



UNIVERSITY OF CALICUT

Abstract

BA Mass Communication and Journalism - CUCBCSS UG 2014-Restructured Curriculum and Syllabi - Implemented with effect from 2017 Admissions onwards -Approved-Orders issued.

U.O.No. 9645/2017/Admn

**G & A - IV - B**

Dated, Calicut University.P.O, 02.08.2017

- Read:-*1. Minutes of the meeting of the BoS in Journalism held on 17/03/2017 vide item no.1&2  
2. Minutes of the meeting of the Faculty of Journalism held on 06.07.2017 vide item no.2  
3. Minutes of the meeting of the AC held on 17.07.2017. Vide item no.II C  
4. Orders of Vice Chancellor in the file of even No. dated 01.08.2017

ORDER

Vide paper read first above, the meeting of the BoS in Journalism held on 17/03/2017 vide item no.1&2 approved the restructured syllabi for BA Mass Communication and Journalism for 2017 Admission onwards.

Vide paper read second above, the meeting of the Faculty of Journalism held on 06.07.2017 vide item no.2 resolved to approve the minutes of the meeting of the BoS in Journalism held on 10/2/2017 & 17/03/2017.

Vide paper read third above, the meeting of the Academic Council held on 17.07.2017 Vide item no.II C has resolved to approve the minutes of the meeting of the Faculty of Journalism held on 06.07.2017 alongwith the minutes of the meeting of the BoS coming under the Faculty of Journalism.

Vide paper read fourth above, the Vice Chancellor has accorded sanction to implement the restructured Curriculum and Syllabi of BA Mass Communication and Journalism - CUCBCSS UG 2014 with effect from 2017 Admissions onwards.

Sanction has therefore been accorded to implement the restructured Curriculum and Syllabi of BA Mass Communication and Journalism - CUCBCSS UG 2014 with effect from 2017 Admissions onwards.

Orders are issued accordingly.

(Copy of the Restructured Syllabi enclosed)

Vasudevan .K  
Assistant Registrar

To

The Principals of all affiliated Colleges

Copy to:  
CE/ Ex Section/ EG Section/ DR and AR BA Branch/ EX IV/Director, SDE/SDE  
Exam Wing/ Tabulation Section / System Administrator with a request to upload the  
Syllabus in the University website/ GA I F Section/ Library/ SF/ FC/DF

Forwarded / By Order  
Section Officer

**UNIVERSITY OF CALICUT**

**BOARD OF STUDIES (UG)  
IN  
JOURNALISM  
Restructured Curriculum  
and  
Syllabi as per  
CUCBCSS UG Regulations 2014  
(2017 Admission Onwards)**

**PART I**

**B.A.**

**Mass Communication and Journalism**

**PART II**

**Complementary Courses in**

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

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

*for  
Non-Journalism UG Programmes*

## GENERAL SCHEME OF THE PROGRAMME

| SI No Course                              | No of Courses | Credits    | Marks       |
|---|---------------|------------|-------------|
| 1 Common Courses (English)                | 6             | 22         | 600         |
| 2 Common Courses<br>(Additional Language) | 4             | 16         | 400         |
| 3 Core Courses                            | 15            | 62         | 1500        |
| 4 Project<br>(Linked to Core Courses)     | 1             | 2          | 50          |
| 5 Complementary Courses                   | 8             | 16         | 400         |
| 6 Open Courses                            | 1             | 2          | 50          |
| <b>Total</b>                              |               | <b>120</b> | <b>3000</b> |

**PART I**  
**B.A.**  
**MASS COMMUNICATION AND JOURNALISM**  
**Distribution of Courses**  
**A - Common Courses**  
**B - Core Courses**  
**C - Complementary Courses**  
**D - Open Courses**

### A. Common Courses

| Sl. No. | Code         | Title                          | Hrs/Week | Credit    | Semester | Marks       |
|---------|--------------|--------------------------------|----------|-----------|----------|-------------|
| 1       | A01          | Common English Course I        | 5        | 4         | I        | 100         |
| 2       | A02          | Common English Course II       | 4        | 3         | I        | 100         |
| 3       | A03          | Common English Course III      | 5        | 4         | II       | 100         |
| 4       | A04          | Common English Course IV       | 4        | 3         | II       | 100         |
| 5       | A05          | Common English Course V        | 5        | 4         | III      | 100         |
| 6       | A06          | Common English Course VI       | 5        | 4         | IV       | 100         |
| 7       | A07          | Additional language Course I   | 4        | 4         | I        | 100         |
| 8       | A08          | Additional language Course II  | 4        | 4         | II       | 100         |
| 9       | A09          | Additional language Course III | 5        | 4         | III      | 100         |
| 10      | A10          | Additional language Course IV  | 5        | 4         | IV       | 100         |
|         | <b>Total</b> |                                |          | <b>38</b> |          | <b>1000</b> |

**B. Core Courses**

| <b>Sl. No.</b>  | <b>Code</b> | <b>Title</b>                                | <b>Contact hrs</b> | <b>Credit</b> | <b>Semester</b> | <b>Marks</b> |
|---|-------------|---|--------------------|---------------|-----------------|--------------|
| 11  | JOU1B01     | Fundamentals of Mass Communication          | 6                  | 5             | I               | 100          |
| 12  | JOU2B02     | History of Journalism And Broadcasting      | 6                  | 5             | II              | 100          |
| 13  | JOU3B03     | Reporting for Newspapers                    | 5                  | 4             | III             | 100          |
| 14  | JOU3B04     | Editing for Newspapers                      | 4                  | 4             | III             | 100          |
| 15  | JOU4B05     | Design and Pagination                       | 4                  | 4             | IV              | 100          |
| 16  | JOU4B06     | Radio Production                            | 5                  | 4             | IV              | 100          |
| 17  | JOU5B07     | Introduction to Mass Communication Theories | 6                  | 4             | V               | 100          |
| 18  | JOU5B08     | Introduction to Television Production       | 5                  | 4             | V               | 100          |
| 19  | JOU5B09     | Corporate Communication                     | 4                  | 4             | V               | 100          |
| 20  | JOU5B10     | Advertising                                 | 4                  | 4             | V               | 100          |
| 21  | JOU5B11     | Photo Journalism                            | 4                  | 4             | V               | 100          |
| 22  | JOU6B12     | Media Laws and Ethics                       | 5                  | 4             | VI              | 100          |
| 23  | JOU6B13     | Online Journalism                           | 5                  | 4             | VI              | 100          |
| 24  | JOU6B14     | Introduction to Cinema                      | 5                  | 4             | VI              | 100          |
| 25  | JOU6B15     | Economic and Business Reporting             | 5                  | 4             | VI              | 100          |
| 26  | JOU6B16     |   |                    |               |                 |              |
| <b>Project</b>  |             |   |                    |               |                 |              |
| Each student shall submit a short research project relevant to the areas of communication, journalism and mass media carried out under the supervision of a teacher. Evaluation is based on a dissertation (in approximately 25-40 pages typescript in standard dissertation format). |             |   | 5                  | 2             | VI              | 50           |
| <b>Total</b>  |             |   |                    | <b>64</b>     |                 | <b>1550</b>  |

### C. Complementary Courses

| Sl. No.      | Title                       | Contact | Credit    | Semester | Marks      |
|--------------|-----------------------------|---------|-----------|----------|------------|
| 1            | Complementary I – Course 1  | 3       | 2         | I        | 50         |
| 2            | Complementary II – Course 1 | 3       | 2         | I        | 50         |
| 3            | Complementary I – Course 2  | 3       | 2         | II       | 50         |
| 4            | Complementary II – Course 2 | 3       | 2         | II       | 50         |
| 5            | Complementary I – Course 3  | 3       | 2         | III      | 50         |
| 6            | Complementary II – Course 3 | 3       | 2         | III      | 50         |
| 7            | Complementary I – Course 4  | 3       | 2         | IV       | 50         |
| 8            | Complementary II – Course 4 | 3       | 2         | IV       | 50         |
| <b>Total</b> |                             |         | <b>16</b> |          | <b>400</b> |

**There will be Complementary examinations only in the end of second and fourth semester.**

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

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

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

### D. Open Courses

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

| Code    | Title                     | Contact | Credit | Semester | Marks |
|---------|---------------------------|---------|--------|----------|-------|
| JOU5D01 | Newspaper Journalism      |         |        |          |       |
| JOU5D02 | Broadcast Journalism      |         |        |          |       |
| JOU5D03 | Development Communication | 3       | 2      | V        | 50    |

## **SCHEME OF EXAMINATION**

Core courses consist of fifteen theory papers and a project work.

The evaluation scheme for each course including the project work shall contain two parts.

i) Internal assessment ii) External evaluation

20% weight shall be given to Internal assessment and 80% weight shall be for External evaluation.

Each of the fifteen theory papers carries a total of 100 marks (20 for Internal assessment and 80 for External evaluation).

The duration of examination for each course is 3 hours.

For the project work, out of the total 50 marks, 10 for Internal assessment and 40 for External evaluation.

**For further details:**

**See University of Calicut Regulations for Choice based credit and Semester System for under Graduate Curriculum – 2014.**



| <b>Semester I<br/>Course</b> | <b>Code</b> | <b>Title</b>   | <b>Hrs./ Week</b> | <b>Credit</b> | <b>Marks</b> |
|------------------------------|-------------|--|-------------------|---------------|--------------|
| Common Course 1              | A01         | Common English Course I  | 5                 | 4             | 100          |
| Common Course 2              | A02         | Common English Course II   | 4                 | 3             | 100          |
| Common Course 3              | A07         | Additional Language Course I   | 4                 | 4             | 100          |
| Core Course I                | JOU1<br>B01 | Fundamentals of<br>Mass Communication.   | 6                 | 5             | 100          |
| Complementary<br>I Course 1  |             | Detailed Syllabi and Objectives<br>are to be provided by the<br>concerned Boards | 3                 | 2             | 50           |
| Complementary<br>II Course 1 |             | "  | 3                 | 2             | 50           |
| <b>Total</b>                 |             |  | <b>25</b>         | <b>20</b>     | <b>500</b>   |

| <b>Semester II<br/>Course</b> | <b>Code</b> | <b>Title</b>   | <b>Hrs./ Week</b> | <b>Credit</b> | <b>Marks</b> |
|-------------------------------|-------------|--|-------------------|---------------|--------------|
| Common Course 4               | A03         | Common English Course III  | 5                 | 4             | 100          |
| Common Course 5               | A04         | Common English Course IV   | 4                 | 3             | 100          |
| Common Course 6               | A08         | Additional Language Course II  | 4                 | 4             | 100          |
| Core Course 2                 | JOU2<br>B02 | History of Journalism<br>and Broadcasting  | 6                 | 5             | 100          |
| Complementary<br>I Course 2   |             | Detailed Syllabi and Objectives<br>are to be provided by the<br>concerned Boards | 3                 | 2             | 50           |
| Complementary<br>II Course 2  |             | "  | 3                 | 2             | 50           |
| <b>Total</b>                  |             |  | <b>25</b>         | <b>20</b>     | <b>500</b>   |

***The Complementary examinations of First and Second Semester will be conducted at the end of Second Semester.***

| <b>Semester III</b>          |             |  |                   |               |              |
|------------------------------|-------------|--|-------------------|---------------|--------------|
| <b>Course</b>                | <b>Code</b> | <b>Title</b>   | <b>Hrs./ Week</b> | <b>Credit</b> | <b>Marks</b> |
| Common Course 7              | A05         | Common English Course V  | 5                 | 4             | 100          |
| Common Course 8              | A09         | Additional Language Course III   | 5                 | 4             | 100          |
| Core Course 3                | JOU3<br>B03 | Reporting for<br>Newspapers  | 5                 | 4             | 100          |
| Core Course 4                | JOU3<br>B04 | Editing<br>for Newspapers  | 4                 | 4             | 100          |
| Complementary<br>I Course 3  |             | Detailed Syllabi and Objectives<br>are to be provided by the<br>concerned Boards | 3                 | 2             | 50           |
| Complementary<br>II Course 3 |             | "  | 3                 | 2             | 50           |
| <b>Total</b>                 |             |  | <b>25</b>         | <b>20</b>     | <b>500</b>   |

| <b>Semester IV</b>           |             |  |                  |               |              |
|------------------------------|-------------|--|------------------|---------------|--------------|
| <b>Course</b>                | <b>Code</b> | <b>Title</b>   | <b>Hrs/ Week</b> | <b>Credit</b> | <b>Marks</b> |
| Common Course 9              | A06         | Common English Course VI   | 5                | 4             | 100          |
| Common Course 10             | A10         | Additional Language Course IV  | 5                | 4             | 100          |
| Core Course 5                | JOU4<br>B05 | Design and<br>Pagination   | 4                | 4             | 100          |
| Core Course 6                | JOU4<br>B06 | Radio<br>Production  | 5                | 4             | 100          |
| Complementary<br>I Course 4  |             | Detailed Syllabi and Objectives<br>are to be provided by the<br>concerned Boards | 3                | 2             | 50           |
| Complementary<br>II Course 4 |             | "  | 3                | 2             | 50           |
| <b>Total</b>                 |             |  | <b>25</b>        | <b>20</b>     | <b>500</b>   |

***The Complementary examinations of Third and Fourth Semester will be conducted at the end of Fourth Semester.***

| <b>Semester V<br/>Course</b> | <b>Code</b>   | <b>Title</b>                                   | <b>Hrs/ Week</b> | <b>Credit</b> | <b>Marks</b> |
|------------------------------|---|--|------------------|---------------|--------------|
| Core Course 7                | JOU5<br>B07   | Introduction to Mass<br>Communication theories | 6                | 4             | 100          |
| Core Course 8                | JOU5<br>B08   | Introduction to<br>Television Production       | 5                | 4             | 100          |
| Core Course 09               | JOU5<br>B09   | Corporate<br>Communication                     | 4                | 4             | 100          |
| Core Course 10               | JOU5<br>B10   | Advertising                                    | 4                | 4             | 100          |
| Core Course 11               | JOU5<br>B11   | Photo<br>Journalism                            | 4                | 4             | 100          |
| Open Course I                | Students can choose courses offered by<br>other departments |  | 2                | 2             | 50           |
| <b>Total</b>                 |   |  | <b>25</b>        | <b>22</b>     | <b>550</b>   |

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

*JOU5D01 Newspaper Journalism*

*JOU5D02 Broadcast Journalism*

*JOU5D03 Development Communication*

| <b>Semester VI<br/>Course</b> | <b>Code</b> | <b>Title</b>                       | <b>Hrs./ Week</b> | <b>Credit</b> | <b>Marks</b> |
|-------------------------------|-------------|------------------------------------|-------------------|---------------|--------------|
| Course 12                     | JOU6<br>B12 | Media Law<br>Ethics                | 5                 | 4             | 100          |
| Core Course 13                | JOU6<br>B13 | Online<br>Journalism               | 5                 | 4             | 100          |
| Core Course 14                | JOU6<br>B14 | Introduction to<br>Cinema          | 5                 | 4             | 100          |
| Core Course 15                | JOU6<br>B15 | Economic and<br>Business Reporting | 5                 | 4             | 100          |
| Core Course16                 | JOU3B16     | Project                            | 5                 | 2             | 50           |
| <b>Total</b>                  |             |                                    | <b>25</b>         | <b>18</b>     | <b>450</b>   |

Total Credits

120 3000

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

***NON JOURNALISM UG PROGRAMMES***

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

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

**I. Complementary Courses in Journalism**

1. Introduction to Communication and Journalism.
2. News Reporting and Editing.
3. History of Mass Media in India
4. Corporate Communication and Advertising.

**Distribution of Courses**

| <b>Semester</b> | <b>Code</b> | <b>Title</b>                                       | <b>Hrs/<br/>Week</b> | <b>Credit</b> | <b>Marks</b> |
|-----------------|-------------|--|----------------------|---------------|--------------|
| I               | JOU1C01     | Introduction to<br>Communication and<br>Journalism | 3                    | 2             | 50           |
| II              | JOU2C01     | News Reporting<br>and Editing                      | 3                    | 2             | 50           |
| III             | JOU3C01     | History of Mass Media<br>In India                  | 3                    | 2             | 50           |
| IV              | JOU4C01     | Corporate Communication<br>and Advertising         | 3                    | 2             | 50           |
| <b>Total</b>    |             |  |                      | <b>8</b>      | <b>200</b>   |

## II. Complementary Courses in Electronic Media

1. Introduction to Electronic Media
2. Radio and Television
3. Fundamentals of Cinema
4. Introduction to New Media.

### Distribution of Courses

| Semester     | Code    | Title                               | Hrs./<br>Week | Credit   | Marks      |
|--------------|---------|-------------------------------------|---------------|----------|------------|
| I            | JOU1C02 | Introduction to<br>Electronic Media | 3             | 2        | 50         |
| II           | JOU2C02 | Radio and Television                | 3             | 2        | 50         |
| III          | JOU3C02 | Fundamentals of Cinema              | 3             | 2        | 50         |
| IV           | JOU4C02 | Introduction to New Media.          | 3             | 2        | 50         |
| <b>Total</b> |         |                                     |               | <b>8</b> | <b>200</b> |

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

1. Introduction to Mass Communication
2. Print Media Journalism
3. Electronic Media
4. Mass Media in West Asia

| Semester     | Code    | Title                                 | Hrs/<br>Week | Credit   | Marks      |
|--------------|---------|---------------------------------------|--------------|----------|------------|
| I            | JOU1C03 | Introduction to Mass<br>Communication | 3            | 2        | 50         |
| II           | JOU2C03 | Print Media Journalism                | 3            | 2        | 50         |
| III          | JOU3C03 | Electronic Media                      | 3            | 2        | 50         |
| IV           | JOU4C03 | Mass Media in West Asia               | 3            | 2        | 50         |
| <b>Total</b> |         |                                       |              | <b>8</b> | <b>200</b> |

Note: The complementary examinations will be conducted only in the end of the **Second** and **Fourth** semester with 100 marks for each examination with 200 marks as total for a complementary.

#### IV COMPLEMENTARY FOR LANGUAGE REDUCED PATTERN LRP

| Sl No | Course Code | Course Title               | Contact Hours | External | Internal | Credits |
|-------|-------------|----------------------------|---------------|----------|----------|---------|
| 1     | JOU1C04     | Introduction to Mass Media | 3             | 80       | 20       | 3       |
| 2     | JOU2C04     | Newspaper Journalism       | 3             | 80       | 20       | 3       |
| 3     | JOU3C04     | Television Journalism      | 4             | 80       | 20       | 3       |
| 4     | JOU4C04     | Digital Journalism         | 4             | 80       | 20       | 3       |
|       |             | Total (4 Courses)          | 14            | 320      | 80       | 12      |

**Note:** In LRP Pattern there will be END SEMESTER examinations at the end of **each semester** with **100 Marks** each.

## BA MASS COMMUNICATION AND JOURNALISM

| Sl. No. | Code    | Title   | Contact hrs. | Credit | Semester | Marks |
|---------|---------|---|--------------|--------|----------|-------|
| 11      | JOU1B01 | Fundamentals of Mass Communication  | 6            | 5      | I        | 100   |
| 12      | JOU2B02 | History of Journalism And Broadcasting  | 6            | 5      | II       | 100   |
| 13      | JOU3B03 | Reporting for Newspapers  | 5            | 4      | III      | 100   |
| 14      | JOU3B04 | Editing for Newspapers  | 4            | 4      | III      | 100   |
| 15      | JOU4B05 | Design and Pagination   | 4            | 4      | IV       | 100   |
| 16      | JOU4B06 | Radio Production  | 5            | 4      | IV       | 100   |
| 17      | JOU5B07 | Introduction to Mass Communication Theories   | 6            | 4      | V        | 100   |
| 18      | JOU5B08 | Introduction to Television Production   | 5            | 4      | V        | 100   |
| 19      | JOU5B09 | Corporate Communication   | 4            | 4      | V        | 100   |
| 20      | JOU5B10 | Advertising   | 4            | 4      | V        | 100   |
| 21      | JOU5B11 | Photo Journalism  | 4            | 4      | V        | 100   |
| 22      | JOU6B12 | Media Laws and Ethics   | 5            | 4      | VI       | 100   |
| 23      | JOU6B13 | Online Journalism   | 5            | 4      | VI       | 100   |
| 24      | JOU6B14 | Introduction to Cinema  | 5            | 4      | VI       | 100   |
| 25      | JOU6B15 | Economic & Business Reporting   | 5            | 4      | VI       | 100   |
| 26      | JOU6B16 | <b>Project</b><br>Each student shall submit a short research project relevant to the areas of communication, journalism and mass media carried out under the supervision of a teacher. Evaluation is based on a dissertation (in approximately 25-40 pages typescript in standard dissertation format). | 5            | 2      | VI       | 50    |

**BA Mass Communication and Journalism****Semester I Course 11 Code: JOU1B01****Fundamentals of Mass Communication****Contact Hours: 6 Credits: 5****Objectives**

To make students acquaint with the basic concepts of communication.

**Module I**

Definition of communication, evolution of human communication, elements of communication, types of communication: Intra, inter, group, organizational, public and mass. Verbal and non-verbal communication.

**Module II**

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

**Module III**

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

**Module IV**

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

**Module V**

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

**Books for Reference**

1. International Encyclopedia of Communication: Oxford.
2. Turow, Joseph : Media Today: An Introduction to Mass Communication, 4<sup>th</sup> Edition, Routledge.
3. Joseph R. Dominick : The Dynamics of Mass Communication.
4. Denis McQuail :McQuail's Mass Communication Theory.
5. Melvin L. Defleur : Fundamentals of Human Communication.
6. Denis McQuail and Sven Windahl : Communication Models.
7. Agee, Ault & Emery : Main Currents in Mass Communication.

**Books for Further Reading**

1. Marshall McLuhan Understanding Media.
2. David K Berlo The Process of Communication.



3. Kuppuswami Communication and Social Change.
4. Keval J Kumar Mass Communication in India.
5. D S Mehta Mass Communication and Journalism in India.
6. Dr. J V Vilanilam Mass Communication in India.
7. Andrew Beck & Peter Bennet Communication Studies.
8. Rogers and Singhal India's Communication Revolution.

**I. Continuous Assessment : 20 Marks**

**1. Class Tests: 10 Marks.**

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

**2. Attendance: 5 Marks. Allotment of marks as per University Regulations.**

**3. Media assignments / Seminar Presentation: 5 marks each. Student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.**

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

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

**Time : 3 Hours**

**Max. Marks: 80**

**PART A**

*Answer any 5 questions not exceeding 50 words. Each question carries 3 marks.*

1. Intrapersonal communication
2. Post-truth
3. Marshall McLuhan
4. Negative feedback
5. Digital divide
6. Blogs
7. Gatekeeping
8. Mass-line communication
9. *Theyyam*

(3x5=15)

**PART B**

*Answer any 7 questions not exceeding 100 words. Each question carries 5 marks.*

10. Explain the circular model of communication.
11. Explain the dysfunctions of mass media.
12. What are the characteristics of new media?
13. Differentiate between radio and television.
14. Explain the concept 'mass' in mass communication.
15. What are the functions of mass communication?
16. Explain the important functions of communication models.
17. Examine the challenges of print media in the digital era.
18. Assess the trends in Malayalam films.
19. Explain the implications of Dance's model of communication.
20. What are the characteristics and function of non-verbal communication?
21. What do you mean by democratization of knowledge?

(5x7=35)

**PART C**

*Answer any 2 questions not exceeding 400 words. Each question carries 15 marks.*

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

(15x2=30)

## **BA Mass Communication and Journalism**

**Semester II Course 12 Code: JOU2B02**

# **History of Journalism and Broadcasting**

**Contact Hours: 6 Credits: 5**

### **Objective:**

To help students to understand the foundation on which the Indian Journalism stands.

### Module I

Evolution of Indian press: James Augustus Hicky - James Silk Buckingham - Serampore missionaries - Raja Ram Mohan Roy - freedom movement and the press - Gandhi as a journalist - press in the post-independence period - Press Council of India.

### Module II

History of Malayalam press: Rajyasamacharam – Paschimodayam - Gnana Nikshepam – Deepika - Satyanada Kahalam - Malayala Manorama - Kerala Mitram - Kerala Patrika –Mathrubhumi - Kerala Kaumudi - Al-Ameen – Deenabhandu – Prabhatham-Malayalam press during the Freedom Struggle.

### Module-III

Prominent personalities of Indian journalism: S.Sadanand, Ram Nath Goenka, Pothan Joseph, cartoonist Sankar, Sivaram, Raghu Ray, Arun Shourie, Prabhu Chawala, Barkha Dutt, Prannoy Roy, Karan Thapar, Rajdeep Sardesai.

### Module IV

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

### Module V

History of broadcasting: Radio broadcasting in India - FM radio - growth of television - broadcasting in India – SITE - broadcast code - Prasar Bharati.

### **Books for Reference**

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

### **Books for further Reference**

1. Masani, Mehra Broadcasting and the people National Book Trust
2. Aswathy, G C Broadcasting in India Allied
3. Kumar, Keval J Mass Communication in India Jaico

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

**I. Continuous Assessment: 20 Marks**

**1. Class Tests : 10 Marks**

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

**2. Attendance: 5 Marks Allotment of marks as per University regulations**

**3. Media Assignment/ Presentation: 5 Marks each. Student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.**

**II. Semester End Examination: 80 Marks**

**Model question paper**  
**Second Semester B.A. Degree Examination**  
**JOU2B02**  
**History of Journalism and Broadcasting**

**Time: 3 Hours**

**,Max. Marks: 80**

**PART A**

*Answer any 5 questions. Each not exceeding 50 words. Each question carries 3 marks*

1. FM Stations.
2. Raghu Ray.
3. Pothen Joseph.
4. Harijan.
5. Terrestrial Broadcasting.
6. Sambad Kaumudi.
7. Herman Gundert.
8. Kerala Mitram.
9. Asianet.

(5x3=15 marks)

**PART B**

*Answer any 7 questions. Each not exceeding 100 words. Each question carries 5 marks.*

10. What are the objectives of Prasar Bharati?
11. Write a note on Serampore Missionaries.
12. Trace the history of broadcasting in India.
13. Discuss the objectives of the Press Council.
14. Comment on Kesari Balakrishna Pillai.
15. Briefly describe the history of printing.
16. What were the contributions of Raja Ram Mohan Roy to Indian Journalism?
17. Comment on the contributions of James Augustus Hicky.
18. Trace the journalistic ventures of Swadeshbhimani.
19. Briefly elucidate the significance of SITE in the history of broadcasting in India.
20. Trace the evolution of 'Mathrubhumi' as a nationalist newspaper.
21. State the significance of 'Illikkunnu' in the history of Malayalam press.

(7x5=35 marks)

**PART C**

*Answer any 2 questions. Each not exceeding 400 words. Each question carries 15 marks.*

22. Explain the contributions of Mahatma Gandhi to journalism?
23. Trace the growth of television broadcasting in India.
24. Describe the state of press during the Emergency.
25. Elucidate the contributions of Christian missionaries to Malayalam Journalism.

(2x15=30 marks)

**BA Mass Communication and Journalism**  
**Semester III Course 13 Code: JOU3B03**  
**Reporting for Newspapers**  
**Contact Hours 5 Credits 4**

**Objective:**

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

Module I

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

Module II

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

Module III

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

Module IV

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

Module V

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

**Books for Reference**

1. Melvin Mencher, News Reporting and Writing, New York, Oxford University Press, 2007.
2. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008.
3. Fred Fedler and John Bender, Reporting for the Media, New York: Oxford University Press, 2001.

4. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007.
5. Joan Clayton, Interviewing for Journalists, London: Piatkus Publishers, 1994.
6. Hugo de Burgh, Investigative Journalism: Context and Practice, London: Routledge, 2000.
7. Straubhaar Larose, Media Now, New York: Thomson Wadsworth, 2004.
8. M.V. Kamath, Professional Journalism, New Delhi, Vikas Publishers, 1980.

### **Books For Further Reading**

1. B.G. Verghese (Ed.), Breaking the Big Story; Great Moments in Indian Journalism, New Delhi: Penguin Books, 2003.
2. David Randall, The Great Reporters, London: Pluto Press, 2005.
3. T.J.S. George, Lessons in Journalism: The Story of Pothan Joseph, New Delhi: Viva Books, 2007.
4. Anita Pratap, Island of Blood, New Delhi: Penguin Books, 2002.
5. B. G. Verghese, Warrior of the Fourth Estate: Ramnath Goenka of the Express, New Delhi: Penguin Books, 2005.
6. Kuldip Nayar, Scoop: Inside Stories from the Partition to the Present, New Delhi: Harper Collins Publishers, 2006.
7. P. Sainath, Everybody Loves a Good Drought, New Delhi: Penguin Books, 2004.

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

**1. Class Tests: 10 Marks** There shall be two internal assessment examinations within the semester: One, at the completion of module three and the second, at the completion of final module.

**2. Attendance: 5 Marks.** Allotment of marks as per University regulations

**3. Media Assignment: 5 Marks** Each student shall submit a work book consisting of 5 different news reports.

**Semester End Examination: 80 Marks**

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

**Time: 3 Hours**

**Max. Marks: 80**

## **PART 1**

1. Nose for News
2. Beat
3. Meet the Press
4. Deadline
5. Byline
6. Scoop
7. Press release
8. Off the record
9. Curtain raiser story

## **PART B**

*Answer any seven questions not exceeding 100 words. Each question carries 5 Marks.*

10. What do you mean by 'inverted pyramid' in news writing? What are the main merits and demerits of this pattern of reporting news?
11. What is a follow up story? Suggest some recent news items worth attempting follow up.
12. List five most important qualities of a news reporter and explain.
13. Explain proximity, conflict and consequence as news values. Give suitable examples.
14. How is the language of sports reporting different from that of other hard news? Illustrate.
15. If you are one among the reporters team assigned to cover the State School Youth festivals, what all will be the preparations you make?
16. How is a feature story different from a hard news story?



17. 'Skepticism' is a characteristic of news reporter – Do you agree? How and why?
18. 'Facts are Sacred; Comments are free' – is a frequently quoted saying in media. What does it imply?
19. Sources are valued assets of a news reporter. He should handle it with care – Illustrate.
20. Keeping deadlines is of utmost importance in reporters' life. Why?
21. What do you mean by 5 W's and 1 H? Do we need to have all these in all the news equally?

### **PART C**

***Answer any two questions. Each not exceeding 400 words. Each question carries 15 marks***

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

**BA Mass Communication and Journalism  
Semester III Course 14 Code JOU3B04**

**Editing for Newspapers**

**Contact Hours: 4 Credits 4**

**Objective:**

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

Module I

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

Module II

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

Module III

Copy editing – Handling copies of reporters, correspondents, stringers, agents, citizen journalists and news agencies – Hand outs and press releases – Translating: English to Malayalam and vice versa – Trimming human interest stories – Slashing round ups – Planning follow ups

Module IV

Headlines and captions – Importance – Functions of headlines – Language of headline – Action in headline – Punch and topical – Types of headlines : banner, skyline, kicker, deck, subheads, editorial and feature headlines, Caption and catchwords – Changes and trends in headlining

Photographs and cartoons – Picture editing - Cropping and blowing ups

Module V

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

### **Books for Reference**

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

### **Books for further reading**

1. T.J.S. George, Editing: A handbook for Journalists, New Delhi: Indian Institute of Mass Communication, 1989.
2. M.L. Stein and Susan Paterno, The News Writer's Handbook, New Delhi: Surjeet Publications, 2003.
3. George Hough, News Writing, New Delhi: Kanishka Publishers, 2004.
4. Jan Hakemulder and Fay Jonge, News Reporting and Editing, New Delhi: Anmol Publications, 2002.
5. Ron Smith and Loraine O'Connell, Editing Today, New Delhi: Surjeet Publications, 2004.
6. M.K. Joseph, Outline of Editing, New Delhi: Anmol Publications, 2002.

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

**1. Class Tests: 10 Marks** There shall be two internal assessment examinations within the semester: One, at the completion of module three and the second, at the completion of final module.

**2. Attendance: 5 Marks** Allotment of marks as per University regulations

**3. Media Assignment: 5 Marks each.** Student shall submit a work book consisting of 5 different news reports.

### **II. Semester End Examination: 80 Marks**

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

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

**Time: 3 Hours**

**Max. Marks: 80**

**PART A**

*Explain any five of the following each not exceeding 50 words. Each question carries.*

1. Copy Desk
2. Catchword
3. Value Addition
4. Libel
5. Dateline
6. Embargo
7. Stylebook
8. Clean copy
9. Intro

**PART B**

*Answer any seven questions each not exceeding 50 words. Each question carries 5 Marks*

10. Both headline and intro represent the summary of the story. Then how do they differ?
11. What is the difference between running-story and a follow-up story?
12. Explain the term inverted pyramid. Do you consider it a relevant model of news narration of new age? Why?
13. Do all news intros need to contain 5 W's and 1 H? –Establish.
14. Magazine features are different from newspaper features – How?
15. Prepare a suitable intro for the news of unexpected resignation of KPCC president.
16. Explain the terms 'direct intro' and 'delayed intro'.
17. Differentiate between (a) column writing and (b) articles of a newspaper.
18. What are the characteristics of news-person's language?
19. Captions are considered to be the heart and soul of news photographs – How?
20. Examine the importance of knowledge of relevant laws while editing news?

21. Imagine K J Yesudas declares his retirement from playback singing. What will be your headline for the news story? Explain why did you consider that headline?

### PART C

*Answer any two questions each not exceeding 400 words. Each question carries 15 marks*

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

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

Puthiya veetil Raghu (43) , 'Aradhana' , Kottiyodi, Near Kuthuparamba, Kannur district, Kerala, his wife Lalitha (39), Their children Anoop (18), Sandeep(16), and Alaka (14) were on a family visit to Raghus' elder brother Rajendrans's house at Chettikulam, Elathur, Kozhikkode district. Raghu is a private electrician. Anoop is a student of B .Sc. first year Mathematics at Vimalagiri College, Kuthuparamba. Sandeep is plus one science student at Kottiyodi govt. H S S and Alaka studies in IX standard at Kottiyodi G H S.

Rajendran (46), wife Latha (41), their son Adarsh (20), daughter Maneesha (16) were residing at 'Anand' at Chettikulam. Both Lalitha and Latha are housewives. Rajendran is a small scale building contractor. Adarsh is B A final year student at a private college. Maneesha studies for higher secondary (first year) at GHS, Elathur.

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

Reaching Kappad and while playing at beach the children wanted to take selfy in sea-waters. The mothers were chatting at the sand-bed. The children got into the water, arranged themselves in height order. Anoop was in front facing the shore holding mobile camera. They were dipping themselves upto chest in water and on a selfy- spree. Suddenly a huge wave came and immersersed all of them. No one could realize what was happening. Both mothers were seeing what was happening.

People around, hearing hue and cry, jumped into the water for rescue. Some could get hold of Anoop and rescued him. Some others could find Alaka by a nearby rock unconscious a little later. She was rushed to Kozhikkode Medical College Hospital, but could not be saved. Died on

the way. The body of snadeep was found deposited at the shore near Koyilandy, 10 kms. away, after 2hrs. Adarsh and Maneesha are still missing. Rescue teams of police, fire force and local people has not abandoned search even late in the night.

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

**BA Mass Communication and Journalism  
Semester IV Course 15 Code JOU4B05**

**Design and Pagination**

**Contact Hours 4 Credits 4**

**Objective:**

To help students to understand the pagination techniques that are applied for different pages.

Module I

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

Module II

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

Module III

Traditional and contemporary make up concepts – Revolution brought about by computer – Freedom and potentials of D T P and computerized pagination – Design and pagination softwares – Page maker, Quark Xpress, Illustrator, Indesign - Photoshop

Module IV

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

Designing magazines – Cover designs

Module V

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

**Books for Reference**

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

**Books for Further Reading**

1. Daryl R Moen. Newspaper Layout and Design.

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

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

**1. Class Tests : 10 Marks There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of final module.**

**2. Attendance : 5 Marks Allotment of marks as per University regulations.**

**3. Assignment : 5 Marks There shall be practical test on the design and pagination softwares in the last module, asking each student to design the front page of an A3-size newspaper.**

#### **II.Semester End Examination: 80 Marks**



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

**Time: 3 Hours**

**Max. Marks: 80**

**PART A**

*Answer any five questions each not exceeding 50 words. Each question carries 3 marks*

1. Mast head
2. Page balance
3. Highlights
4. White space
5. Advertorial
6. Modular make up
7. Print-line
8. Dummy
9. Primary optical area

**PART B**

*Answer any seven questions each not exceeding 100 words. Each question carries 5 marks*

10. How does the lay-out of an editorial page differ from that of a front page?
11. What role do advertisements play in the page make ups of newspapers?
12. What is the difference between vertical and horizontal page design? Which one do you prefer? Why?
13. What do you mean by picture editing? What are to be kept in mind while editing pictures?
14. What are the effects in newspaper design, brought about by the influence of TV?
15. Colour and visuals contribute a lot to newspaper design – How?
16. Briefly illustrate the latest trends in newspaper lay out.
17. What are the key factors in news page designing?

18. Lay out of feature pages and supplements have more creative element compared to news pages – Do you agree? Why?
19. Gutter and white space contribute much in the aesthetics of newspaper pagination – How?
20. Box news items, reverse headings, screened headings, highlights and layered decks has a role in news page design – How?
21. What are the advantage of modular page design?

### **PART C**

***Answer any two questions each not exceeding 400 words. Each question carries 15 marks***

22. What are the major principles in designing a newspaper page? Explain the key factors making it effective.
23. What are the main patterns in newspaper page lay-out? Evaluate the main merits and demerits of each?
24. The emergence of computer has revolutionized the process and effectiveness of newspaper pagination – Establish.
25. You have the list of following news items with you. Prepare a page 1 dummy according to your evaluation and sense. Add photographs and graphics of your choice. The page has two advertisements: (1) 15x3 and (2) 10x2 in size.

Landslide in Wayanad killing four people.

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

Demise of a former VC of Calicut University.

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

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

BSF Jawan killed in Kashmir

**BA Mass Communication and Journalism**  
**Semester IV Course 16 Code JOU4B06**

**Radio Production**

**Contact Hours: 5 Credit: 4**

**Objective:**

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

Module I

Characteristics of the medium, impact of digital technology on radio broadcasting, fall and rise of radio, broadcasting and narrow casting. Scope and challenges of radio as a mass medium.

Module II

Introducing radio formats: radio talk – interview - radio drama - chat shows – phone in/phone-out programmes - running commentary - news bulletins – features – and documentaries - special abilities required for each format - writing for radio.

Module III

Radio news - news-room management - news coverage - news formats - news presentation - structure and content of news bulletins.

Module IV

Radio Programme Production - theory of Sound - frequency, spectrum: AM, FM, SW, long wave - sound formats - recording software - sound effects - mixing and dubbing –satellite radio and internet radio.

Module V

Role of radio broadcaster –announcer - disc jockey - radio host - ‘on-air’ techniques - performance - art of interviewing – speed – breathing - emphasis and pitch.

**Books for Reference**

1. Sound Engineering Explained, 2nd Edition – Michael Talbot-Smith.
2. Radio Production, 3rd Edition – Robert McLeish.
3. Other Voices – VinodPavarala and Kanchan K. Malik.

**Books for Further Reading**

1. Basic Radio Journalism – Paul Chantler and Peter Stewart (Focal Press).
2. This is All India Radio – U. L. Baruah.
3. Broadcast Journalism, Techniques of Radio and Television News, 5th Edition – Andrew Boyd.
4. Writing and Producing Radio Dramas – Esta De Fossard (Sage Publications).
5. Beginning Radio – TV News Writing, 4th Edition – K. Tim Wulfemeyer (Surjeet Publications).
6. Radio – TV News Writing, A work book, 2nd Edition – K. Tim Wulfemeyer (Surjeet Publications).

7. Modern Radio Production, Programming and Performance – Carl Hausman, Philip Benoit, Lewis B O Donnell.

**1. Continuous Assessment: 20 Marks**

**1. Class Tests: 10Marks.** There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of final module.

**2. Attendance: 5 Marks** Allotment of marks as per University regulations.

**3. Radio assignment: 5 Marks** Students shall produce and submit a radio programme such as radio documentary, PSA, radio interview and radio magazine programme either individually or group-wise.

**II. Semester End Examination: 80 Marks**

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

**Time : 3 Hours**

**Max. Marks : 80**

**PART A**

*Answer any 5 questions not exceeding 50 words. Each question carries 3 marks.*

1. AIR
2. Phone-in programmes

3. Recording softwares
4. Narrowcasting
5. BBC
6. Radio-Jockey
7. Radio documentary
8. Internet Radio
9. Podcast

**(3x5=15)**

#### **PART B**

***Answer any 7 questions not exceeding 100 words. Each question carries 5 marks.***

10. Explain the major differences between writing for print media and radio.
11. Describe the advantages and disadvantages of AM and FM broadcasting.
12. Explain the characteristics of various news bulletins in AIR.
13. Elaborate the essential qualities of a good radio announcer.
14. What are the do's and don'ts of radio interviewing?
15. Explain the characteristics of scripting for a radio drama.
16. Examine the effectiveness of communication through radio during national calamities and disasters.
17. What is the importance of sound bites in radio programmes?
18. Discuss the trends in radio broadcasting.
19. 'The private FM channels have heralded the second coming of radio.' Discuss.
20. Examine the impact of digital technologies on radio broadcasting.
21. With appropriate examples bring out the difference between broadcasting and narrowcasting.

**(5x7=35)**

#### **PART C**

***Answer any 2 questions not exceeding 400 words. Each question carries 15 marks.***

22. Explain the characteristics and functions of radio as a medium of mass communication.
23. Is radio an effective medium for achieving the developmental goals of the State?
24. Discuss the impact of private and Public Service FM radio as entertainment channels of the youth?
25. Describe the important principles of writing for radio with examples.

**(15x2=30)**

## **BA Mass Communication and Journalism**

**Semester V Course Code: 17 JOU5B 07**

### **Introduction to Mass Communication Theories**

**Contact Hours: 6 Credit: 4**

#### **Objective:**

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

#### Module 1: Communication studies

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

#### Module 2: Media-audience interaction

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

#### Module 3: Gatekeeping functions

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

#### Module 4: Normative theories

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

#### Module 5: Media effects theories

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

#### **Books for Reading:**

1. Agee, Warren K., Ault, Philip H. and Emery, Edwin: Introduction to Mass Communications.
2. Stephen W Littlejohn & Karen A Foss (Editors): Encyclopedia of Communication Theory, Sage
3. Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge
4. McQuail, Denis: McQuail's mass communication theory.

5. McQuail, Denis and Windahl, Sven: Communication models for the study of mass communications.
6. De Fleur, Melvin L. and Ball-Rokeach, Sandra J: Theories of mass communication.
7. Kumar, Keval J: Mass communication in India.
8. Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers
9. Watson, James and Hill, Anne: Dictionary of Media and Communication Studies.
10. Berger, Arthur Asa (2012), Media Analysis Techniques, New Delhi, Sage

**1. Continuous Assessment: 20 Marks**

**1. Class Tests: 10 Marks** There shall be two internal assessment examinations within the semester. One, at the completion of module three and the second, at the completion of final module.

**2. Attendance: 5 Marks** Allotment of marks as per University regulations.

**3. Assignment: Each students should submit an assignment or present a Seminar as per the suggestion by the faculty.**

**II. Semester End Examination: 80 Marks**

[Type text]

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

**Time : 3 Hours**

**Max. Marks : 80**

**PART A**

*Answer any 5 questions not exceeding 50 words. Each question carries 3 marks.*

1. Selective perception
2. Social categories
3. Individual difference theory
4. Global village
5. Mean world syndrome
6. Opinion formation
7. Joseph Goebbels
8. Leon Festinger
9. Media studies

**(3x5=15)**

**PART B**

*Answer any 7 questions not exceeding 100 words. Each question carries 5 marks.*

10. Evaluate one step and two step flow of communication.
11. Critically analyse the news flow model of McNelly.
12. What do you mean by media dependence theory?
13. What is the relevance and significance of semiotics in media studies?
14. Examine the impact of propaganda in political communication.
15. Assess the possibilities of attitudinal change through communication.
16. What are the implications of the omnipotence of media?
17. Explain with appropriate examples the Uses and Gratifications theory.
18. Critically evaluate the Libertarian theory of the press.
19. Explain the concepts of opinion leaders and opinion followers.
20. What is the theory of cognitive dissonance?
21. Define public sphere. Can you relate digital media platforms with public sphere?



[Type text]

(5x7=35)

### **PART C**

*Answer any 2 questions not exceeding 400 words. Each question carries 15 marks.*

22. Assess the cultivation analysis theory and its relevance in the present context.
23. What do you mean by normative theories? Discuss specifically the relevance of social responsibility theory of media?
24. Explain in detail the spiral of silence theory. Describe the working of the theory with suitable examples.
25. Explain the scope and challenges of media to set agenda for people.

(15x2=30)

[Type text]

**BA Mass Communication and Journalism**

**Semester V Course 18 Code JOU5B08**

## **Introduction to Television Production**

**Contact Hours 5 Credits 4**

### **Objective:**

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

### Module 1:

TV characteristics, potentials, limitations

### Module 2:

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

### Module 3:

Writing for TV- TV Scripting—partial script, full script

### Module 4:

Different TV programmes- news, interview, discussion, magazine, OB, TV documentary, Quiz programme, reality show. EFP

### Module 5:

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

### Module 6:

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

### **Books for Reference**

[Type text]

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

### **Books for Further Reading**

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

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

### **1. Class Tests: 10 Marks**

**There shall be two internal assessment examinations within the semester. One, at the completion of module four and the second, at the completion of last module.**

### **2. Attendance: 5 Marks**

**Allotment of marks as per University regulations.**

### **3. TV production assignment: 5 Marks**

**Students shall produce and submit a television programme such as extended news report, PSA or TV commercial.**

**Students can conduct a media visit to any News channel, understand the production and prepare a report.**

## **II. Semester End Examination: 80 Marks**

[Type text]

**Model question paper**  
**Fifth Semester B.A. Degree Examination**

**JOU5B08 INTRODUCTION TO TELEVISION PRODUCTION**

**Time: 3 Hours**

**Max. Marks: 80**

**PART A**

**Answer any *Five* questions each not exceeding 50 words. Each question carries 3 marks.**

1. PCR
2. White balancing
3. TV Magazine
4. Teleprompter
5. Split page method
6. Tracking
7. Piece to camera
8. EFP
9. Low angle and high angle shots

(5X3=15)

**PART B**

**Answer any *Seven* questions each not exceeding 100 words. Each question carries 5 marks.**

10. Explain with the help of a diagram the triangle lighting technique.
11. Explain TV Interview. What are the preparations to be made for a TV interview?
12. Write on the different types of shots.
13. Distinguish between linear and non-linear editing.
14. Write on the major types of TV news.
15. What is OB? Explain the preparations for an OB.
16. Describe the steps in pre-production stage.
17. Explain 5 types of microphones used in TV production.
18. Differentiate between Back light and background light.

[Type text]

19. Distinguish between Rough cut and Fine cut.
20. What is jump cutting and cut away? Explain the relationship between these two in TV Production.
21. Explain the change in the style of news reading with the advent of private news channels.

(7X5=35)

### **PART C**

**Answer any *Two* questions each not exceeding 400 words. Each question carries 15 marks.**

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

(2X15=30)

[Type text]

## **BA Mass Communication and Journalism**

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

# **Corporate Communication**

**Contact Hours: 4 Credit 4**

### **Objective:**

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

### Module I

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

### Module II

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

### Module III

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

### Module IV

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

### Module V

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

### Module VI

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

[Type text]

### **Books for reference**

1. Joseph Fernandez, Corporate communications at 21<sup>st</sup> century primer. New Delhi . Response Books
2. Cornelison, Corporate Communication
3. C.S. Rayadu & K.R. Balan, Principles of Public Relations. Bangalore- Himalaya Publishing House.
4. CEO's of leading PR Firms. The art of Public Relations. New Delhi, Vision Books.
5. Sharon Gerson, Technical Writing: Process and Product, Pearson Education.

### **Books for further reading**

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

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

### **1. Class Tests : 10 Marks.**

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

2. **Attendance : 5 Marks Allotment of marks as per University Regulations.**
3. **Media assignments / Seminar Presentation : 5 marks Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.**

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

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

**Visiting a PR department and filing a ten page report.**

[Type text]

**Model question paper**

**Fifth Semester BA Degree Examination**

**JOU5B09**

**Corporate Communication**

**Time: 3 hrs**

**Max. Marks: 80**

**PART A**

*Answer any five questions not exceeding 50 words. Each question carries 3 marks.*

1. Lobbying
2. Ivy Lee
3. PRSI
4. "Crystallizing Public Opinion"
5. Open house
6. Kerala Calling
7. Spin
8. Trial balloon
9. Media Kit

(5x3=15)

**PART B**



[Type text]

***Answer any seven questions not exceeding 100 words. Each question carries 5 marks***

10. What do you mean by a press release? Explain its importance as a key PR tool.
11. Write a short note on house journals and its relevance in PR
12. What do you mean by CSR? Explain.
13. Write a note on the scope and limitations of business communication.
14. Differentiate between publicity and public relations.
15. What do you mean by an organized PR campaign? What are its different steps?
16. What are the qualities of a good PRO? Explain.
17. How advertising is different from PR? Explain.
18. Trace a short history of PR in India.
19. What are the main objectives of DAVP? Explain.
20. Write a short note on the various tools of PR.
21. Explain the term 'enlightened self interest' and what are the contributions of Paul Garret to PR?

(7x5=35)

### **PART C**

***Answer any questions two not exceeding 400 words. Each question carries 15 marks***

22. "Corporate Communication has its roots in public relations but enjoys wider scope."  
Comment.
23. What do you mean by crisis communication? Explain with an example.
24. Explain the relevance of corporate communication in 21<sup>st</sup> century world.
25. What do you mean by corporate Communication? Also explain the concepts corporate identity, corporate image, and corporate personality with examples.

(2x15=30)

[Type text]

## **BA Mass Communication and Journalism**

**Semester V Course Code: 20 JOU5B10**

# **Advertising**

**Contact Hours: 4 Credits: 4**

### **Objective:**

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

### Module I

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

### Module II

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

### Module III

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

### Module IV

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

### Module V

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

### Module VI

[Type text]

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

### **Books for reference**

1. S.A. Chunnawalla, Advertising: An Introductory Text. Mumbai, Himalaya Publishing House.
2. Subrata Banerjee, Advertising as a Career, New Delhi: National Book Trust.
3. J.V. Vilnilam and A.K. Varghese, Advertising Basics: A Resource Guide for Beginners, New Delhi: Sage Publications.
4. Frank Jefkins Advertising Prentice Hall
5. Gerald J Tellis Effective advertising: understanding when, how and why advertising wakes 2004. Response Books New Delhi.
6. Lary Percy and Richard Elliot, Strategic Advertising management (2009) Oxford.

### **Books for further reading**

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

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

### **1. Class Tests : 10 Marks.**

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

### **2. Attendance : 5 Marks Allotment of marks as per University Regulations.**

- 3. Media assignments / Seminar Presentation : 5 marks Each student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.**

[Type text]

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

**III. Suggested activity:**

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

## **Model question paper**

**Fifth Semester B. A. Degree Examination**

**JOU5B 10 Advertising**

**Time: 3 hrs**

**Max. Marks: 80**

### **PART A**

*Answer any five questions not exceeding 50 words. Each question carries 3 marks.*

1. AIDA
2. David Ogilvy
3. Amul girl
4. Flight
5. ASCI
6. Classified Ad.
7. Alyque Padamsee
8. Brand ambassador
9. Jingle

[Type text]

(5x3=15)

## **PART B**

*Answer any seven questions not exceeding 100 words. Each question carries 5 marks*

10. Analyze the reach of advertisements of FMCG and FMEG in middle class families in India?
11. “Advertising creates unnecessary needs”. Comment.
12. What do you mean by product life cycle?
13. “In the case of advertising selling is more important than reality”. Comment.
14. What are the key characteristics of print advertisement? Also write important elements of a print Ad.
15. Write a short note on the challenges of TV advertising.
16. What do you mean by cultural jamming? Explain.
17. Write a short note on the key characteristics of online advertisement.
18. Briefly explain Rossiter and Percy model.
19. “Public service advertisements have an important role in bringing development in our society”. Comment.
20. Critically evaluate the contributions of Piyush Pandey to Indian Advertising.
21. “Advertising promotes consumer culture.” Critically comment on this statement.

(7x5=35)

## **PART C**

*Answer any two questions not exceeding 400 words. Each question carries 15 marks*

22. What are the different types of advertising? Explain with examples.
23. Write on the positive and negative effects of advertising?
24. What do you mean by brand advertising? Explain. Also write on terms like brand identity, brand image and brand loyalty with examples.
25. What do you mean media planning? Explain the concepts: segmentation, niche, targeting and positioning.

(2x15=30)

[Type text]

## **BA Mass Communication and Journalism**

**Semester V Course 21 Code JOU5B11**

# **Photo Journalism**

**Contact Hours 4 Credits 4**

### **Objective**

A basic understanding of photography is imparted to the students. The course also aims at imparting the use of photography for journalistic purposes both in print and electronic media.

### Module I

History of photography - role of photography in communication and journalism - known Photojournalists like Henri Cartier Bresson, Raghu Rai, Victor George

### Module II

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

### Module III

Understanding the camera - types of camera, DSLR, lens, films and filters.

### Module IV

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

### Module V

Digital camera - digital technology - digital effects and techniques.

### **Books for Reference**

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

### **Books for further reading:**

1. Grill, Tom; Scanlon, Mark *Photographic composition*
2. Newnes *Basic photography*
3. Cyernshem, G R *History of photography*
4. Rothsteline *Photo journalism*
5. Bergin *Photo journalism manual*
6. Kalish, Stanley E; Edom, Clifton C *Picture editing*

[Type text]

7. Feinberg, Milten *Techniques of photo journalism*
8. Farndon, John *Encyclopaedia of photography*
9. Mallory, Laurance *The right way to use a camera*
10. Editors of Eastman Kodak Company *Pocket guide to 35mm photography*
11. Dilwali, Ashok *All About Photography*
12. London, Barbara; Upton, John; Stone, Jim *Photography* Prentice Hall
13. Golden, Reuel *Photo journalism* Carlton
14. Aiyer, Balakrishna *Digital photo journalism* Authors Press
15. Loup, Lanton *Photojournalism and today's news creating visual reality* Wiley Blackwell

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

1. **Class Tests: 10 Marks. There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of the final module.**
2. **Attendance: 5 Marks Allotment of marks as per University regulations.**
3. **Photography (SLR) assignment: 5 Marks. Each student shall submit a theme-based photo essay in digital format consisting of minimum 5 photographs.**

#### **II. End Semester examinations 80 Marks.**

**Model question paper**

[Type text]

**Fifth semester B. A. degree examination  
JOU5B11 PHOTO JOURNALISM**

**Time: 3 Hours**

**Max. Marks: 80**

**PART A**

*Answer any 5 questions each not exceeding 50 words. Each question carries 3 marks.*

1. Aperture.
2. Precision exposure.
3. Henri Cartier Bresson.
4. Cropping.
5. Depth of Field.
6. Telephoto Lenses.
7. Macro Photography.
8. Shutter speed.
9. Papparazi.

(5x3=15 marks)

**PART B**

*Answer any 7 questions each not exceeding 100 words. Each question carries 5 marks.*

10. What are the specific roles of long shot, medium shot and close up in assuring visual variety of a newspaper?
11. Briefly trace the evolution of photography.
12. What are the principles of writing captions and cut lines for news photographs?
13. 'Reporting disaster is an important part of the photojournalist's job'. Explain.
14. What is photo feature? How does features and news differ?
15. How does a photojournalist translate political views into pictures? Explain with suitable examples.
16. What is wild life photography?
17. Delineate psychological portraits and group portraits.
18. "Sports photographers are like athletes." Explain.
19. What is a photo essay?
20. Write a note on 'Stand-alone' photograph
21. Explain the contributions of a known photographer of your choice.

(7x5=35 marks)

**PART C**



[Type text]

***Answer any 2 questions each not exceeding 400 words. Each question carries 15 marks.***

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

(2x15=30 marks)

[Type text]

## **BA Mass Communication and Journalism**

**Semester VI Course 22 Code JOU6B12**

# **Media Laws and Ethics**

**Contact Hours: 5 Credit : 4**

### **Objective:**

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

### Module I

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

### Module II

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

### Module III

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

### Module IV

Press Laws: Official Secrets Act - PRB Act - Copyright Act - Contempt of Court Act - Young Person's Harmful Publication Act - Indecent Representation of Women's Act - Drug & Magic Remedies Act - Working Journalists Act - Wage Boards, Film Certification Rules - Intellectual Property Rights- Information Technology Act.

### Module V

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

## **Books for Reference**

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

[Type text]

### **Books for Further Reading**

1. AravindSinghal& Everett M.Rogers, '**India's Communication Revolution**', Sage Publications.
2. Edward S. Herman & Noam Chomsky, '**Manufacturing Consent**', Vintage Publications.
3. Dr. Jan R. Hakemuldar et.al, '**Principles & Ethics of Journalism**', Anmol Publications.
4. Patrick Lee Plaisance, '**Media Ethics**', Sage Publications.

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

1. **Class Tests: 10 Marks.** There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of the final module.
2. **Attendance: 5 Marks** Allotment of marks as per University regulations.
3. **Assignment: 5 Marks.** Each student shall present a paper on one of the ethical issues connected with the media, suggested by the faculty and submit it for valuation.

#### **II. Semester End Examination: 80 Marks**

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

**Time: Three Hours**

**Max. Marks: 80**

**PART A**

*Answer any 5 questions not exceeding 50 words. Each question carries 3 marks.*

1. IPC

[Type text]

2. Objectivity
3. Media trial
4. Data mining
5. Whistle blower
6. Embedded journalism
7. Invasion of privacy
8. Press Freedom Index
9. Amicus curie

(3x5=15)

### **PART B**

*Answer any 7 questions not exceeding 100 words. Each question carries 5 marks.*

10. Explain the directive principles enshrined in the Constitution.
11. What are the reasonable restrictions of the freedom of speech and expression?
12. What are the fundamental rights of an Indian citizen?
13. Explain the basic tenets of Copyright Act.
14. Comment on the constraints placed on the media with the Official Secrets Act.
15. What are the major implications of the defamation law for a journalist?
16. Explain the Contempt of Court Act.
17. Explain the various types of censorships?
18. Differentiate libel and slander with appropriate examples.
19. What is the relevance of the Wage Board for the media in India?
20. Examine the role of Press Council of India in current media scenario.
21. Explain the basic tenets of Intellectual Property Rights.

### **PART C**

*Answer any 2 questions not exceeding 400 words. Each question carries 15 marks.*

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

(15x2=30)

[Type text]

**BA Mass Communication and Journalism**

**Semester VI Course 23 Code JOU6B13**

**Online Journalism**

**Contact Hours 5 Credits 4**

**Objective:**

The course intends to introduce the students to internet and online journalism. It, however, does not delve into the technicality of the medium.

Module I

Internet as a medium of communication - history and evolution of internet.

Module II

Features of online journalism - hypertext, multimedia - online aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks

Module III

Annotative reporting and strengths and limitations - participatory communication, citizen journalism, absence of gatekeeping, timely feedback- portals; blogging – podcasting – vodcasting - microblogging.

Module IV

Internet and convergence - culture, subjectivity and net – cyber crime and regulations.

Module V

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

Module VI

Technical writing - definition and types - objectives in technical writing - guidelines for effective writing - prewriting, writing and re-writing.

**Books for Reference**

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

**Books for Further Reading**

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

[Type text]

**I. Continuous Assessment: 20 Marks**

**1. Class Tests: 10 Marks**

**There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of the final module.**

**2. Attendance: 5 Marks. Allotment of marks as per University regulations.**

**3. Assignment: 5 Marks. Each student shall submit a report comparing home pages of two reputed online newspapers.**

**II. Semester End Examination: 80 Marks**

**Model question paper  
Sixth Semester B.A. Degree Examination.**

[Type text]

**JOU 6B 13 Online Journalism**

**Time: 3 HOURS**

**Max. Marks: 80**

**PART A**

*Answer any Five questions each not exceeding 50 words. Each question carries 3 marks.*

1. ARPANET
2. Podcasting
3. WWW
4. e Governance
5. Micro blogging
6. Online Advertisement
7. Portals
8. Virtual reality
9. Net neutrality

(5 x3 = 15 marks)

**PART B**

*Answer any seven questions each not exceeding 100 words. Each question carries 5 marks.*

10. Evaluate the role of Internet as a participatory communication medium.
11. Explain the characteristics of Online journalism.
12. Describe the strengths and limitations of annotative reporting.
13. Discuss the importance of cyber laws and regulations in online journalism.
14. Formation of e community is nothing but evolution of a new civil society – Critically evaluate the statement.
15. Analyze the reasons for the gradual decrease in Blogging.
16. Aesthetics has a key role in online journalism- Elucidate.
17. Interactivity is the fundamental principle of digital media- Comment.
18. Examine the role of Digital Culture in media democracy.

[Type text]

19. Virtual Citizenship is what digital community is enjoying- Analyse the merits and de merits of virtual citizenship.

20. Briefly analyse the terms hypertext and hyperlinks.

21. Compare the content and design of any two web portals.

(7 x5 = 35 marks)

### **PART C**

*Answer any two questions each not exceeding 400 words. Each question carries 15 marks.*

22. Explain the history and evolution of internet.

23. Describe the process and principles of technical writing.

24. Media Convergence is the most appealing characteristic of Internet –Elucidate.

25. Elaborate the role of internet as a medium of communication.

(2 x15 = 30 marks)



[Type text]

## **BA Mass Communication and Journalism**

### **Semester VI Course 24 Code JOU6B14**

# **Introduction to Cinema**

## **Contact Hours 5 Credits 4**

### **Objective:**

The course exposes the students to a brief theoretical background in order to facilitate film appreciation. The students are also introduced to the techniques and stages of short filmmaking.

Module1: Cinema – characteristics of the medium, early experiments: Muybridge, WKL Dickson, T. A. Edison. E.S. Potter

Module2: World cinema and evolution of film language: D. W. Griffith, Chaplin, Orson Welles, Hitchcock, and Ingmar Bergman, Akira Kurosawa.

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

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

Module3 : Indian Cinema- a brief history, major people- H. S. Bhatvadekar, D. G. Phalke, Satyjiith Ray, Khatak, , Studio system , FTII and India Cinema, Contemporary Indian Cinema: Bengali films, Tamil, Marathi.

Module 4: Malayalam Cinema- brief history, Studios and Malayalam Cinema, Parallel Cinema, Middle Cinema, Adoor Gopalakrishnan, John Abraham, G. Aravindan, T. V. Chandran, K.G. George, Current trends.

Module 5: New technologies and Film making – Animation films, you tube.

Film festivals- IFFI, IFFK. History and evolution of documentary film making.- Flaherty, Grierson, Leni Reifenstahl and Vertov and Anand Patwardhan

Module 6: Ethics, certification of films and censoring,

Practical - short film making/ Film review

### **List of Cinema**

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

The Great Train Robbery – E.S. Potter

Birth of a Nation - D. W. Griffith

[Type text]  
Modern Times/ The Kid – Charlie Chaplin  
Citizen Kane - Orson Welles  
Birds – Alfred Hitchcock  
Wild Strawberries - Ingmar Bergman  
Seven Samurai - Akira Kurosawa.  
Cabinet of Dr. Caligiri – Robert Weine  
Battleship Potemkin – Sergie Eisenstien  
Bicycle Thieves – Vittorio Desica  
Breathless – Jean Luc Godard  
Birdman - Alexandro Gonzalves Inareto,  
Offside - Jafar Panahi,  
Three Iron - Kim Ki Duk  
Raja Harischandra - D. G. Phalke  
Charulatha - Satyjith Ray  
Mekhe Dhakka Thara – Ritwik Ghatak  
Aakrosh – Syam Benegal  
Unishe April- Rituparno Ghosh  
Pasi – K Balachandar  
Fantry – Nagaraj Manjule  
Elippathayam - Adoor Gopalakrishnan  
Amma Ariyan - John Abraham  
Oridath - G. Aravindan  
Dany - T. V. Chandran  
Irakal - K.G. George  
CR No. 89 – sudevan

[Type text]

Manhole – Vidhu Vincent

Tangled – Byron Howard, Rich Moore

Zootopia – Byron Howard, Nathan Greno

Nanook of the North- Robert Flaherty

### **Books for Reference**

1. Virginia Wright Wexman. A history of Film. 6th edition.
2. Jarek KUPSC. The History of Cinema for beginners.
3. David K. Irving and Peter W. Rea. Producing and Directing the Short Film and Video, 3rd Edition,
- 4 Nathan Abrams, Ian Bell and Jan Udris. Studying Film.
5. Frederick Levy. Short Films 101, How to Make a Short Film and Launch Your Filmmaking Career.

### **Books for Further Reading**

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

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

### **1. Class Tests: 10 Marks**

*There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of the final module.*

### **2. Attendance: 5 Marks**

*Allotment of marks as per University regulations*

### **3. Seminar/Production Assignment: 5 Marks**

*Each student shall present a study evaluating a film*

*Or*

*Each student shall write a script for a short film of 5 minutes duration on a story thread provided by the faculty.*

## **II. Semester End Examination: 80 Marks**

### **Model question paper**

**Sixth Semester B.A. Degree Examination**

**JOU6B14 INTRODUCTION TO CINEMA**

[Type text]

**Time: 3 Hours**

**Max Marks:80**

**PART A**

*Answer any Five questions each not exceeding 50 words. Each question carries 3 marks.*

1. W.K.L. Dickson
2. H.S. Bhatvadekar
3. The Great Train Robbery
4. FTII
5. The Jazz Singer
6. IFFK
7. CBFC
8. Rome Open City
9. Udaya Studio

(5X3=15)

**PART B**

*Answer any Seven questions each not exceeding 100 words. Each question carries 5 marks*

10. Explain the main characteristics of cinema.
11. Explain the contributions of D.W. Griffith to the growth of film language.
12. What is Auteur theory? Describe its impact on French New Wave.
13. Write a brief note on Jafar Panahi.
14. Delineate the early studio system in Indian cinema.
15. Write a short essay on Robert Flaherty
16. Why Cabinet of Dr. Caligari is known as the best example of German Expressionism?
17. Write a review of any one of the film directed by Akira Kurosawa.
18. Explain the Animation film.
19. Write a short review of a film that inspired you a lot.
20. What is middle cinema in Malayalam film industry?
21. Briefly explain the contemporary Bengali films.

(7X5=35)

**PART C**

*Answer any two questions each not exceeding 400 words. Each question carries 15 marks.*

22. Write a note on Charles Chaplin and his film life.
23. Ethics and censoring of films are often controversial in India. Give your views with some examples.

[Type text]

24. Youtube and facebook have opened a new world of film distribution. Do you agree with that? Substantiate your arguments.
25. Explain the contributions made by Adoor Gopalakrishnan to Indian Cinema.

(2X15=30)

[Type text]

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

**JOU6 B15**

**Economic and Business Reporting**

**Objective:**

The course gives the students an outlook of Business Journalism.

Module I

Major School of modern economic thinking:- Classical, Neo Classical, Marxian, Keynesian and Modernist. Important Institutions economic policies implementation at the national and global levels. Breton Woods Institutions, GATT and WTO, United Nations agencies like Undad and Unido and ILO. Planning Commission of India, NITI Aayog

Module II

Milestones of Indian economy;- Five year plans – general overview of Nehruvian model- Bank nationalization- green revolution- control and permit raj and liberalization of the 1990s - 2008 global financial crisis and Indian economy. Major Industries in India Currency Demonetization of (Nov:8,2016)

Module III

Business reporting & editing – A brief history of business journalism:- Corporate reporting – banking- policy making institutions – market reporting- stock market- currency exchange markets and commodity markets – regulatory bodies – budget – leading business NPS, magazines, news agencies and TV channels in India and abroad

Module IV

Salient features of Kerala economy:- Kerala model of development and the linkages of the states economy with global markets. Cash crops in Kerala – migration to the Gulf and other countries – migrant laborers in Kerala- status of agriculture response to 2008 global recession – role of major dailies like Malayala Manorama, Mathrubhumi and the Hindu in covering business stories linked to Kerala- Specialized business journals like Dhanam and Business Deepika

**Books for Reading**

- 1: Paul M Sweezy, The Theory of Capitalist Development
2. Michael Lewis, Liar's Poker

[Type text]

3. : Robert Shiller, Irrational Exuberance (It is another work taking a close look at the functioning of financial markets),
4. Nouriel Roubini, a professor at Stern School of Business is widely credited with predicting the 2008 global financial crisis.
5. C.T. Kurien, Global Capitalism and Indian Economy,
6. Jagdish Bhajwati, a professor of Columbia University,
7. Dr. K. K. George, Limits to Kerala Model of Development provides a good introduction to the chronic problem of fiscal deficits in Kerala.

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

**1. Class Tests : 10 Marks** There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of the final module.

**2. Attendance: 5 Marks** Allotment of marks as per University regulations.

**3. Assignment: 5 Marks** Each student shall present a paper on an economic issue proposed by the faculty and submit it for valuation.

#### **II. Semester End Examination: 80 Marks**

[Type text]

## **Model Question Paper**

**Sixth Semester BA Degree Examination**

**CUCBCSS –UG**

**JOU 6B 15 ECONOMIC AND BUSINESS REPORTING**

**Time : 3 Hours**

**Max. Marks : 80 marks**

### **PART A**

*Answer any five questions. Each not exceeding 50 words. Each question carries 3 marks.*

1. GATT
2. UNIDO
3. NITI Aayog
4. Stock market
5. Budget
6. WTC and foreign trade
7. GDP
8. Budget
9. Liberalisation Policy

(5 x 3 = 15)

### **PART B**

*Answer any seven questions. Each not exceeding 100 words. Each question carries 5 marks.*

10. What is the scope of Business Journalism?
11. Nationalisation of the banks in India
12. Discuss in detail the modernist school of thinking.
13. What are the major industries in India?
14. What are the major business journals available? Discuss briefly about their contents.
15. What is green revolution?



[Type text]

16. Write about global financial crisis of 1990s

17. Discuss briefly five year plans

18. What is the present status of Indian economy?

19. How to report budgets?

20. What are the business news agencies?

21. Write about Breton Woods institutions.

(7 x 5 = 35 marks)

### PART C

*Answer any two questions. Each not exceeding 400 words. Each question carries 15 marks.*

22. Discuss in detail the Kerala Model of development.

23. What is the status of agriculture in Kerala? Discuss the cash crops in the state.

24. Write about the 'migrant labours' and the impact of this phenomena in Kerala society.

25. Discuss the 'Currency Demonitisation' of November 8, 2016 and its effects in our country.

(2 x 15 = 30 marks)

### C. Complementary Courses

Sl.

| No. | Title                      | Contact | Credit | Semester | Marks |
|-----|----------------------------|---------|--------|----------|-------|
| 1   | Complementary I – Course 1 | 3       | 2      | I        | 50    |

[Type text]

|              |                             |   |           |     |            |
|--------------|-----------------------------|---|-----------|-----|------------|
| 2            | Complementary II – Course 1 | 3 | 2         | I   | 50         |
| 3            | Complementary I – Course 2  | 3 | 2         | II  | 50         |
| 4            | Complementary II – Course 2 | 3 | 2         | II  | 50         |
| 5            | Complementary I – Course 3  | 3 | 2         | III | 50         |
| 6            | Complementary II – Course 3 | 3 | 2         | III | 50         |
| 7            | Complementary I – Course 4  | 3 | 2         | IV  | 50         |
| 8            | Complementary II – Course 4 | 3 | 2         | IV  | 50         |
| <b>Total</b> |                             |   | <b>16</b> |     | <b>400</b> |

**There will be Complementary examinations only in the end of second and fourth semester.**

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

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

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

[Type text]

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

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

| <b>Code</b> | <b>Title</b>              | <b>Contact Hours</b> | <b>Credit</b> | <b>Marks</b> |
|-------------|---------------------------|----------------------|---------------|--------------|
| JOU5D01     | Newspaper Journalism      |                      |               |              |
| JOU5D02     | Broadcast Journalism      |                      |               |              |
| JOU5D03     | Development Communication | 2                    | 2             | 50           |

[Type text]

## **OPEN COURSES**

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

Each course carries 2 credits and 2 hours per week are allotted for the course.

JOU5D01 Newspaper Journalism

JOU5D02 Broadcast Journalism

JOU5D03 Development Communication

### **I.**

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

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

##### **Newspaper Journalism**

**Contact Hours 2 Credits 2**

#### **Objective**

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

#### Module I

Organizational structure of a newspaper: business, mechanical and editorial departments - responsibilities and qualities of news editor and sub editor/ bureau chief and reporter/ photographers, organizational structure of editorial desk and bureau.

#### Module-II

Contents of a newspaper: news - definitions of news - types of news - news determinants; features - definition and types of features – articles – editorials -- letters to editor- interviews - reviews; profiles and columns-contests.

#### Module III

Reporting practices - news story structure – headlines - lead and body - inverted pyramid style - types of reporting: general assignments, beats and specialties - principles of reporting - cultivating news sources.

#### Module IV

Process of editing: general principles of editing - writing headlines subheads and captions - design and pagination - pagination softwares.

#### **Books for Reference**

1. Shrivastava, K.M., ‘**News reporting and editing**’, Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., ‘**Professional Journalism**’, Vikas publishing House, New Delhi.1980.
3. Vir Bala Aggarwal, ‘**Essentials of Practical Journalism**’, concept publishing Company, New Delhi, 2006.
4. Bruce D. Itule, and Douglas A. Anderson. ‘**News Writing and Reporting for Today’s**

[Type text]

**Media**, McGraw Hill, New Delhi, 2003.

89

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

**I: Continuous Assessment: 10 Marks**

**1. Class Tests: 5 Marks**

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

**2. Attendance: 2.5 Marks**

**Allotment of marks as per University regulations**

**3. Media Practical: 2.5Marks**

**Each student has to do news reporting and editing practical on topics suggested by the faculty.**

**II: Semester End Examination: 40 Marks**

[Type text]

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

Time: 2 Hours

Max. Marks:40

**PART A**

*Answer any Five questions each not exceeding 25 words. Each question carries 2 marks.*

1. Infographics
2. Beat
3. Letters to the editor
4. Lead
5. Hard news
6. Crime reporting
7. Op - Ed
8. Investigative reporting
9. Oddity

(5 x2 = 10 marks)

**PART B**

*Answer any three questions each not exceeding 100 words. Each question carries 5 marks.*

10. Elaborate the concept of Inverted Pyramid.
11. Explain different types of editorials.
12. What are the fundamental principles of news reporting?
13. Cultivating news sources is the primary duty of a reporter- Elucidate.
14. Explain the role and functions of news editor.
15. Distinguish the characteristics of profile and interview.

(3 x5 = 15 marks)

**PART C**

*Answer any one question not exceeding 400 words. The question carries 15 marks.*

16. Explain the general principles of news editing.
17. Describe the definition of news. Also analyse the role of news determinants in news reporting.

(1 x15 = 15 marks)

[Type text]

## **II.**

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

#### **Semester V Open course Code JOU5D02**

#### **Broadcast Journalism      Contact Hours 2 Credits 2**

### **Objective**

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

#### Module I

Introduction to broadcasting – definition of broadcasting - evolution of broadcasting - broadcasting in India –

#### Module II

Radio broadcasting - characteristics and role of radio - types of radio stations: AM and FM - organizational structure of a radio station - radio programme formats: talk, news and music formats.

#### Module III

Radio programme production techniques: writing for the ear - radio news writing – script writing for radio drama, radio commercials - radio interviewing techniques - news reading and presentation – radio jockeying.

#### Module IV

Television broadcasting - characteristics of television as a medium - organizational structure of a television station - cable TV - DTH - television programme formats.

#### Module V

Television programme production techniques: scripting for TV programmes- TV interviewing - structure of TV news – TV newsgathering - TV news writing - news anchoring - video jockeying.

### **Books for Reference**

1. Joseph R.Dominick-'The Dynamics of Mass Communication'.Mc Graw Hill, New Delhi.
2. John Vivian -'The Media of Mass Communication' Allyn and Bacon.
3. Arul Aram and Nirmaldasan, 'Understanding News, Media'-Vijay Nicole Imprints Pvt.Ltd.Chennai.
4. Robert McLeish-'Radio Production'. Focal Press London.
5. Giraud Chester et.al-'Television and Radio'-Prentice Hall.
6. Herbert Zettl, 'Television Production Handbook'-Wadsworth, USA.
7. Andrew Boyd,' Broadcast Journalism, Techniques of Radio and Television News' Focal Press London.
8. Ted White, 'Broadcast News: Writing, Reporting and Producing', Focal Press

[Type text]

London

9. P.K Ravindranath , 'Broadcast Journalism'-Author Press, New Delhi.

**I. Continuous Assessment: 10 Marks**

**1. Class Tests : 5 Marks**

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

**2. Attendance : 2.5 Marks**

**Allotment of marks as per University regulations**

**3. Radio, TV Practicals : 2.5 Marks**

**Each student has to do practicals on topics suggested by the faculty.**

**II: Semester End Examination: 40 Marks**



[Type text]

**JOU 5D 02 Broadcast Journalism**

**Time:2 Hours**

**Max. Marks: 40**

**PART A**

*Answer any Five questions each not exceeding 25 words. Each question carries 2 marks.*

1. FM
2. Community radio
3. Vividh bharathi
4. Prasar bharathi
5. DTH
6. Breaking news
7. Prannoy Roy
8. ViCTRERS
9. RJ

(5 x2 = 10 marks)

**PART B**

*Answer any three questions each not exceeding 100 words. Each question carries 5 marks.*

10. Explain the characteristics and role of radio.
11. "Writing for the ear" is the concept behind radio production- Elucidate.
12. What are the steps involved in radio interviewing?
13. Explain the organizational structure of television.
14. Briefly analyse the structure of TV news.
15. News reading, presentation and anchoring are the fundamental areas of attention in broadcasting- Explain.

(3 x5 = 15 marks)

**PART C**

*Answer any one question not exceeding 400 words. The question carries 15 marks.*

[Type text]

16. Explain the definition and evolution of broadcasting.

17. What are the commonalities and differences in TV and Radio broadcasting?

(1 x15 = 15 marks)

### **III.**

**BA Mass Communication and Journalism**

**Semester V Open course Code JOU5D03**

**Development Communication**

**Contact Hours 2 Credits 2**

#### **Objective**

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

[Type text]

#### Module 1

The Concept of development- Different approaches to development (Economic, Sociological & Psychological)- NWICO,NANAP.

#### Module 2

Development communication - theories of development communication – Everett Rogers, Nora C Qubral, Daniel Lerner- development and communication campaigns –KHEDA,SITE- diffusion of innovations research – social marketing of family planning, health and pro-social innovations- Indian context- P. Sainath.

#### Module 3

Communication strategies for empowerment - participatory and sustainable development communication.

#### Module 4

Development communication in action – international agencies and development aid: FAO, ILO, UNDP, UNESCO, UNFPA, UNICEF, WTO, WSF and WHO.

#### **Books for Reference**

1. Development Communication – B. N. Ahuja and S. S. Chhabra.
2. Communication for Development in the Third World – Srinivas R. Melkote and H. Leslie Steeves.
3. Communication for Development and Social Change – Jan Servaes, Editor. 95
4. International and Development Communication, A 21st-Century Perspective – Bella Mody, Editor.

#### **Books for Further Reading**

1. Participatory Communication, Working for change and development – Shirley A. White, K. Sadanandan Nair and Joseph Ascroft.
2. Development Communication and Media Debate – Mridula Meneon.
3. India, the Emerging Giant – Arvind Panagariya.
4. Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
5. The Art of Facilitating Participation – Shirley A. White (Editor).
6. Television and Social Change in Rural India – Kirk Johnson.
7. Communication, Modernization and Social Development– K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.
8. Everybody Loves a Good Drought – P. Sainath.

#### **I. Continuous Assessment: 10 Marks**

##### **1. Class Tests : 5 Marks**

**There shall be two internal assessment examinations within the semester, one, at the completion of module three and the second, at the completion of final module.**

[Type text]

**2. Attendance : 2.5Marks**

**Allotment of marks as per University regulations.**

**3. Paper Assignment: 2.5 Marks**

**Each student shall study a development problem in the area approved by the faculty, write a 450-word story and submit it for valuation.**

**II.Semester End Examination: 40 Marks**

**MODEL Question Paper  
Fifth Semester BA Degree Examination  
JOU 5D 03 Development Communication**

Time: 2 Hours

Max. Marks: 40

**PART A**

[Type text]

*Answer any Five questions each not exceeding 25 words. Each question carries 2 marks.*

1. NWICO
2. SITE
3. UNESCO
4. P. Sainath
5. Rogers
6. Empowerment
7. Garama swaraj
8. WTO
9. Participatory communication

( 5 x2 = 10 marks)

### **PART B**

*Answer any 3 questions each not exceeding 100 words. Each question carries 5 marks.*

10. Explain the concept of communication campaigns in development.
11. Describe the theories of development communication.
12. Elaborate the role of sustainable development in Indian context?
13. Kheda project was the milestone in development communication movements in India- Elucidate.
14. Diffusion of innovations is the fundamental theory behind the development communication strategies in third world- Examine.
15. Social learning is also important while executing development communication strategies- Explain.

(3 x5 = 15 marks)

### **PART C**

*Answer any one question not exceeding 400 words. The question carries 15 marks.*

16. Development agencies of United Nations play a vital role in Development Communication- Critically evaluate the statement.
17. What are the different approaches to development?

(1 x15 = 15 marks)

[Type text]

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

**Complementary courses in**

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

**AND**

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

**Part II - 1 Complementary Course in Journalism**

1. Introduction to Communication and Journalism.
2. News Reporting and Editing.
3. History of Mass Media in India.
4. Corporate Communication and Advertising.

**Aim:**

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

[Type text]

**Objectives**

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

**Scope**

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

[Type text]

**Complementary Course in Journalism**

**Semester I**

**Course I**

**Code JOU1C01**

**Introduction to Communication and Journalism**

**Contact Hours 3 Credits 2**

Module I

Fundamentals of communication: definitions of communication – elements of communication – types of communication – functions and dysfunctions of mass communication.

Module II

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

Module III

Electronic media and film: characteristics and functions of radio and television – strengths and limitations of radio and television, 24X7 News Channels in India. –film as a medium, Film censorship and Certification.

Module IV

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

Module V

Freedom of the press: freedom of speech and expression in Indian Constitution – Article 19(1) (a) and reasonable restrictions – defamation – Censorship. Right to Information Act

Module VI

Basic communication models and theories – models of Aristotle, Shannon and Weaver, Westley and MacLean, Lasswell, Schramm, and Berlo – magic bullet theory, Individual differences theory, selectivity theories.

**Books for Reference**



[Type text]

1. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Denis McQuail : McQuail's Mass Communication Theory, Vistaar Publications, New Delhi, 2005.
4. Melvin L. Defleur : Fundamentals of Human Communication.
5. Denis McQuail and Sven Windahl: Communication Models.
6. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.

### **Books for Further Reading**

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. O.M. Gupta and Ajay S. Jasra : Internet Journalism in India, Kanishka Publishers, New Delhi, 2002.
3. Kuppaswami : Communication and Social Change.
4. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. Dr. J V Vilanilam : Mass Communication in India.

### **I. Continuous Assessment: 10 Marks**

#### **1. Class Tests :5 Marks**

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

#### **2. Attendance : 2. 5 Marks**

**Allotment of marks as per University regulations**

#### **3. Seminar/Production Assignment : 2. 5 Marks**

**Each student shall present seminar.**

#### **II End Semester Examination: 40**

[Type text]

**Complementary Course in Journalism**

**Semester II**

**Course 2**

**CODE JOU 2 CO1**

**NEWS REPORTING AND EDITING**

**Contact Hours 3 Credits 2**

Module I

Organisational structure of a newspaper – business, Mechanical and editorial departmental chart-responsibilities and qualities of chief editor – news editor, chief sub editors, sub editors, Bureau: bureau chief- chief reporter – reporters, stringers and freelancers.

Module II

Content of a newspaper- news – definitions – types of news – news determinants(values) – features – types of features – articles – middles –advertorials – editorials – interviews – reviews – profiles – columns – travelogues – cartoons.

Module III

News story structure – lead (intro) and body – inverted pyramid and hour glass, principles of news writing. Impact of New Media in Newspaper reporting.

Module IV

Reporting practices – basics of reporting – on the spot, arm chair reporting – beats, assignments – types of reporting – straight, interpretative, investigative, crime. Principles of reporting – news sources – news agencies – interviews.

Module V

Editing for newspapers – general rules of editing – headlines – writing Headlines – layout, design and pagination soft wares – page maker – in design – quark X press.

**Books for Reference**

1. Shrivastava, K.M., ‘News reporting and editing’, Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., ‘Professional Journalism’, Vikas publishing House, New Delhi.1980.
3. Bruce Westly, News Editing.
- 4 M.L. Stein. and Susan F Paterno,,’The News Writer’s Hand book,’ Surjeet Publications, New Delhi, 2003.

[Type text]

5. George A Hough, 'News Writing', Kanishka Publishers, New Delhi, 2006.
6. Joseph M.K., 'Outline of Reporting', Anmol Publications, News Delhi, 2002.
7. Franklin, et al., 'Key Concepts in Journalism Studies', Vistaar Publications, New Delhi, 2005.
8. Jan R. Hakemulder, 'News Reporting and Editing', Anmol Publications, New Delhi, 1998.

**I. Continuous Assessment: 10 Marks**

**1.**

**Class Tests :5 Marks**

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

**2. Attendance : 2.5 Marks**

**Allotment of marks as per University regulations**

**3. Seminar/Production Assignment : 2.5 Marks**

**Each student shall present seminar.**

**II End Semester Examination: 40**

[Type text]

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

CUCBCSS –UG

Complementary Course

JOU 1 CO1 / JOU 2C01 – INTRODUCTION TO COMMUNICATION AND JOURNALISM  
AND NEWS REPORTING AND EDITING

**Time: 3 hours**

**Max. Marks: 80**

**SECTION A**

*Answer all the following ( Part I and II must be attended separately)*

**PART I**

1. Information that is sent back to the source is known as-----
2. The act of producing a message is known as-----
- 3.-----is a social media network
4. Infotainment is -----
5. Stringer in a newspaper is-----
6. Gatekeeper in a newspaper is ----- (6 x ½ = 3 marks)

**PART II**

7. ‘Leader’ of a newspaper is -----
8. The head of a news bureau is -----
9. Vlog is -----
10. -----is a pagination software
11. Sting operation is a branch of -----reporting
12. -----is a combination of advertisement and editorial

6 x ½ = 3 marks)

[Type text]

## **SECTION B**

*Answer any five of the following from each part*

### **PART I**

13. Netizens

14. Arm chair journalism

15. Article 19(1)A

16. Troll

17. Sensational story

18. Ethics

(5 x 2 = 10 marks)

### **PART II**

19. Soft news

20. Special correspondent

21. News Editor

22. Layout

23. Proximity

24. Beats

(5 x 2 = 10 marks)

## **SECTION C**

*Answer any three of the following from each part in not more than 100 words*

### **PART I**

25. Describe intrapersonal communication

26. Examine the relevance of Magic bullet theory

27. What is Right to Information Act?

28. Discuss the trends in new media

(3 x 5 = 15 marks)

### **PART II**

[Type text]

29. What are the duties of a sub editor?

30. What are the principles of news writing?

31. Describe the types of reporting

32. Discuss news determinants.

(3 x 5 = 15 marks)

## **SECTION D**

*Answer any one of the following from each part*

### **PART I**

33. Define mass communication. What are the functions of mass communication?

34. Discuss the freedom of press in the Indian Constitution. Write about the freedom enjoyed by the media in our country.

(1 x 12 = 12 marks)

### **PART II**

35. What is layout of a newspaper? Analyse the layout of a newspaper you are familiar with.

36. Describe the various news sources.

(1 x 12 = 12 marks)

[Type text]

**Complementary Course in Journalism**

**Semester III**

**Course 3**

**Code JOU3C01**

**History of Mass Media in India**

**Contact Hours 3**

**Credits 2**

**Module I**

Evolution of Indian press : James Augustus Hicky – James Silk Buckingham – Serampore missionaries – Raja Ram Mohan Roy – freedom movement and the press – Gandhi as a journalist – press in the post-independence period – Emergency, Paid News, Corporatisation of media, Press Council of India.

**Module II**

History of Malayalam press : Rajya samacharam – Paschimodayam – Jnana Nikshepam – Deepika– Kerala Mithram – Kerala Patrika – Malayala Manorama – Mathrubhumi – Kerala Kaumudi – Al-Ameen – Deenabhandu –publications of political and religious organization, Malayalam press during the Freedom Struggle.

**Module III**

Legends of journalism : Hermann Gundert – Kandathil Varughese Mappillai – Swadeshabhimani Ramakrishna Pillai – Kesari Balakrishna Pillai – K.P. Kesava Menon – C.V.Kunhiraman. Other prominent personalities of Indian journalism- S.Sadanand, Ram Nath Goenka, Pothen Joseph, Arun Shourie, Prabhu Chawala, Barkha Dutt, Prannoy Roy, Karan Thapar, Rajdeep Sardesai.

**Module IV**

An overview of history of broadcasting in India – SITE — FM radio, Community Radio–Prasar Bharati- types of radio programmes.

**Module V**

Films – Brief history of Malayalam cinema and great masters of Indian cinema – H.S.Bhatvadekar, Dadasaheb Phalke, Satyajith Ray, Ghatak, Adoor Gopalakrishnan, Mani Kaul, Shyam Benegal, Saeed Mirza, Mira Nair, Deepa Mehtha – Documentaries.

**Books for Reference**

1. Rangaswami Parthasarathy, 'Journalism in India'.
2. Dr.Nadig Krishna Murthy, 'Indian Journalism'.

[Type text]

3. GNS Raghavan, 'The Press in India'.
4. Robin Jeffrey, 'India's Newspaper Revolution'.
5. Puthupally Raghavan, 'Kerala Pathrapravarthana Charithram'.
6. M.V.Thomas, 'Bharathiya Pathracharithram', Bhasha Institute.
7. Mehra Masani, 'Broadcasting and the People'.
8. G.C.Aswathy, 'Broadcasting in India'.
9. Keval J. Kumar, 'Mass Communication in India'.
10. Vijayakrishnan, 'Malayala Cinimayude katha'.
11. Amanas Ramachandran Nair, 'Chalachithra Padhanagal'.

**I. Continuous Assessment: 10 Marks**

**1. Class Tests :5 Marks**

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

**2. Attendance : 2. 5 Marks**

*Allotment of marks as per University regulations*

**3. Seminar/Production Assignment : 2. 5 Marks**

*Each student shall present seminar.*

**II End Semester Examination: 40**



[Type text]

**Complementary Course in Journalism**

**Semester IV**

**Course 4**

**Code JOU4C01**

**Corporate Communication and Advertising**

**Contact Hours 3**

**Credits 2**

**Module I**

Introduction to PR: definitions, origin and evolution of public relations – role and functions of PR – PR tools: external and internal publics – house journal – qualities of a PRO – PRSI, IPRA, PR campaign, PR activities by Central and State governments.

**Module II**

Corporate communication – definition, emergence and scope of corporate communication – Difference between PR and Corporate Communication, corporate identity – key concepts of corporate identity – corporate identity planning – corporate image – corporate personality – corporate social responsibility, corporate brand, corporate functions, Crisis communication.

**Module III**

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

**Module IV**

Copy writing practices – ad copy – elements of copy: Principles of illustration, slogan, display, text, logo and caption – copywriting for broadcast commercials – jingles and internet ads.

**Module V**

Ethics of advertising: ethical issues of advertising – professional organizations and code of ethics.

**Books for Reference**

1. Sandeep Sharma & Deepak Kumar, 'Advertising, Planning, implementations and control', Mangal Deep Publications, Jaipur.
2. Sanjay Kaptan & Akhilesh Acharya, 'Advertisement in Print Media', Book Enclave, Jaipur.
3. S.A Chunawalla, 'Advertisement an Introductory Text', Himalaya Publishing,
4. Chunnawalla etal, 'Advertising Theory and Practice', Himalaya Publishing, New Delhi.

[Type text]

5. Otto Klepner, 'Advertising Procedures', Atlanta Books. 6. Scott M Cutlip and Allan H. Centre, 'Effective Public Relations', Pearson Education Ltd. Delhi.

7. Sam Black, 'Practical Public Relations', UBS Publishers Distributors Pvt Ltd.

8. D.S. Mehta, 'Handbook of PR in India'.

9. Joseph Fernandez, Corporate Communications A 21st Century Primer, Response, Books, New Delhi.

Joep Cornelissen. Corporate Communication- a guide to theory and practice.

**I. Continuous Assessment: 10 Marks**

**1. Class Tests :5 Marks**

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

**2. Attendance : 2.5 Marks**

**Allotment of marks as per University regulations**

**3. Seminar/Production Assignment : 2.5 Marks**

**Each student shall present seminar.**

**II End Semester Examination: 40**

[Type text]

**Model Question Paper**  
**IV SEMESTER BA DEGREE EXAMINATION**  
**CUCBCSS –UG**

Complementary Course  
JOU 3 C01 / JOU 4 C01 – HISTORY OF MASS MEDIA AND CORPORATE  
COMMUNICATION AND ADVERTISING

**Time : 3 Hours**

**Max. Marks: 80 marks**

**SECTION A**

*Answer all the following (Part I and II must be attended separately)*

**PART I**

1. Press council of India was formed in ----- year
2. Young India was published by .....
3. .... is a publication by Raja Ram Mohan Roy
4. The editor of Calcutta Chronicle was .....
5. The first newspaper in India was from .....State
6. C.V. Kunhiraman was associated with .....newspaper

(6 x ½ = 3 marks)

**PART I**

7. ASCI when expanded is .....
8. Jingle is .....
9. .... is an in-house magazine of an organization
10. .... is the father of PR
11. PR originated from .....country
12. .... is a central government advertising agency

[Type text]

(6 x ½ = 3 marks)

## **SECTION B**

*Answer any five from each part in not more than 30 words)*

### **PART I**

13. Indian opinion

14. INS

15. Pothan Joseph

16. Private FM radio channels

17. Al-Ameen

18. Dig Darshan

(5 x 2 = 10 marks)

### **PART II**

19. Logo

20. Direct mail

21. Press release

22. DAVP

23. USP

24. Ghost writer

(5 x 2 = 10 marks)

## **SECTION C**

*Answer any three from each part in not more than 100 words*

### **PART I**

25. What are the contributions of Mahatma Gandhi to Indian Journalism?

26. Examine the role of the Press Council of India.

27. Trace the history of AIR from its beginning to the present day.

[Type text]

28. Analyse the contribution of Dadasaheb Phalke, the great master of Indian cinema.

(3 x 5 = 15 marks)

### **PART II**

29. What are the essentials of an effective copy?

30. Discuss the various external tools of PR.

31. What are the steps in an advertising campaign?

32. What is corporate identity?

(3 x 5 = 15 marks)

### **SECTION D**

*Write an essay on any one from each part in not more than 300 words)*

### **PART I**

33. Describe the role played by three prominent personalities of Indian Journalism.

34. What are the latest trends in Malayalam Journalism?

(1 x 12 = 12 marks)

### **PART II**

35. Differentiate between Public Relations and Corporate communication. Explain the scope of Corporate Communication in the present context.

36. Discuss different types of advertisements with examples.

(1 x 2 = 12 marks)

[Type text]

## **PART II- 2. Complementary Courses in Electronic Media**

1. Introduction to Electronic Media
2. Radio and Television
3. Fundamentals of Cinema
4. Introduction to New Media

### **Objectives**

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

### **Scope**

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

[Type text]

**Complementary Course in Electronic Media**

**Semester I**

**Course 1**

**Code JOU1C02**

**Introduction to Electronic Media**

**Contact Hours 3**

**Credits 2**

**Module I**

Communication: definition, elements and types of communication, mass communication - nature, characteristics, functions and dysfunctions of mass communication, mass media - types of media: print, radio, TV, film and new media.

**Module II**

Basic Communication Models: Aristotle, SMCR and Circular Model of Communication, Basic theories of Communication: Normative theories and Uses and Gratification theories.

**Module III**

Radio: characteristics, scope and limitations - brief history of radio, Types of radio stations: AM, FM.

**Module IV**

Television: characteristics, scope and limitations - origin and development of television, Cable TV, Satellite TV, DTH

**Module V**

News: types of news - news determinants – news story structure- print VS broadcast news; AIR, DD, Private FM stations and News Channels with special reference to Malayalam.

**Books for Reference**

1. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Agee, Ault & Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
4. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
5. Oxford : International Encyclopedia of Communications.
6. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
7. John Vivian : The Media of Mass Communication, Allyn and Bacon.

[Type text]

8. Andrew Boyd : Broadcast Journalism, Techniques of Radio and Television News, Focal Press, London.

**Books for Further Reading**

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.

2. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.

5. D S Mehta : Mass Communication and Journalism in India.

6. Dr. J V Vilanilam : Mass Communication in India.

7. Andrew Beck & Peter Bennet : Communication Studies.

8. Rogers and Singhal : India's Communication Revolution.

**1. Continuous Assessment: 10 Marks**

**1. Class Tests : 5 Marks**

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

**2. Attendance : 2.5 Marks**

**Allotment of marks as per University regulations**

**3. Seminar Presentation : 2.5 Marks**

**Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.**

**Semester End Examination: 40 Marks**



[Type text]

**Semester II**                      **Complementary Courses in Electronic Media**                      **Course 2**                      **Code JOU2C02**

**Radio and Television**

**Contact Hours 3**                      **Credits 2**

Module I

Organisational set up of AIR, Private FM stations, Community Radio, Online Radio.

Module II.

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

Module III

Organizational set up of DoorDarshan, TV on Web, TV on Mobile.

Module IV

Structure and types of TV news – TV news gathering - news writing – voice over, news anchoring, teleprompter

Module V

Scripting for television programmes - TV interviewing, Discussion, TV magazines, Live programmes, special audience programmes

**Books for Reference**

1. Joseph R.Dominick-‘**The Dynamics of Mass Communication**’.Mc Graw Hill, New Delhi.
2. John Vivian -‘**The Media of Mass Communication**’ Allyn and Bacon.
3. Arul Aram and Nirmaldasan, ‘**Understanding News, Media**’-Vijay Nicole Imprints Pvt.Ltd.Chennai.
4. Robert McLeish-‘**Radio Production**’. Focal Press London.
5. Giraud Chester et.al-‘**Television and Radio**’-Prentice Hall.
6. Herbert Zetl, ‘**Television Production Handbook**’-Wadsworth, USA.
7. Andrew Boyd, ‘**Broadcast Journalism, Techniques of Radio and Television News**’ Focal Press London.
8. Ted White, ‘**Broadcast News: Writing, Reporting and Producing**’, Focal

[Type text]

Press London

9. P.K Ravindranath , **'Broadcast Journalism'**-Author Press, New Delhi.

**1. Continuous Assessment: 10 Marks**

**1. Class Tests : 5 Marks**

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

**2. Attendance : 2.5 Marks**

**Allotment of marks as per University regulations**

**3. 3. Radio, TV Practicals : 2.5 Marks**

**Students shall produce and submit a radio programme such as radio documentary, PSA, radio interview and news magazine programme either individually or group-wise.**

**Or**

**Students shall produce and submit a television programme such as an extended news report, PSA and TV commercial either individually or group-wise.**

**Semester End Examination: 40 Marks**

[Type text]

**Model Question Paper**  
**Second Semester B.A. Degree Examination**  
**Complementary Course**

**JOU1CO2/JOU2C02 Introduction to Electronic Media and Radio and Television**

**Time: 3 Hours**

**Max. Marks: 80**

**SECTION A**

**PART 1**

**Fill in the blanks**

1. DTH stands for ----
2. DD Malayalam channel started on the year -----
3. 'Radio Mango' is an example for ----- radio.
4. Radio makes pictures in the ----- of the listener.
5. First Private TV channel of south India is -----
6. Interactivity is the main characteristics of ----- media.

(6X1/2=3)

**Part II**

**Fill in the blanks**

7. 'Alakal' is the example for ----- Radio
8. The person who asks questions in an interview is -----
9. The expansion of ENG is -----
10. A Television news story with no visuals is known as -----
11. 'Nerkkuner' is an example for ----- programme in TV.
12. ----- helps a news reader to read without errors while live news production.

(6X1/2=3)

**SECTION B**

**PART I**

**Write very short notes on any *five* of the following**

13. Satellite TV
14. Limitations of Radio
15. AM stations
16. Narcotizing dysfunction
17. Agenda setting function of mass media
18. Source

(5X2=10)

[Type text]

**PART II**

**Write very short notes on any *five* of the following**

19. Station Director of AIR
20. TV on Mobile
21. TV Discussion
22. Radio Talk
23. Radio Jockeying
24. OB

(5X2=10)

**SECTION C**

**PART I**

**Write short essays on any *three* of the following**

25. Explain any FIVE news determinants with examples.
26. Write on the features of Interpersonal Communication.
27. Describe the main characteristics of TV that differentiate it from Radio.
28. Explain the role of the element feedback in a communication.

(3X5=15)

**PART II**

**Write short essays on any *three* of the following**

29. Explain the basic elements of radio programme production.
30. Explain the structure of an interview. How should a producer plan an interview?
31. What are the elements that can be used for audience participation in a Radio Magazine?
32. Explain the specialties of Radio Drama.

(3X5=15)

**SECTION D**

**PART I**

**Answer any *one* of the following in about 400 words.**

33. Delineate the origin and development of TV in India.
34. Explain the characteristics of mass media.

(1X12=12)

**Part II**

**Answer any *one* of the following in about 400 words.**

35. Explain with the help of a diagram the organisational set up of AIR.
36. Elucidate the major points to be noted while writing for Broadcast media.

(1X12=12)

[Type text]

**Semester III                                  Complementary Courses in Electronic Media                                  Code JOU3C02**  
**Course 3**

**Fundamentals of Cinema**

**Contact Hours 3    Credits 2**

Module I

Cinema ; Characteristics and types

Cinema: a brief history. -Lumiere brothers and early experiments, characteristics of cinema.

Module II

Major film movements – An Overview

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

Soviet montage - Battleship Potemkin by Sergie Eisenstein.

Italian Neo Realism - Bicycle thieves by Vittorio Desseca.

A few Great masters: Charlie Chaplin - Alfred Hitchcock - Akira Kurosawa, Kim Ki Duk and Mohsen Makmalbaf.

Module III.

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

Module IV

Malayalam Cinema – an Overview, Masters: - Adoor Gopala Krishnan - G Aravindan - John Abraham, P.N. Menon, K.G. George

Module V

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

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

**Additional List of Cinema:**

The Circus - Charlie Chaplin

Psycho - Alfred Hitchcock

Dreams - Akira Kurosawa

Three Iron - Kim Ki Duk

Gabba - Mohsen Makmalbaf.

Apur Sansar - Satyajith Ray

Subarnarekha - Ritwik Ghatak

Vidheyan - Adoor Gopala Krishnan

Vaasthuhaara- G Aravindan

[Type text]

Cheriyachante Kroorakrithyangal - John Abraham

Olavum Theeravum – P.N.Menon

Panchavadippalam - K.G. George

**Book for reference:**

1 Virginia Wright Wexman. A history of Film. 6th edition.

2. Jarek KUPSC. The History of Cinema for beginners.

3.Keval J. Kumar, **Mass Communication in India**’, Jaico Publishing House, New Delhi.

4.Jill Nilmes: **An Introduction to Film Studies**, Routledge, London, 1996

5. Bruce Mamer: **Film Production Technique**, Thomson Wadsworth, USA.

**Web Resources**

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

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

3. [www.wikipedia.org](http://www.wikipedia.org)

**I. Continuous Assessment: 10 Marks**

**1. Class Tests :5 Marks**

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

**2. Attendance : 2. 5 Marks**

**Allotment of marks as per University regulations**

**3. Seminar/Production Assignment : 2. 5 Marks**

**Each student shall present a study evaluating a film**

**Or**

**Each student shall write a script for a short film of 5 minutes duration on a story thread provided by the faculty.**

**II End Semester Examination: 40**

[Type text]

|                    |   |                     |
|--------------------|---|---------------------|
| <b>Semester IV</b> | <b>Complementary Courses in Electronic Media<br/>Course 4</b> | <b>Code JOU4C02</b> |
|                    | <b><u>Introduction to New Media</u></b>                       |                     |
|                    | <b>Contact Hours 3</b>  | <b>Credits 2</b>    |

Module I

Internet as a medium of communication: history and evolution of internet - characteristics of new media: immediacy, interactivity, universality, hypertext, multimedia, media convergence

Module II

Online reporting: language and style of online journalism, tools for newsgathering, news determinants in cyberspace, dos and don'ts of online reporting.

Module III

Online News writing: Types of Online news – writing breaking news, writing features, editing – HL writing

Module IV

Ethics in new media: obscenity and privacy - copyright and libel - cyber laws. Information Technology Act

Module V

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

**Books for Reference**

1. Tapas Ray, '**Online Journalism – A Basic Text**', Foundation Delhi, 2006.
2. Jason Whittaker, '**The New Media Handbook –The Cyberspace Handbook**' .
3. Sunil Saxena , '**Broadcasting News: The craft and technology of online Journalism**'.
4. Jason Whittaker, '**Web Production for writers and journalists**'.
5. Anna Evertt, John T. Caldwell, '**New Media: Theories and practice of Digitexuality**'.
6. Stephen Quinn, '**Digital Sub editing and Design**'.
7. Nalini Rajan (ed.), '**21st Century Journalism in India**', Sage, 2007.
8. Aravind Singhal & Everett M. Rogers, '**India's Communication Revolution**'.

[Type text]

**I. Continuous Assessment: 10 Marks**

**1. Class Tests :5 Marks**

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

**2. Attendance : 2.5 Marks**

**Allotment of marks as per University regulations**

**3. Seminar/Production Assignment : 2.5 Marks**

**Each student shall present seminar.**

**II End Semester Examination: 40**



[Type text]

**Fourth Semester B.A. Degree Examination  
Complementary Course  
JOU3CO2/JOU4C02 Fundamentals of Cinema and Introduction to New Media**

**TIME: 3 Hours**

**Max. Marks: 80**

**SECTION A**

**PART 1**

**Choose the correct answer from the choices given:**

1. Elippathayam is directed by
  - a. Aravindan b)P.N. Menon c)Adoor Gopalakrishnan d)P. Padmarajan
2. Rashamon is a
  - a. Japanese film b)Korean film c)Indian Film d)European film
3. The light that illuminates the portions left out by principal light source is
  - a. Key light b)Background light c)Back light d)Fill light
4. Vittorio Desica is part of
  - a. German Expressionism b)Italian Neo Realism c)Sur-realism d)Expressionism
5. The helping hand of Thomas Alva Edison was
  - a. Lumier brothers b)Muybridge c)Melies d)W K L Dickson
6. --- shot shows the eye-lid of the eye tightly
  - a. a). Extreme Long Shot b)Long Shot c)Close Up d)Extreme close Up.

(6X1/2=3)

**PART II**

**Choose the correct answer from the choices given:**

7. ARPANET is developed by ----- Army
  - a. Indian b) British c) German d) U.S.
8. WWW was invented by
  - a. Adam Curry b)Tim Berners Lee c)Ray Tomlinson d)Steve Johns
9. UGC in cyberspace means
  - a. a). University Grants Commission b) User Generated Content
  - b. c) Unknown Giant Crime d) Unintentional Greed and Corruption
10. Before Broadband there was ----- connection to get connected to internet in India
  - a. a). Dial-up b)STD c)2G d)3G
11. Google Alert is a
  - a. News gathering tool b) Editing tool c) HL writing tool d) Enquiry tool

[Type text]

12. Twitter was introduced in

- a. a) 2011      b) 2000      c) 2006      d) 2007

(6X1/2=3)

## SECTION B

### PART I

**Write very short notes on any *five* of the following.**

13. P.N. Menon
14. Psycho
15. Low angle shot
16. Key light
17. Lumiere Brothers
18. Ritwik Ghatak

(5X2=10)

### PART II

**Write very short notes on any *five* of the following.**

19. Online tools for news gathering
20. Online features
21. Libel
22. ERNET
23. Obscenity in cyber space
24. VSNL

(5X2=10)

## SECTION C

### PART I

**Write short essays on any *three* of the following.**

25. Explain the characteristics of Cinema.
26. Briefly write on German Expressionism.
27. Critically evaluate any one film by Satyajith Rai.
28. Explain the important types of shots.

(3X5=15)

### Part II

**Write short essays on any *three* of the following**

29. How does the writing for New Media differ from that of Print Media?
30. What are the news determinants in the cyber space?
31. Explain the online editing process.
32. Write a short note on how social media can be used as tool for Propaganda.

(3X5=15)

[Type text]

**SECTION D**  
**PART I**

**Answer any *one* of the following in about 400 words.**

33. Write a note on the current status of Malayalam Cinema.
34. Explain the steps in film making.

(1X12=12)

**PART II**

**Answer any *one* of the following in about 400 words.**

35. Explain characteristics of New Media.
36. Critically evaluate the impact of Social Media on the youth.

(1X12=12)

[Type text]

## **Part II - 3**

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

1. Introduction to Mass Communication
2. Print Media Journalism
3. Electronic Media
4. Mass Media in West Asia

#### **Aim:**

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

#### **Objectives**

To review the basic concepts in the fields of communication and journalism.

To create awareness about the role and scope of Mass Media in our contemporary society.

To help students acquire skills which would enable them to work in newspapers, radio and television.

To give a brief overview of media scenario in West Asia.

To provide a bird's eye view of Iranian cinema with due emphasis on the contributions of prominent Iranian film makers.

#### **Scope**

[Type text]

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

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

**Semester I**

**Course 1**

**Code JOU1C03**

**Introduction to Mass Communication**

**Contact Hours 3**

**Credits 2**

**Module I: Fundamentals of Communication**

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

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

**Module II: Print Media**

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

**Module III: Electronic Media**

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

**Module IV: New Media**

History and evolution of the internet, -characteristics and emergence of new media - online media: social networks, blogs, vlogs, podcast, news portals - basics of web writing - introduction to technical writing and documentation.

**Book for reference:**

1. Joseph R. Dominick : 'The Dynamics of Mass Communication'. McGraw Hill, New Delhi.
2. Agee, Ault and Emery : 'Introduction to Mass Communications', Harper and Row, New

[Type text]

- York, 1985.
3. Joseph A. Devito: 'Communicology: An Introduction to the Study of Communication'. Harper and Row, New York, 1978.
  4. Keval J. Kumar : 'Mass Communication in India', Jaico Publishing House, New Delhi, 2005.
  5. Uma Joshi: 'Text Book of Mass Communication and Media', Anmol Publications, New Delhi, 1999.
  6. James Watson and Anne Hill: 'A Dictionary of Communication and Media Studies', Edward Arnold, London, 1993.
  7. Denis McQuail: 'McQuail's Mass Communication Theory', Vistaar Publications, New Delhi, 2005.
  8. Denis / DeFleur, 'Understanding Mass Communication', Goyl Saab, New Delhi, 1991.
  9. O.M Gupta and Ajay S Jasra: 'Internet Journalism in India', Kanishka Publishers, New Delhi, 2002.
  10. Gordon H, Mills & John A. Walter: ' Technical Writing'.
  11. John Pavlik: 'Journalism and New Media'.
  12. Jason Whitaker: ' The Internet, The Basics.'

[Type text]

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

**Semester II**

**Course 2**

**Code JOU2C03**

**Print Media Journalism**

**Contact Hours 3**

**Credits 2**

**Module I: Introduction to Journalism**

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

**Module II: Newspaper Organization**

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

**Module III: Newspaper Content**

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

**Module IV: News Reporting**

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

**Module V: News Editing**

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

**Books for reference:**

1. K.M Shrivastava: ‘**News reporting and editing**’, Sterling publishers Pvt. Ltd.
2. M.V Kamath: ‘**Professional Journalism**’, Vikas publishing House.

[Type text]

3. Vir Bala Aggarwal: '**Essential of Practical Journalism**', concept publishing Company.
4. Bruce Itule, and Douglas Anderson: '**News Writing and Reporting for Today's Media**', McGraw Hill.
5. Julian Leiter, '**The Complete Reporter**', Macmillan.
6. Harold Evans, '**Newsman's English**' William Hainemann Ltd.
7. Baskette, Floyd K., Sissors, Jack Z., Brooks, S: '**The Art of Editing**', Macmillan Publishing Co. Inc.
8. Bruce Westly: **News Editing**.
9. M.L. Stein. and Susan F Paterno: '**The News Writer's Hand book**', Surjeet Publications.
10. Franklin: '**Key Concepts in Journalism Studies**', Vistaar Publications.

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

#### **1. Class Tests : 10 Marks**

*There shall be two internal assessment examinations; one at the end of the first semester and the second semester. (2 x 5 = 10 Marks)*

#### **2. Attendance : 5 Marks**

*A maximum of five marks shall be allotted for the attendance collectively for the two semesters. Allotment of marks should be as per the University regulations.*

#### **3. Media Practical : 5 Marks**

*In the first semester, each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation. (2.5 Marks)*

*In the second semester, students shall collectively bring out a laboratory newspaper with news story inputs from each student. (2.5 Marks).*

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

#### **Model Question Paper**



[Type text]

**JOU1C03 & JOU2C03**  
**INTRODUCTION TO MASS COMMUNICATION**  
**&**  
**PRINT MEDIA JOURNALISM**

Time: Three Hours

Maximum Marks: 80

**Section A**

*Answer **all** the following.*

*Part I and Part II must be attended separately.*

**PART I**

1. The term communication stems from the Latin word ---
2. Conversing with the divine may be termed --- communication.
3. --- in communication refers to anything that distorts or interferes with the message.
4. Who is the founder of Facebook?
5. Vlog.
6. ARPANET.

(6 x ½ = 3 marks)

**PART II**

7. Who is the chief-editor of Malayala Manorama daily?
8. Expand DTP.
9. Lead is also known as ---
10. Banner headline.
11. Op-ed.
12. Cub.

[Type text]

(6 x ½ = 3 marks)

### **Section B**

*Answer any **five** of the following from each part.*

#### **PART I**

13. Fifth estate.
14. You Tube.
15. Radio Mango.
16. Feedback.
17. Citizen journalism.
18. DTH.

(5 x 2 = 10 marks)

#### **PART II**

19. Bureau chief.
20. Beat.
21. Kicker.
22. Intro.
23. Middle.
24. Deadline.

(5 x 2 = 10 marks)

### **Section C**

*Answer any **three** of the following from each part.*

#### **PART I**

25. Differentiate between intrapersonal and interpersonal communication.

[Type text]

26. Comment on the broadsheet, tabloid and berliner newspaper formats.
27. Differentiate between radio and television.
28. What is technical writing?

(3 x 5 = 15 marks)

## **PART II**

29. What are the qualities required for a reporter?
30. Differentiate between press conference and meet-the-press.
31. What is the structure of a news story?
32. Delineate the types of news with examples.

(3 x 5 = 15 marks)

## **Section D**

*Answer any **one** of the following from each part.*

### **PART I**

33. Define communication. Explain its basic elements.
34. Critically examine the characteristics and roles of TV as a medium of mass communication.

(1 x 12 = 12 marks)

### **PART II**

35. What makes news? Explain the news values with examples.
36. Explain the structure of the editorial department of a newspaper enumerating the responsibilities of the key persons.

[Type text]

(1 x 12 = 12 marks)

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

**Semester III**

**Course 3**

**Code JOU3C03**

**Electronic Media**

**Contact Hours 3**

**Credits 2**

**Module I: Radio Broadcasting**

[Type text]

Defining broadcasting - kinds of radio stations - organizational structure of a radio station - radio programme formats.

### **Module II: Radio Practices**

Radio news writing - script writing for radio drama, documentary and commercials - radio interviewing techniques - news reading and presentation - radio jockeying.

### **Module III: Television Broadcasting-**

Organizational structure of a television station - types of television programmes.

### **Module IV: Television Practices**

Television news gathering - principles of television news writing - script writing for television - news anchoring and presentation - video Jockeying -the television studio.

### **Module V: Film characteristics and types:**

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

### **Module VI: Basic production techniques of Film**

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

### **Books for reference:**

1. Arul Aram & Nirmaldasan: '**Understanding News Media**', Vijay Nicole Imprints Pvt. Ltd., Chennai, 2006.
2. Robert McLeish: '**Radio Production**', Focal Press, London, 1994.

[Type text]

3. Chester, Garrison, & Willis: '**Television and Radio**', Prentice Hall, 1978.
4. Herbert Zettl: '**Television Production Handbook**', Wadsworth, USA, 2000.
5. Andrew Boyd: '**Broadcast Journalism, Techniques of Radio and Television News**', Focal Press, London, 2001.
6. Ted White: '**Broadcast News: Writing, Reporting and Producing**', Focal Press, London, 2005.
7. P.K. Ravindranath: '**Broadcast Journalism**', Authors Press, Delhi, 2004.
8. Blain Brown. '**Cinematography, Theory and Practice**'.
9. Keval J. Kumar, '**Mass Communication in India**', Jaico Publishing House, New Delhi.
10. Bruce Mamer: '**Film Production Technique**', Thomson Wadsworth, USA.
11. Tom Holden: '**Film Making**'.
12. Susan Hayward, '**Key concepts in Cinema studies**', Routledge, New York, 2004.

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

**Semester IV**

**Course 4**

**Code JOU4C03**

**Mass Media in West Asia**

**Contact Hours 3**

**Credits 2**

**Module I: Media Landscape of West Asia:**

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

**Egypt**

Al – Ahrām, ERTU, Nile Sat and Nile FM.

[Type text]

## **Qatar**

Al-Arab, The Gulf Times, QBS, and Al-Jazeera TV

## **Saudi Arabia**

Arab news, Ar-riyadh, The Saudi Press Agency (SPA), Saudi Arabian Broadcasting Service,.

## **UAE**

Al Bayan, Dubai Media City (DMC), Middle East Broadcasting Center (MBC).

## **Turkey**

Turkish Daily News, Milliyet, RTUK, TRT, MED TV.

## **Iran**

Tehran Times, The Islamic Republic News Agency (IRNA), Islamic Republic of Iran Broadcasting (IRIB).

## **Iraq**

Al-Baath, The Iraqi News Agency (INA).

## **Israel**

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

## **Gaza strip and West bank**

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

## **Module II : The Cinema of Iran**

Visual arts in Persia - Early Persian Cinema, -Pre-revolutionary cinema - post-revolutionary cinema - Commercial cinema in Iran - Iranian new wave films - Prominent film makers in Iran: Abbas Kiarostami, Mohsen Makhmalbaf, Majid Majidi, Jafar Panahi, Rakhshan Bani-E'temad, and Samira Makhmalbaf.

### **Books for reference:**

1. Katharina Notzold, '**West Asia: Media Systems**' ,Blackwell Publishers, 2008.
2. Dabashi Hamid, '**Close-up: Iranian Cinema, Past, Present and Future**', Verso, London, 2001.
3. Dabashi Hamid, '**Masters and Master pieces of Iranian Cinema**', Mage Publishers,

[Type text]  
Washington DC, 2007.

4. **History of Film**, Pearson.

### **Web Resources**

1. [www.imdb.com](http://www.imdb.com)
2. [www.mrqa.com](http://www.mrqa.com)
3. [www.wikipedia.org](http://www.wikipedia.org)

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

#### **1. Class Tests : 10 Marks**

*There shall be two internal assessment examinations; one at the end of the third semester and the fourth semester. (2 x 5 = 10 Marks)*

#### **2. Attendance : 5 Marks**

*A maximum of five marks shall be allotted for the attendance collectively for the two semesters. Allotment of marks should be as per the University regulations.*

#### **3. Media Practical : 5 Marks**

*In the third semester, students shall produce and submit a radio programme such as radio documentary, PSA, radio interview and news magazine programme either individually or group-wise. (2.5 Marks)*

*Or*

*Students shall produce and submit a television programme such as an extended news report, PSA and TV commercial either individually or group-wise. (2.5 Marks)*



[Type text]

*Or*

*Each student shall write a script for a short film of 5 minutes duration on a story thread provided by the faculty. (2.5 Marks)*

*In the fourth semester, each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation. (2.5 Marks)*

*Or*

*Each student shall present a study evaluating an Iranian film. (2.5 Marks)*

**Complementary Courses in Mass Communication**

**Model Question Paper**

**JOU3C03 & JOU4C03**

**ELECTRONIC MEDIA**

**&**

**MASS MEDIA IN WEST ASIA**

**Time: Three Hours**

**Max.Marks: 80**

**Section A**

*Answer **all** the following.*

*Part I and Part II must be attended separately.*

**PART I**

[Type text]

1. Who invented radio?
2. AM stands for ---
3. The FM radio station owned by Mathrubhumi group is ---
4. Who is the presenter of the popular interview show, 'Nere Chovve'?
5. ENG
6. Story board

(6 x ½ = 3 marks)

## PART II

7. Who is the director of 'Children of Heaven'?
8. Expand PBC.
9. Uday Hussein.
10. Nile FM.
11. Khatami.
12. DMC.

(6 x ½ = 3 marks)

## Section B

Answer any **five** of the following from each part.

### PART I

13. Define broadcasting.
14. Executive producer.
15. Non-linear editing.
16. Radio Jockeying.
17. Shooting script.
18. High Angle

(5 x 2 = 10 marks)

[Type text]

## **PART II**

19. Jafar Panahi.
20. Arab News.
21. QBS.
22. Al-Baath.
23. Sawt Filastin.
24. Majid Majidi.

(5 x 2 = 10 marks)

## **Section C**

*Answer any **three** of the following from each part.*

### **PART I**

25. Briefly explain the organizational structure of a medium-sized radio station.
26. What are the do's and don'ts of radio script writing?
27. What are the main categories of equipment used for television programme production?
28. Explain the types of shots.

(3 x 5 = 15 marks)

### **PART II**

29. Trace the evolution of Al-Ahram.
30. Comment on Iranian new wave cinema.
31. State the contributions of Samira Makhmalbaf.

[Type text]

32. Briefly enumerate the important television channels in Turkey.

(3 x 5 = 15 marks)

### **Section D**

*Answer any **one** of the following from each part.*

#### **PART I**

33. Explain the steps in film making.

34. Describe the different types of television programmes with examples.

(1 x 12 = 12 marks)

#### **PART II**

35. Explain the role and importance of Al-Jazeera in West Asian media landscape.

36. Critically review the films of Abbas Kiarostami.

(1 x 12 = 12 marks)

[Type text]

**Part II - 4**

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

| <b>Sl No</b> | <b>Course Code</b> | <b>Course Title</b>        | <b>Contact Hours</b> | <b>External</b> | <b>Internal</b> | <b>Credits</b> |
|--------------|--------------------|----------------------------|----------------------|-----------------|-----------------|----------------|
| 1            | JOU1C04            | Introduction to Mass Media | 3                    | 80              | 20              | 3              |
| 2            | JOU2C04            | Newspaper Journalism       | 3                    | 80              | 20              | 3              |
| 3            | JOU3C04            | Television Journalism      | 4                    | 80              | 20              | 3              |
| 4            | JOU4C04            | Digital Journalism         | 4                    | 80              | 20              | 3              |
|              |                    | Total (4 Courses)          | 14                   | 320             | 80              | 12             |

[Type text]

**Aim:**

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

**Objectives**

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

**Scope**

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

[Type text]

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

**Semester I**

**Course 1**

**Code JOU1C04**

**Contact Hours 3**

**Credits 3**

**Introduction to Mass Media**

**Module I: Fundamentals of Communication**

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

**Module II: Print Media**

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

**Module III: Electronic Media and Film**

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

[Type text]

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

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

#### **Module V Freedom of the press**

Freedom of speech and expression in Indian Constitution – Article 19(1) (a) and reasonable restrictions – defamation – Right to Information Act

#### **Reading List**

1. Joseph R. Dominick: '*The Dynamics of Mass Communication*'. McGraw Hill, New Delhi.
2. Agee, Ault and Emery: '*Introduction to Mass Communications*', Harper and Row, New York, 1985.
3. Joseph A. Devito: 'Communicology: *An Introduction to the Study of Communication*'. Harper and Row, New York, 1978.
4. Keval J. Kumar: '*Mass Communication in India*', Jaico Publishing House, New Delhi, 2005.
5. Uma Joshi: '*Text Book of Mass Communication and Media*', Anmol Publications, New Delhi, 1999.
6. James Watson and Anne Hill: '*A Dictionary of Communication and Media Studies*', Edward Arnold, London, 1993.
7. Denis McQuail: '*McQuail's Mass Communication Theory*', Vistaar Publications, New Delhi, 2005.
8. Denis / DeFleur, '*Understanding Mass Communication*', Goyal Saab, New Delhi, 1991.
9. O.M Gupta and Ajay S Jasra: '*Internet Journalism in India*', Kanishka Publishers, New Delhi, 2002.
10. John Pavlik: '*Journalism and New Media*'.
11. Jason Whitaker: '*The Internet, The Basics.*'

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



[Type text]

**1. Class Tests: 10 Marks.**

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

**2. Attendance: 5 Marks.**

Allotment of marks as per University Regulations.

**3. Media assignments / Seminar Presentation: 5 Marks.**

Student shall present a seminar on a topic in the syllabus allotted by the faculty and submit the paper for valuation.

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

[Type text]

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

**Semester II**

**Course 2**

**Code JOU2C04**

**Contact Hours 3**

**Credits 3**

**Newspaper Journalism**

**Module I: Introduction to Journalism**

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

**Module II: Newspaper Organization**

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

**Module III: Newspaper Content**

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

**Module IV: News Reporting**

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

**Module V: News Editing**

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

**Reading list**

1. K.M Shrivastava: '*News reporting and editing*', Sterling publishers Pvt. Ltd.

[Type text]

2. M.V Kamath: '*Professional Journalism*', Vikas publishing House.
3. Vir Bala Aggarwal: '*Essential of Practical Journalism*', concept publishing Company.
4. Bruce Itule, and Douglas Anderson: '*News Writing and Reporting for Today's Media*', McGraw Hill.
5. Julian Leiter, '*The Complete Reporter*', Macmillan.
6. Harold Evans, '*Newsman's English*' William Hainemann Ltd.
7. Baskette, Floyd K., Sissors, Jack Z., Brooks, S: '*The Art of Editing*', Macmillan Publishing Co.Inc.
8. Bruce Westly: '*News Editing*'.
9. M.L. Stein. and Susan F Paterno: '*The News Writer's Hand book*', Surjeet Publications.
10. Franklin: '*Key Concepts in Journalism Studies*', Vistaar Publications.

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

### **1. Class Tests: 10 Marks**

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

### **2. Attendance: 5 Marks**

*Allotment of marks as per University Regulations.*

### **3. Media Practicals: 5 Marks**

*Students shall collectively bring out a laboratory newspaper with news story inputs from each student.*

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

[Type text]

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

**Semester III**

**Course 3**

**Code JOU3C04**

**Contact Hours 4**

**Credits 3**

**Television Journalism**

**Module I: Television News Channel**

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

**Module II: Television Reporting**

Qualities and responsibilities of a television reporter; news formats - O-C, O-C VO, O-C VO SOT, O-C Graphics, O-C SOT, O-C Live, O-C Phono and O-C Package; ENG and DSNG; Piece To Camera (PTC) – stand-up, stand-up close, stand-up open and signature line, Live news

[Type text]

reporting – straight-up live, live with interview, live with SOT, live with VO, live with VOSOT and live with package; breaking news; techniques of live telecast

### **Module III: Television News Structure**

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

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

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

### **Module V: Television Interviews**

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

### **Module VI: Television News Anchoring**

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

### **Books for Reference**

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

### **Books for Further Reading**

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

[Type text]

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

### **1. Class Tests: 10 Marks**

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

### **2. Attendance: 5Marks**

Allotment of marks as per University regulations

### **3. Interview Assignment: 5 Marks**

Students divided into teams of four members each, shall produce a 15-minute personality interview and submit for valuation.

## **II. End Semester Examination: 80 Marks**

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

**Semester IV**

**Course 4**

**Code JOU4C04**

[Type text]

**Contact Hours 4**

**Credits 3**

## **Digital Journalism**

### **Module I: Digital Media**

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

### **Module II: Digital Journalism**

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

### **Module III: Digital Reporting**

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

### **Module IV: Issues in digital Journalism**

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

### **Module V: Digital Content Development**

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

### **Module VI: Data Journalism**

[Type text]

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

### **Books for Reference**

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

### **Books for Further Reading**

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

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

### **1. Class Tests: 10 Marks**



[Type text]

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

**2. Attendance: 5 Marks.**

Allotment of marks as per University regulations.

**3. Digital Media Practicals: 5 Marks.**

Each student shall submit a report comparing home pages of two reputed online newspapers.

**Or**

Each student shall create a blog with the content of his/her choice and submit its link for valuation.

**II. Semester End Examination: 80 Marks**