, ensuring a balance of both soft and hard news segments.
- CO 2: Students will demonstrate proficiency in using camera equipment, lighting, and editing software to produce high quality news videos.
- CO 3: Students will develop and deliver clear, engaging, and well-structured scripts, showcasing their ability to present news stories professionally on camera.
- CO 4: Students will exhibit effective teamwork and coordination, fulfilling distinct roles such as reporting, shooting, editing, and anchoring to produce a cohesive news bulletin.
- CO 5: Students will produce news bulletins that meet industry standards for accuracy, depth, technical quality, and creativity, as evaluated by external assessors.

## Continuous Assessment: 12 Marks

Human Interest Story Production <b>4 Marks</b> (Group Activity)	<ul style="list-style-type: none"><li>• Create a 2 min segment on any compelling story.</li><li>• Spend time with the subject to capture various aspects of their story.</li><li>• Edit footage to highlight the emotional and human elements.</li><li>• Include interviews, b-roll, and personal anecdotes.</li></ul>
Community Event Reporting <b>4 Marks</b> (Group Activity)	<ul style="list-style-type: none"><li>• Create a 2 min segment that fosters a sense of local connection and involvement</li><li>• Interview organizers and participants.</li><li>• Report on the event's purpose, activities, and impact on the community.</li></ul>
Monologue Show <b>4 Marks</b> (Individual Activity)	<ul style="list-style-type: none"><li>• Create a 2min monologue show</li><li>• Topics can be about any current scenario from any sectors (Health/ Politics/ Entertainment/ Business)</li></ul>

## End Semester Examination Practical: 48 marks

Students should be divided into groups and each group should consist of minimum 3 members. Each group has to shoot, report, edit, and present a news bulletin either in Malayalam or in English and submit it for external valuation. The duration of the news bulletin shall be maximum 20-25 minutes.

The news segment should consist of both Soft news and Hard news. The marking criteria will be based on the following areas:

1. Selection of the news stories– 8 marks
2. Scripting and Presentation flow of the news stories – 15 marks
3. Production and Post- Production of the news stories – 15marks
4. Overall Production Quality of the news bulletin – 10 marks

### IV Semester- from November to March

No	Core/ Elective	Course Code	Title of the Course	Hours allotted per week	Credits	Marks		
						CA	ESE	Total
1	Core	MAJMC04C 14	Cinema and Documentary Production	05	04	15	60	75
2	Core	MAJMC04C 15	Media Management and Entrepreneurship	05	03	15	60	75
3	Elective**	MAJMC04E 04	Technical Writing	04	04	15	60	75
4	Elective**	MAJMC04E 05	Fashion Communication					
5	Elective**	MAJMC04E 06	Sports Journalism					
6	<b>Practical IV</b>	<b>MAJMC04C 16</b>	<b>Short film/Documentary production</b>	<b>04</b>	<b>04</b>	<b>12</b>	<b>48</b>	<b>60</b>
7	Dissertation	MAJMC04C17	Dissertation	07	04	12	48	60
			Internship*	----	01	35	----	35
8	Viva Voce	MAJMC04C18	Viva Voce	----	-- -	----	40	40
<b>Total</b>				<b>25</b>	<b>20</b>	<b>104</b>	<b>316</b>	<b>420</b>

*\*\* Select one elective from this group*

*\*Mark for internship shall be allotted by the HoD based on the criteria finalized by the Department Council*

## Semester 4 Core Course 14

### MAJMC04C 14: CINEMA AND DOCUMENTARY PRODUCTION

Semester	Course code	Hours per week	Credits	Exam hours
4	MAJMC04C 14	5	4	3

#### Course Description:

This course will progressively engage students in understanding, applying, analysing, creating, and evaluating various aspects of cinema and documentary production. It spans from foundational knowledge about the significance and evolution of film to practical, hands-on experiences in pre-production, production, post-production, and the broader socio-cultural contexts of film and documentary creation and distribution.

#### Course Outcomes:

- CO 1:** Define and explain key terms and concepts related to cinema and documentary production.
- CO 2:** Apply research methods to identify compelling documentary subjects and cinematic narratives.
- CO 3:** Develop original concepts, scripts, and storyboards for cinematic and documentary projects.
- CO 4:** Independently operate camera equipment, lighting setups, and sound recording devices for production purposes.
- CO 5:** Produce a complete short documentary or cinematic project, demonstrating proficiency in pre-production, production, and post-production stages.

#### Course Content

##### Module I: Introduction to Cinema and Documentary Studies

Film as a cultural artifact: contextualizing cinema within society; introduction to theories in film and documentary production: narrative theory; cinematography theory, montage theory; documentary modes: observational, participatory, expository, and poetic; key concepts in film and documentary production: storytelling, visual language, editing, sound design; visual symbolism and metaphor in filmmaking; understanding genre conventions and audience

expectations; major film genres: western, horror film and musical; potentials and limitations of cinema and documentary; ethical considerations and responsibilities involved in documentary filmmaking; understanding semiotics and its application in film analysis.

## **Module II: Pre-Production Processes in Cinema and Documentary**

Identifying documentary subjects and cinematic narratives; importance of storytelling in scriptwriting; three-act structure and its components; introduction to plot points: inciting incident, midpoint, climax, resolution; character traits; motivations; and arcs; protagonist; antagonist; supporting characters; using visuals to enhance storytelling; writing effective action sequences; creating visual motifs and symbolism; storyboarding; shooting script and script breakdown; preparing budgets; schedules; casting and logistical (sets, location) plans for film and documentary projects.

## **Module III: Production Techniques in Cinema and Documentary**

Hands-on experience with camera equipment, lighting, and sound recording for cinematic and documentary production, Cinematography principles: framing, composition, camera movement, camera angles, continuity and visual storytelling, Techniques for seamlessly integrating green screen footage; Conducting interviews, capturing real-life events, and managing on-location shoots for documentary filmmaking

## **Module IV: Post-Production and Editing in Cinema and Documentary**

Introduction to editing software and techniques specific to film and documentary post-production: FCP/Premier Pro; understanding the role of editing in shaping the narrative, pacing, and emotional impact of a film or documentary; importance of sound in editing and storytelling; editing techniques and transition devices; spotting, on screen sounds, ambient sounds, off screen sounds, synchronous and asynchronous sounds, background and foreground music, dialogue tracks, sound effects and music track; film censorship; distribution; promotion and exhibition; ethical considerations in filmmaking and storytelling; balancing artistic freedom with social responsibility; social media's role in film promotion, reception, and discourse.

### **Core Books for Reference:**

1. Susan Hayward, *Key concept in Cinema studies*, Routledge, 2004.
2. David Bordwell and Kristin Thompson, *Film Art: An Introduction*, 10<sup>th</sup> Edition, Mc Graw Hill, 2013.

3. Sheila Curran Bernard, *Documentary Storytelling*, Focal Press, 2007
4. Michael Rabiger, *Directing the Documentary*, Focal Press
5. Jag Mohan, *Documentary Films and Indian Awakening*, Publications Division, Films Division, 1990.

### **Additional Books for Reference:**

1. James Monaco, *How to Read a Film*, Oxford University Press, 2000.
2. Nick Lacey, Introduction to *Film*, Palgrave Macmillan, 2005.
3. Yves Thoraval, *The Cinemas of India*, Macmillan, 2000.
4. David K. Irving and Peter W. Rea, *Producing and Directing the Short Film and Video*, Focal Press, 2006.
5. Mike Wolverton, *Reality on Reels: How to Make Documentaries for Video/Radio/Film*, Surjeet Publications, 2005.
6. Rajiv Mehrotra, *The Open Frame Reader: Unreeling the Documentary Film*, Rupa Publishers, 2006

### **CONTINUOUS ASSESSMENT – Total marks 15**

<b>Examination/Test: 9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module 1 and 2, and the second on completion of module 3 and 4
<b>Seminars/Presentation/Assignments: 6 Marks</b>	Practical application exercises on cinematography. Divide the class into small groups and assign each group to collectively produce and edit a three-minute action sequence.

### **Marks allocation including choice**

<b>Module</b>	<b>Marks (including choice)</b>
<b>1</b>	<b>25</b>
<b>2</b>	<b>25</b>
<b>3</b>	<b>15</b>
<b>4</b>	<b>28</b>
<b>Total</b>	<b>93</b>

## MODEL QUESTION PAPER

### MAJMC04C 14: CINEMA AND DOCUMENTARY PRODUCTION

**Time: 3 Hours**

**Maximum Marks: 60**

**I.** Write short notes on any **FIVE** of the following. Each answer carries **Three** marks.

**(5x3=15 marks)**

1. Montage
2. Visual Language
3. Spotting
4. Antagonist
5. Narrative
6. Synchronous sound

**II.** Write short essays on any **Three** of the following. Each answer carries **Six** marks.

**(3x6=18 marks)**

7. Analyse the significance of the three-act structure in scriptwriting.
8. Critically assess the importance of budgeting and scheduling in film and documentary projects.
9. Evaluate the impact of visual motifs and symbolism on storytelling.
10. Critically assess the potential and limitations of cinema as a medium for social change.
11. Compare and contrast the roles and functions of protagonists, antagonists, and supporting characters in cinematic narratives.

**III.** Write long essays on any **Three** of the following. Each answer carries **Nine** marks.

**(3x9=27 marks)**

12. Develop a promotional strategy utilizing social media platforms to enhance the visibility and reception of a film, considering ethical promotion practices.
13. Evaluate the impact of genre conventions on audience expectations, exploring how these conventions can both limit and enhance creative freedom in filmmaking.

14. Design a comprehensive pre-production plan for a short film or documentary, outlining the steps involved in casting, location scouting, and logistical arrangements.
15. Critically analyse the role of film censorship in balancing artistic freedom with societal norms, discussing its implications on storytelling and audience reception.
16. Create a post-production workflow detailing the steps involved in using editing software like FCP/Premier Pro for a specific film or documentary project.

## Semester 4 Core 15

### MAJMC04C 15: MEDIA MANAGEMENT AND ENTREPRENEURSHIP

Semester	Course Code	Hours per week	Credit	Exam Hours
3	MAJMC04C 15	5	03	3

#### Course Description:

This course explores the principles and practices of media management and entrepreneurship. Students will gain insights into the dynamic media landscape, understand key management concepts, and develop the skills necessary for entrepreneurial endeavours in the media industry. The course will cover topics such as media organization structures, strategic planning, financial management, and the process of launching and sustaining media ventures.

#### Course Outcomes:

- CO1: Identify opportunities in media as a business and develop ideas and concepts to leverage those opportunities
- CO2: Cultivate core entrepreneurial skills and to apply them to media industry
- CO3: Identify challenges and risks in media entrepreneurship
- CO4: Examine the economics and ownership structures of media organizations
- CO5: Evaluate global perspectives and trends on media management

#### Course Content

##### Module I: Organisational fundamentals and media landscape

Media management and its importance; principles of media management; systems view of organisations; key organisational functions: sourcing, production, finance, marketing & sales, legal and human resources; media industry landscape in the era of convergence: news, entertainment, print, broadcast and new media, social media and apps; media economics and market opportunities; role of innovation in media; organizational behavior in media companies; understanding how audiences consume media content; types of media organizations: content

services, marketing services, production companies, television and online channels, podcasts, web portals, print publications, media apps; revenue models; organisation structures; economic factors influencing the media industry.

### **Module II: Introduction to Entrepreneurship and Strategic Planning in Media**

Entrepreneurial mind-set; core entrepreneurial skills: innovation, risk-taking, persistence, collaboration, problem solving, growth orientation; types of enterprises: solopreneur, micro, small and medium enterprises; building an enterprise: business idea, blueprint & prototyping, licensing, capital & credit, infrastructure and technology, operations; business acceleration & growth; importance of strategic planning for media organizations; developing a strategic vision and mission; SWOT analysis and strategic decision-making; basics of financial management for media organizations: budgeting, revenue streams, and cost control; financial challenges and opportunities in the media industry; strategies for partnerships; audience analysis and segmentation; establishing and managing a media brand; leveraging social media for media ventures; strategies for content distribution and audience engagement

### **Module III: Media Entrepreneurship: Ideation and Innovation**

Launching a TV/Radio channel; launching of news & entertainment portal; managing budgets; vendors; workflow; hardware; software and production; marketing strategies; leadership skills for media entrepreneurs; adapting global media trends to local contexts; innovations in narrative techniques and storytelling formats; exploring the impact of technologies on media innovation: AI, AR, and VR; opportunities and challenges in adopting emerging technologies; corporate entrepreneurship in media; collaborating with international partners

### **Module IV: Media Ownership and Regulation**

Ownership pattern and control of media in India: print, radio & television; understanding media laws and regulations: Prasar Bharati, cable TV, regulation act, information technology; intellectual property issues in media entrepreneurship; media agglomeration and monopolies.

### **Core Books for Reference:**

1. Peter F. Drucker, *Innovation and Entrepreneurship*, HarperBusiness, 1985
2. Rashmi Bansal, *Stay Hungry Stay Foolish*, Westland Books, 2008

3. Mark Briggs, *Entrepreneurial Journalism: How to Build What's Next for News*, CQ Press, 2011.
4. M.P. Shariq, *Digital Media and Journalism in India: Challenges and Opportunities*, SAGE Publications India, 2018.
5. Jeff Bullas, *Content Marketing Secrets: How to Create, Promote, and Optimize Your Content for Growth and Revenue*, Wiley, 2016.
6. Robert G. Picard, *Media Economics: Concepts and Issues*, SAGE Publications, 2014.
7. Tim Whitaker, *Media Business Models: Breaking the Traditional Value Chain*, Emerald Publishing Limited, 2020
8. Nirvikar Singh, *The Economics of E-Commerce*, MIT Press, 2019.
9. Madanmohan Rao, *The Digital Media Entrepreneur's Guidebook: Strategies for Multimedia and Online Business*, SAGE Publications, 2018.
10. Prof. Dr. Surabhi Dahiya, *Digital First: Entrepreneurial Journalism in India*, Oxford University Press, 2023
11. Kelly McBride, Tom Rosenstiel, *The New Ethics of Journalism: Principles for the 21st Century*, CQ Press, 2013.
12. Shalini Parekh, *The Better India: How a Platform for Positive News is Changing Lives*, Penguin Random House India, 2017

### **Additional Books for Reference:**

1. Palagummi Sainath, *Everybody Loves a Good Drought*, 1996.
2. MK Venu, *The Big Fix: How India's Lottery Changed the World*, Westland Publications, 2012.
3. Paul G. Keat, *Managerial Economics*, Pearson Education, 2011
4. Dhimant Parekh, *Creating a Better India: Case Studies in Innovation and Social Impact*, HarperCollins India, 2019
5. *Media Economics: Understanding Markets, Industries and Concepts*, Wiley-Blackwell, 2017.

### Continuous Assessment: 15 Marks

Examination/Test: <b>9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module I and 2, and the second on completion of module 3 and 4
Seminars/Presentation/Assignments: <b>6 Marks</b>	<p>Seminar on Launching a New Media Firm</p> <ul style="list-style-type: none"> <li>• Collaboratively develop a strategic plan for launching a new media firm, integrating principles of media management and entrepreneurship.</li> <li>• Participants form small groups, each assuming the role of co-founders of a new media firm.</li> <li>• Each group conducts market research to identify gaps or opportunities in the media industry. Based on this research, they develop a concept for their media firm, focusing on a specific niche or target audience.</li> <li>• Define the firm's mission and vision, outlining key services or products offered, detailing the target market, conducting a competitive analysis, and proposing a marketing strategy.</li> <li>• Groups develop financial projections for their media firm, including startup costs, revenue forecasts, and potential funding sources. They should also consider profitability timelines and investment return expectations.</li> </ul>

### Marks allocation including choice

Module	Marks (including choice)
<b>1</b>	<b>25</b>
<b>2</b>	<b>28</b>
<b>3</b>	<b>17</b>
<b>4</b>	<b>23</b>
<b>Total</b>	<b>93</b>

## MODEL QUESTION PAPER

### MAJMC04C 15: MEDIA MANAGEMENT AND ENTREPRENEURSHIP

**Time: 3 Hours**

**Max. Marks: 60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

**(5 x 3=15 marks)**

1. Convergence
2. Entrepreneurship
3. Freelancing
4. SWOT analysis
5. Media Management
6. Prasar Bharati

**II. Write short essays on any Three of the following. Each answer carries six marks.**

**(3 x 6=18 marks)**

7. Explore the historical context and evolution of the media industry, highlighting key milestones and shifts in media consumption.
8. Analyse the impact of convergence on the media industry landscape, considering news, entertainment, print, broadcast, new media, social media, and apps.
9. Explore the influence of web portals and media apps on content delivery, user experience, and revenue generation.
10. Compare and contrast the characteristics of different types of enterprises, including solopreneurs (freelancers), micro, small, and medium enterprises.
11. Analyze the role of SWOT analysis in strategic decision-making for media organizations, considering internal strengths and weaknesses, as well as external opportunities and threats.

**III. Write long essays on any Three of the following. Each answer carries nine marks.**

**(3x9=27 marks)**

12. Examine the impact of technologies like AI, AR, and VR on media innovation, and discuss how these technologies can enhance content creation and audience engagement.

13. Explore the impact of social and political factors on media entrepreneurship, considering censorship, freedom of expression, and media regulations.
14. Examine the Cable TV Regulation Act in India, highlighting its provisions and implications for the cable television industry.
15. Discuss the challenges and opportunities faced by regional media in India, including language diversity, cultural considerations, and audience preferences.
16. Discuss the core entrepreneurial skills, such as risk-taking, persistence, collaboration, problem-solving, and a growth-oriented mindset, and their role in entrepreneurial success.

## Semester 4 Elective 04

### MAJMC04E 04 – TECHNICAL WRITING

Semester	Course Code	Hours per week	Credit	Exam Hours
4	MAJMC04E 04	4	4	3

### Course Description

This course in technical writing provides students with essential skills and strategies for effectively communicating complex technical information. Through practical exercises and theoretical insights, students learn to produce clear, concise, and audience-focused documents for various professional contexts, including reports, manuals, proposals, and presentations.

### Course Outcome

**CO1:** Explanation of technical writing profession; its scope and significance

**CO2:** Learning the steps and stages of technical document creation.

**CO3:** Study the content and structure of professional documents

**CO4:** Ability to understand and analyze audience and purpose of technical communication

**CO5:** Competency to meet the communication requirements of industrial and IT firms of international standards

### Course Content

#### Module I: Introduction to Technical Writing

Technical writing and other forms of writing; Expressive Writing, Expository Writing, Explanatory Writing, Narrative Writing, Persuasive writing. Scope and Significance of Technical Writing, Nature and Characteristics of Technical Writing, Traits and Qualities of a Technical Writer; Domain Expertise and Domain-Specific Knowledge, Technical Writing VS Technical Communication, Technical Writing VS News Writing

#### Module II: Process of Technical Writing

Stages of Technical writing; Pre-writing, Writing and Post writing, Principles of technical writing and editing, Style of technical writing, Copy-fitting, Tools for Technical writing, SME interviews, Style, Grammar and formatting documents. Authoring, Screen Capture, Image Editing, Spell check, Publishing, Video editing, Plagiarism Check, Analysis of

Audience and Task, Formats of technical writing, Importance of illustrations, Graphical Representations and Tables in Technical Writing, Roles and Responsibilities of a designer in technical writing.

### **Module III: End Products of Technical Writing**

End Products of Technical Writing; Internal and external communication, Memos, Emails, , Project Proposals, Detailed Project Report , Project Abstracts, System Requirement Specification, User Manuals, Instruction Manuals, End User Manuals, Installation Manuals, Release Notes and Change Logs Documentation, Training Materials, Compliance and Regulatory Documents, Marketing Collateral Documents, API Documentation and Developer Guides, Software Development Life Cycle Documentation, Document Development Life Cycle.

### **Module IV: Challenges in Technical Writing**

Challenges in Technical Writing - Trends in technical writing - Ethical Considerations in Technical Documentation; Caution, Hazards and Dangers, Race and Gender Roles, Political Correctness, Generalizations, Cultural Awareness, Religious Symbols,

### **Core Books for Reference**

1. Morgan, K., Pickering, A., Butler, A., Cronkhite, C., Brand, F., New, J., Moss, S., Ogle, S. (2024). *Technical Writing Process: Master the Art of Technical Communication with Timeless Techniques and Modern Tools*, Australia: Boffin Education
2. Anderson, P. V. (2010). *Technical Communication: A Reader-Centered Approach*, Wadsworth Pub Co.
3. Gerson, S. J., & Gerson, S. M. (2006). *Technical Writing: Process and Product*, Pearson Prentice Hall, Upper Saddle River.
4. Pringle, A. S., & O'Keefe, S. S. (2009). *Technical Writing 101: A Real-World Guide to Planning and Writing Technical Content*, Scriptorium Publishing Services.
5. Strunk Jr., W., & White, E. B. (2020). *The Elements of Style*, Fingerprint Publishing.

### **Additional Books for Reference**

1. Microsoft Corporation. (2012). *Microsoft Manual of Style: Your Everyday Guide to Usage, Terminology, and Style for Professional Technical Communications*, Microsoft Press.

2. American Psychological Association. (2020). *Publication Manual of the American Psychological Association* (7<sup>th</sup> ed.), American Psychological Association.
3. Modern Language Association (2021). *MLA Handbook* (9<sup>th</sup> ed.), Modern Language Association of America.

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

Examination/Test: <b>9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module 1 and 2, and the second on completion of module 3 and 4
Seminars/Presentation/Assignments: <b>6 Marks</b>	Create and design any type of user manual for any product or service.

### **Marks allocation including choice**

<b>Module</b>	<b>Marks (including choice)</b>
<b>1</b>	<b>25</b>
<b>2</b>	<b>28</b>
<b>3</b>	<b>17</b>
<b>4</b>	<b>23</b>
<b>Total</b>	<b>93</b>

**Model Question Paper**  
**MA JOURNALISM AND MASS COMMUNICATION**  
**MAJMC04E 04: TECHNICAL WRITING**

**Time: 3 Hours**

**Max. Marks: 60**

**I. Write short notes on any Five of the following. Each answer carries Three marks  
(5x3=15 marks)**

- 1) APA
- 2) SDLC
- 3) Memos
- 4) RFP
- 5) Project Abstract
- 6) User Manual

**II. Write short notes on any Three of the following. Each answer carries Six marks  
(3x6=18 marks)**

- 7) Elucidate 'memos' in organizational communication
- 8) Compare any two authoring tools of technical writing
- 9) Give a brief on API documentation and Developer Guides
- 10) Comment on the ethical concerns in technical writing
- 11) Analyze the challenges in Technical Writing.

**III. Write short notes on any Three of the following. Each answer carries Nine marks  
(3x9=27 marks)**

- 12) Compare the unique features of technical writing in contrast to other forms of writing
- 13) Examine the relevance and mode of SME interview in technical document preparation.
- 14) Comment on the practicability to develop domain expertise and domain-specific knowledge for technical writers.
- 15) Analyze the professional skills required for technical writers.
- 16) Prepare a user manual for a fountain pen with visual elements

## Semester 4 Elective 5

### MAJMC04E 05: Fashion Communication

Semester	Course Code	Hours per week	Credit	Exam Hours
4	MAJMC04E 05	4	4	3

#### Course Description

The Fashion Communication course provides a comprehensive introduction to the field of fashion journalism. It covers the role of fashion journalism in various media outlets, the essential skills required for a career in fashion journalism and the future of the field. Students will learn how to generate ideas for fashion journalism, identify sources and create compelling content for different media formats. The course also emphasizes ethical considerations and legal issues in fashion journalism.

#### Course Outcomes

- CO1:** Understand the role of fashion journalism in various media platforms, including newspapers, magazines, websites and e-commerce sites.
- CO2:** Develop skills in generating ideas, conducting observations, researching and identifying sources for fashion news.
- CO3:** Master the techniques of fashion reporting and writing, including interviewing, trend reporting and writing for different media formats.
- CO4:** Apply ethical principles in fashion journalism, understanding issues related to libel, privacy, copyright and anonymity.
- CO5:** Gain knowledge in fashion photography and video production.

#### Module I: Introduction to Fashion Communication

Fashion communication: definition and scope, the rise of fashion journalism: newspapers, magazines, websites, e-commerce sites; qualities and skills required for a fashion journalist; role and impact of fashion journalism; fashion branding and identity; importance of brand; communication strategies in fashion.

## **Module II: Ideas and Sources**

Advertising in fashion journalism; lead time; generating ideas; observations; research your ideas; sources for fashion news; fashion photography and illustrations; fashion storytelling: fashion video, fashion blogger; social media strategy for fashion journalists; social media platforms in fashion branding and communication.

## **Module III: Reporting and Writing**

Interviewing techniques and profile writing; global perspectives on fashion trends: reporting trends, trend spotting, monitoring trend; writing reports: ground rules of good writing; writing for different platforms: print, online, e-commerce, mobile, and social media; fashion news: feature, article, reviews, opinion pieces; writing for men; the role of fashion shows in communication; reporting on fashion shows: before show, at the show, in the show; write up of a catwalk; critical writing; fast fashion; design of fashion magazines: vogue, elle, i-D.

## **Module IV: Ethics and Sustainability in Fashion Communication**

Ethical considerations in fashion journalism: libel, privacy, copyright, anonymity issue, contempt of court, intellectual property rights, freebies; fashion and contemporary culture: fashion as a reflection of societal changes and cultural movements; impact of social media on fashion culture: influencers, activism, and consumer behavior; handling sensitive topics: cultural appropriation, diversity, and representation in fashion media; sustainability in fashion communication: eco-friendly practices; ethical sourcing and supply chain transparency; future of fashion journalism.

### **Core Books for Reference:**

1. Julie Bradford. *Fashion Journalism*. Routledge, 2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN.
2. Kate Nelson Best. *The History of Fashion Journalism*. Bloomsbury Publishing Plc, 50 Bedford Square, London WC1B 3DP, UK. [www.bloomsbury.com](http://www.bloomsbury.com).
3. Findlay Rosie & Reponen Johannes *Insights on Fashion Journalism*. Routledge, 4 Park Square, Milton Park, Abingdon, Oxon OX14 4RN and by Routledge, 605 Third Avenue, New York, NY 10158.
4. Ian Dodson, *The Art of Digital Marketing: The Guide to Creating Strategies, Targeted, and Measurable Online Campagins*. Wiley.2016

5. Stark Grill, *The Fashion Show: History, Theory and Practices*, Bloomsbury Visual Arts.2018
6. Wilson, Elizabeth. *Adorned in Dreams: Fashion and Modernity*. I.B. Tauris, 2003.

**Additional Books for Reference:**

1. Barnard, Malcolm. *Fashion as Communication*. Routledge, Psychology Press, 2002 2002.
2. Kawamura, Yuniya. *Fashion-ology: An Introduction to Fashion Studies*. Berg Publishers, 2005.
3. Breward, Christopher. *Fashion*. Oxford University Press, 2003.
4. Entwistle, Joanne. *The Fashioned Body: Fashion, Dress and Modern Social Theory*. Polity Press, 2000.

**Continuous Assessment: 15 Marks**

<b>Examination/Test: 9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module 1 and 2, and the second on completion of module 3 and 4
<b>Seminars/Presentation/Assignments: 6 Marks</b>	<p>Select a fashion brand or campaign (recent or historical) and analyze its communication strategies. Consider aspects such as brand identity, target audience engagement, use of media channels (e.g., social media, print, events), and the overall impact on brand image and consumer loyalty.</p> <p style="text-align: center;"><b>OR</b></p> <p>Identify ethical considerations within the realm of fashion communication, such as sustainability, cultural appropriation, and body image portrayal.</p>

**Marks allocation including choice**

<b>Module</b>	<b>Marks (including choice)</b>
<b>1</b>	<b>20</b>

<b>2</b>	<b>15</b>
<b>3</b>	<b>30</b>
<b>4</b>	<b>28</b>
<b>Total</b>	<b>93</b>

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**MODEL QUESTION PAPER**  
**MAJMC04E 05: Fashion Communication**

**Time: 3 hrs**

**Max. Marks: 60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks.**

**(3x5=15)**

1. Freelance Fashion Journalist
2. Vogue
3. Lead Time
4. Fashion Photography
5. Freebies
6. Fast Fashion

**II. Write short essays on any THREE of the following. Each answer carries six marks.**

**(3x6=18)**

7. Discuss the impact of digital media on traditional fashion magazines.
8. Compare and contrast the roles and responsibilities of a fashion journalist
9. Explain the significance of brand and audience in fashion journalism.
10. Evaluate the role of fashion video content in online media platforms.
11. Analyze the influence of advertising on the content of fashion journalism.

**III. Write long essays on any THREE of the following. Each answer carries nine marks.**

**(3x9=27)**

12. Evaluate the impact of social media influencers on fashion journalism. Include specific examples and analysis.
13. Discuss the ethical dilemmas faced by fashion journalists in reporting on body image and diversity.
14. Compare different structures of fashion stories such as trend reports, catwalk write-ups and critical reviews.
15. Discuss how fashion trends and styles reflect broader societal changes, such as shifts in gender roles, political movements, and economic conditions.
16. Critically assess the challenges faced by fashion journalists in maintaining credibility and accuracy in the age of fast fashion. Discuss the measures that can be taken to address these challenges.

## Semester 4 Elective 06

### MAJMC04E 06: SPORTS JOURNALISM

Semester	Course Code	Hours per week	Credit	Exam Hours
4	MAJMC04E 06	4	4	3

### Course Description

The Sports Journalism course provides comprehensive training in the field of sports reporting and writing. The course covers the fundamentals of sports journalism, including the rules of major sports events. Students will learn the essential skills for sports reporting, including beat reporting, developing sources, and interviewing. The course also explores the techniques of sports writing and the ethical considerations in sports journalism.

### Course Outcomes

- CO1:** Understand the career opportunities in sports journalism and the rules of major sports events.
- CO2:** Develop skills in sports beat reporting, including source development and interviewing techniques.
- CO3:** Master the techniques of sports writing, including story structure, feature writing and writing for different media formats.
- CO4:** Apply ethical principles in sports journalism, understanding the importance of truth, minimizing harm and acting independently
- CO5:** Gain knowledge in sports photography, sub-editing and designing sports content.

### Course Content

#### Module I: Introduction to Sports Journalism

Sports journalism: sports journalism as a career; roles and functions of international sports organizations: FIFA, ICC, IOC, international paralympic committee, commonwealth games federation, asian games federation, and national games; highlights of sports journalism in India: asian games 1951, India's first hockey world cup win 1975, India's prudential cup victory 1983,

launch of IPL 2008, commonwealth games in Delhi 2010; sports authority of India (SAI), sports related cinemas in India, impacts of sports on society.

## **Module II: Sports Reporting**

Sports department in a news organization: editorial meetings, duties, responsibilities and qualities of a sports editor and reporter; developing sources: primary source, secondary source, material sources, behind-the-scenes sources, anonymous sources, citizen journalist as source; contacting sources; building relationships with sources; sports news values.

## **Module III: Writing & Editing Sports Stories**

Types and techniques of writing sports stories: features, interviews, advanced story, trend story, column, news story and game story; structure of sports stories: inverted pyramid, circular model; types of leads in sports; covering the game: pre-game tips, game summary, post-game heroics, post-game analysis; understanding sports structures: using quotations, paraphrasing, attribution, styling and placing attributions; organizing news conferences; sports writing: print, broadcast and online; commentaries; live telecast, sportscast and news releases; proofreading; ghostwriting; sports photography; sub-editing; designing and use of info-graphics.

## **Module IV: Code of Ethics and Emerging Trends**

Ethics for sports reporting and writing: minimize harm, act independently, be accountable; doping; business of sports; violence in sports; new trends in sports journalism: e-magazines and blogs; future and challenges of sports journalism.

### **CORE BOOKS FOR REFERENCE:**

1. Kathryn T. Stofer, James R. Schaffer & Brian A. Rosenthal, *An Introduction to Reporting and Writing*, The Rowman & Littlefield Publishing Group, 2009.
2. Rob Steen, Jed Novick & Huw Richards, *Routledge Handbook of Sports Journalism*, Routledge, 2021.
3. Raymond Boyle, *Sports Journalism: Context and Issues*, SAGE Publications, 2006.
4. Patrick S. Washburn, Chris Lamb, *Sports Journalism: A History of Glory, Fame and Technology*, Board of Regents of the University of Nebraska, 2020.

### Additional Books for Reference:

1. Thakur, K. C, *Sports Journalism*. New Delhi, Cyber Tech Publications, 2010.
2. Craig, S, *Sports Writing: A Beginner's Guide*. Shoreham, VT: Discover Writing Press, 2002
3. William P. Cassidy, *Sports Journalism and Women Athletes: Coverage of Coming Out*, Palgrave Pivot, 2019

### Continuous Assessment: 15 Marks

<b>Examination/Test: 9 Marks</b>	There shall be two internal examinations within the semester: the first, on completion of module I and 2, and the second on completion of module 3 and 4
<b>Seminars/Presentation/Assignments: 6 Marks</b>	Write a preview article for an upcoming sports event, including background information, key players, and what to watch for.  <b>OR</b> Produce a multimedia package on the preparation and challenges of athletes competing in the Olympics, including an article, video interview, podcast segment, and infographic.

### Marks allocation including choice

Module	Marks (including choice)
<b>1</b>	<b>25</b>
<b>2</b>	<b>23</b>
<b>3</b>	<b>30</b>
<b>4</b>	<b>15</b>
<b>Total</b>	<b>93</b>

**MODEL QUESTION PAPER**  
**MAJMC04E 06: SPORTS JOURNALISM**

**Time: 3 Hours**

**Max. Marks: 60**

**I. Write short notes on any FIVE of the following. Each answer carries three marks**

**(3x5=15 marks)**

1. Hat-trick
2. Asian Games 1951
3. Beat Reporter
4. Citizen Journalist
5. Anonymous sources
6. R Praggnanandhaa

**II. Write short essays on any THREE of the following. Each answer carries six marks**

**(3x6=18 marks)**

7. Discuss the impact of sports-related cinema in India on popular culture.
8. Compare and contrast the duties and responsibilities of a sports editor and a sports reporter.
9. Explain the role of primary and secondary sources in sports reporting.
10. Evaluate the significance of sports photography in print and online media.
11. Analyze the effect of the Commonwealth Games 2010 on sports journalism in India.

**III. Write long essays on any THREE of the following. Each answer carries nine marks.**

**(3x9=27 marks)**

12. Evaluate the impact of India's victory in the 1983 Prudential Cup on the evolution of cricket journalism in India. Include specific examples and analysis.
13. Discuss the ethical dilemmas faced by sports journalists when reporting on doping incidents. Provide real-world examples to illustrate your points.
14. Compare the different structures of sports stories such as the Inverted Pyramid, Model T and Circular Model.

15. Analyze the role of social media in modern sports journalism. Discuss its advantages and disadvantages with relevant examples.
16. Critically assess the challenges faced by sports journalists in maintaining credibility and accuracy. Discuss the measures that can be taken to address these challenges.

## Semester 4 Practical IV

### MAJMC04C 16 - SHORT FILM / DOCUMENTARY PRODUCTION

Semester	Course Code	Hours per week	Credit	Exam Hours
4	MAJMC04C 16	4	4	3

#### Course Description

The Short Film Production Practical course immerses students in the creative and technical processes of producing a short film. Throughout the course, students will gain hands-on experience in all stages of filmmaking, including scriptwriting, storyboarding, directing, cinematography, sound design, and editing. Working in teams, students will produce an original short film, from concept development to final cut. Emphasis will be placed on storytelling, visual aesthetics, technical proficiency, and collaborative teamwork. The course culminates in a public screening and critique session, providing students with feedback from industry professionals. This course is designed to prepare students for real-world challenges in the film industry and to foster their creative and technical abilities in filmmaking.

#### Course Outcome

- CO 1: Students will acquire hands-on experience with camera equipment, lighting, sound recording, and editing software.
- CO 2: Apply Theoretical Knowledge in Narrative Construction and Visual Language
- CO 3: Create Ethically and Socially Responsible Films and Documentaries
- CO 4: Develop Pre-Production Proficiency.
- CO 5: Effectively Utilize Post-Production Techniques for Narrative Impact.

#### Continuous Assessment: 12 Marks

Autobiography <b>4 Marks</b> (Individual)	A short 1 to 2min, introductory film where only a single person is involved in its production. It should be about themselves, explaining who they are through a theme or story without revealing their name.
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<p style="text-align: center;">Mini- Doc <b>4 Marks</b> (Group Activity)</p>	<p>Create a 5 min Mini-documentary on any soft news story.</p>
<p style="text-align: center;">Single Shot Cinema <b>4 Marks</b> (Group Activity)</p>	<p>Create a One-Minute Short Film, using a single shot. The film should address any socially relevant themes.</p>

### **End Semester Examination Practical: 48 marks**

Students are divided into teams of at least three people, and each group is required to make either a documentary (10-15 minutes) or a short film (5 to 8 minutes) in Malayalam or English during the semester and submit it for external evaluation.

The evaluation criteria will be based on the following:

1. Selection of the theme – 5 marks
2. Scripting and Structuring of the story – 13 marks
3. Production and Post- Production of the story – 15marks
4. Overall Production Quality of the short film/ documentary – 15 marks

## Semester 4 Core Course 17

### MAJMC04C 17: DISSERTATION

Semester	Course Code	Hours per week	Credit	Exam Hours
4	MAJMC04C 17	7	4	-----

### Course Description

The Dissertation course is designed to guide students through the process of developing, researching, and writing a dissertation. This capstone course provides a structured environment for students to apply their knowledge and skills to a substantial, original research project that contributes to their field of study. Students will engage in comprehensive research, critical analysis, and scholarly writing, culminating in the completion and defense of their dissertation.

### Course Outcomes

- CO 1:** Formulate research question or hypothesis and articulate the significance of their study.
- CO 2:** Conduct a comprehensive literature review and identify gaps in the current knowledge.
- CO 3:** Design and implement a research methodology appropriate to their study.
- CO 4:** Analyze and interpret data, presenting findings in a coherent and scholarly manner.
- CO 5:** Write a complete dissertation that adheres to academic standards and guidelines.

### GUIDELINES

1. Each Student shall submit a dissertation at the final semester after conducting research in the field of mass communication or in allied disciplines under the supervision of a teacher.
2. Students have to follow research methodology suitable to the area of interest with the approval of the supervisor.
3. During the Project the students should make regular and detailed entries into a personal logbook through the period of investigation. The logbook will be a record of the progress of the Project and the time spent on the work. The Project supervisor should periodically examine and countersign the logbook.

4. All entries should be dated. The logbook 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.
5. The project report 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.
6. Research ethics shall be followed in every stage of the work. The approved style for referencing is APA.
7. It is desirable, but not mandatory, to publish the results of the Project in a peer reviewed journal.

## **STEPS IN DISSERTATION WORK**

- Identifying the research problem, getting formal approval, completing procedural requirements and formalities
- Literature review; identification of research gap, discussions, participation in seminars and conference, field visits etc.
- Designing a time-bound action plan for the research work and its approval from the faculty supervisor
- Finalizing the research problem, variables, concepts, title, objectives, population, samples, hypothesis or research questions, theoretical framework, methodology, source of data, data collection methods, data processing and analysis plan, chapterization and time line.
- Presentation of synopsis before the research approval committee of the department; modifications and finalization
- Developing the tool for data collection, pre-test and modifications
- Selection of sample
- Collection of data and information- quantitative, qualitative or mixed method
- Data processing and data analysis, testing hypothesis, interpretation, findings, suggestions

- Preparation of project report with references and all supporting documents like tools, photographs, newspaper cuttings, videos, etc.
- Submission of the draft to the Department Supervisor
- Finalizing the draft research project report with suggestions/modifications/observations as proposed by the Supervisor
- Printing and hard binding of the research project report; certification should be authenticated by the Research Supervisors and the Head of the Department.
- Submission of the final research project report to the department
- Prepare a research paper based on your study and get it published in a UGC-CARE journal or do a national or international seminar/conference presentation. Submit the certificate copy or journal article copy to the department.
- Public presentation of the Research Project followed by the viva voce conducted by the university.

## **EVALUATION OF DISSERTATION**

- The evaluation of Project will be conducted at the end of the fourth semester through both internal and external modes.
- The dissertation will be evaluated for 60 marks. Out of this, 12 marks are from internal evaluation and 48 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. 20% of the weightage shall be given through this mode. 80% of the weightage shall be awarded by the external examiner appointed by the University.

The **scheme of continuous evaluation** and the **end-semester viva-voce** of the Research Project shall be as given below:

<b>Components of Evaluation of dissertation</b>	<b>Marks for the Dissertation</b>	<b>Weightage</b>
	<b>4 Credits</b>	
Continuous evaluation of project work through interim presentations and reports by the committee internally constituted by the	12	20%

Department Council		
End-semester viva-voce examination to be conducted by the external examiner appointed by the university	48	80%
<b>Total Marks</b>	<b>60</b>	

### **INTERNAL EVALUATION OF DISSERTATION**

<b>Sl. No</b>	<b>Components of Evaluation of Project</b>	<b>Marks for the Dissertation (4 credits)</b>
1	Dissertation proposal	2
2	Literature review	2
3	Research methodology and data collection	3
4	Data analysis and interpretation	3
5	Organization of the dissertation	2
<b>Total Marks</b>		<b>12</b>

### **EXTERNAL EVALUATION OF DISSERTATION**

<b>Sl. No</b>	<b>Components of Evaluation of Project</b>	<b>Marks for the Dissertation (4 credits)</b>
1	Content and Relevance of the Project, Methodology, Quality of Analysis, Innovations, Validity and Reliability	25
2	Dissertation presentation	15
3	Viva-Voce	08
<b>Total Marks</b>		<b>48</b>

## Semester 4 Core Course 17

### MAJMC04C 17: INTERNSHIP

Semester	Course Code	Credit	CA	ESE	Total marks
4	MAJMC04C 17	1	35	-----	35

### Course Description

The Internship course provides students with practical, hands-on experience in a professional journalism setting. This course is designed to bridge the gap between academic studies and real-world application, allowing students to apply their knowledge and skills in a working environment. Students will gain valuable insights into the daily operations of news organizations, develop professional competencies, and build a portfolio of work. The internship experience is supplemented by reflective assignments and mentorship from industry professionals and faculty advisors.

### Course Outcomes

- CO 1:** Demonstrate practical skills in journalism, including reporting, writing, and multimedia production.
- CO 2:** Understand and apply ethical standards and professional practices in journalism.
- CO 3:** Produce a portfolio of work that showcases their abilities and experiences.
- CO 4:** Reflect critically on their internship experiences and how these relate to their academic learning.
- CO 5:** Develop professional connections and gain insights into career opportunities in journalism

### GUIDELINES

Students have to do internship in recognized newspapers/news agency/TV news channel/radio station/PR department /advertising agency/web portal or a similar media organization for not less than one month. The Department Council or equivalent body should prepare a list of media organizations and students should choose one of the organizations from the list for internship. The list shall be revised periodically. If a student fails to fulfil this requirement, his/ her result

shall be withheld until the internship requirement is met. An internship diary with activities/achievements completed during internship shall be maintained by the candidate. This diary signed by the internee and the head of organization where the internship was carried out shall be presented to the HoD. The students are expected to submit weekly reports to their respective faculty through e-mail at the end of every week. The entire set of activities undertaken during the internship should be documented for final submission. At the end of the internship the students will be duly evaluated by the departmental faculty based on specific evaluation criteria.

#### **EVALUATION PATTERN:**

<b>Continuous Assessment</b>	<b>Marks</b>
Weekly Reports	5
Final Internship Report	10
Presentation & Viva Voce	20
<b>Total Marks</b>	<b>35</b>

## **Semester 4 Core Course 18**

### **MAJMC04C 18: VIVA VOCE**

Comprehensive Viva Voce shall be conducted at the end of the fourth semester of the programme which covers questions from all courses in the semester. The Comprehensive Viva Voce Examination course is designed for students to demonstrate their mastery of the subject matter, research skills, and critical thinking abilities through an oral examination. This examination represents a culmination of their academic and research efforts, providing an opportunity to articulate and defend their knowledge, dissertation findings, and research methodologies before the external examiner.

The comprehensive viva voce examination will assess the student's understanding, communication skills, subject knowledge, and research proficiency. The overall marks for the comprehensive viva voce examination will be 40.