



UNIVERSITY OF CALICUT

Abstract

General and Academic- Faculty of Journalism- Syllabus of BA Journalism and Mass Communication Programme under CBCSS UG Regulations 2019 with effect from 2019 Admission onwards - Implemented- Orders Issued.

G & A - IV - B

U.O.No. 8782/2019/Admn

Dated, Calicut University.P.O, 04.07.2019

*Read:-*1. U.O.No. 4368/2019/Admn Dated 23.03.2019

2. Minutes of the meeting of the Board of Studies in Journalism UG held on 27.05.2019
3. Minutes of the meeting of the Faculty of Journalism held on 18.06.2019 (item no.8)

ORDER

The Regulations for Choice Based Credit and Semester System for Under Graduate (UG)Curriculum-2019 (CBCSS UG Regulations 2019) for all UG Programmes under CBCSS-Regular and SDE/Private Registration with effect from 2019 Admission has been implemented vide paper read first above.

The meeting of the Board of Studies in Journalism UG held on 27.05.2019 resolved to recommend to approve the syllabus of BA Journalism and Mass Communication in tune with CBCSS UG Regulation w.e.f 2019 Admission onwards, vide paper read second above.

The meeting of the Faculty of Journalism held on 18.06.2019 approved the minutes of the meeting of the Board of Studies in Journalism UG held on 27.05.2019, vide paper read third above.

Under these circumstances, considering the urgency, the Vice Chancellor has accorded sanction to implement the Scheme and Syllabus of BA Journalism and Mass Communication Programme in accordance with the new CBCSS UG Regulations 2019, in the University with effect from 2019 Admission onwards, subject to ratification by the Academic Council.

Sanction is therefore accorded for implementing the Scheme and Syllabus of BA Journalism and Mass Communication Programme in accordance with CBCSS UG Regulations 2019, in the University of Calicut with effect from 2019 Admission onwards.

Orders are issued accordingly. (Syllabus appended)

Biju George K

Assistant Registrar

To

The Principals of all Affiliated Colleges

Copy to: PS to VC/PA to R/PA to CE/JCE I/JCE II/DoA/EX and EG Sections/GA I F/CHMK
Library/SF/DF/FC

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT



BA JOURNALISM AND MASS COMMUNICATION

Under

**Choice Based Credit and Semester System for
Under Graduate Curriculum 2019**

(2019 Admissions Onwards)

[Type text]

UNIVERSITY OF CALICUT

**BOARD OF STUDIES (UG)
IN
JOURNALISM
Restructured Curriculum
and
Syllabi as per
CBCSSUG Regulations 2019
(2019 Admission Onwards)**

**PART I
B.A.
Journalism and Mass Communication**

PART II

Complementary Courses in

1. Journalism,

2. Electronic Media

**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*

[Type text]

GENERAL SCHEME OF THE PROGRAMME

Sl No Course	No of Courses	Credits
1 Common Courses (English)	6	22
2 Common Courses (Additional Language)	4	16
3 Core Courses	15	61
4 Project (Linked to Core Courses)	1	2
5 Complementary Courses	2	16
6 Open Courses	1	3
Total		120
Audit course	4	16
Extra Credit Course	1	4
Total		140

[Type text]

PART I
B. A.
JOURNALISM AND MASS COMMUNICATION

Distribution of Courses
A - Common Courses
B - Core Courses
C - Complementary Courses
D - Open Courses
Ability Enhancement Course/Audit Course
Extra Credit Activities

[Type text]

A. Common Courses

Sl. No.	Code	Title	Semester
1	A01	Common English Course I	I
2	A02	Common English Course II	I
3	A03	Common English Course III	II
4	A04	Common English Course IV	II
5	A05	Common English Course V	III
6	A06	Common English Course VI	IV
7	A07(1)	Additional language Course I	I
8	A08(1)	Additional language Course II	II
9	A09	Additional language Course III	III
10	A10	Additional language Course IV	IV

Total Credit 38

[Type text]

B. Core Courses

Sl. No.	Code	Title	Contact hrs	Credit	Semester
11	JOU1B01	Fundamentals of Mass Communication	6	5	I
12	JOU2B02	Media History	6	4	II
13	JOU3B03	Reporting for the Print	5	4	III
14	JOU3B04	Editing for the Print	4	4	III
15	JOU4B05	Design and Pagination	4	4	IV
16	JOU4B06	Radio Production	5	4	IV
17	JOU5B07	Mass Communication Theories	5	4	V
18	JOU5B08	Television Production	5	4	V
19	JOU5B09	Public Relations and Corporate Communication	4	4	V
20	JOU5B10	Advertising	4	4	V
21	JOU5B11	Photo Journalism	4	4	V
22	JOU6B12	Media Laws and Ethics	5	4	VI
23	JOU6B13	Online Journalism	5	4	VI
24	JOU6B14	Introduction to Cinema	5	4	VI
25	Electives				
	1. JOU6B15	Economic and Business Reporting	5	4	VI
	2. JOU6B16	Magazine Journalism	5	4	VI
26	JOU6B17				

Project

Every student of a UG degree programme shall have to work on a project of 2 credits under the supervision of a faculty member relevant to the areas of communication, journalism and mass media. Evaluation is based on a dissertation (in approximately 25-40 pages typescript in standard dissertation format).

5 2 VI

Total

63

[Type text]

C. Complementary Courses

As per the CBCSS UG regulation 2019, there shall be one complementary course in a semester for B.A Programmes. The complementary courses in first and fourth semester (Type 1) shall be the same. Similarly the complementary courses in second and third semester (Type 2) shall be the same. The college can choose any complementary course either in Type 1 or in Type 2 for a programme. Once they choose the complementary courses that should be intimated to the university. If a college wants to change the complementary course pattern (Type 1 or Type 2) prior sanction has to be obtained.

Sl. No.	Title	Contact	Credit	Semester
1	Complementary I – Course 1	6	4	I
2	Complementary II – Course 1	6	4	II
3	Complementary II – Course 2	6	4	III
4	Complementary I – Course 2	6	4	IV
Total			16	

The list of Disciplines from which Complementary Courses for B.A. Journalism and Mass Communication 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 BA Journalism and Mass Communication students) are to be provided by the concerned Boards.

[Type text]

D. Open Courses

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

Code	Title	Contact	Credit	Semester
JOU5D01	Newspaper Journalism			
JOU5D02	Broadcast Journalism			
JOU5D03	Development Communication	3	3	V

Ability Enhancement course/ Audit course

Ability Enhancement courses/Audit courses: These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The list of courses in each semester with credits are given below.

Course with credit	Semester
Environment Studies – 4	1
Disaster Management - 4	2
*Human Rights/Intellectual Property Rights/ Consumer Protection - 4	3
*Gender Studies/Gerontology- 4	4

*** Colleges can opt any one of the courses.**

[Type text]

Extra Credit Activities

Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

[Type text]

Evaluation of Project

This is done under mark system. There will be an Internal assessment by the supervising teacher of the Project and an External evaluation by an External Examiner appointed by the University. Grade will be awarded to the candidates by combining the external and internal marks. The internal and external components are to be taken in the ratio 1:4. The internal will be 20 percent of the total and external will be 80 percent of the total.

Sample table worked out for 100 marks

COMPONENTS	INTERNAL in MARKS Total in 20 Marks	EXTERNAL in MARKS Total in 80 Marks
Originality – Relevance of the topic, statement of the objectives	4	16
Methodology- Reference/Bibliography, Presentation, quality of analysis/use of statistical tools	4	16
Scheme/ Organisation of report- Findings and Recommendations	6	24
Viva-Voce	6	24

Ability Enhancement Course/ Audit Course

At the end of each semester there shall be examination conducted by the College from a pool of questions (Question Bank) set by the University. The students can attain only pass grade (Grade P) for these courses. These are mandatory but not counted for the calculation of SGPA or CGPA.

For further details:

See University of Calicut Regulations for CBCSSUG – 2019.

[Type text]

Semester I

Course	Code	Title	Hrs./ Week	Credit
Common Course 1	A01	Common English Course I	1 and 2 total	
Common Course 2	A02	Common English Course II	9	6
Common Course 3	A07(1)	Additional Language Course I	4	4
Core Course I	JOU1 B01	Fundamentals of Mass Communication.	6	5
Complementary I Course 1		Detailed Syllabi and Objectives are to be provided by the concerned Boards	6	4
Total			25	19

Semester II

Course	Code	Title	Hrs./ Week	Credit
Common Course 4	A03	Common English Course III	1and2 total	
Common Course 5	A04	Common English Course IV	9	8
Common Course 6	A08(1)	Additional Language Course II	4	4
Core Course 2	JOU2 B02	Media History	6	4
Complementary II Course 1		Detailed Syllabi and Objectives are to be provided by the concerned Boards	6	4
Total			25	20

[Type text]

Semester III

Course	Code	Title	Hrs./ Week	Credit
Common Course 7	A05	Common English Course V	5	4
Common Course 8	A09	Additional Language Course III	5	4
Core Course 3	JOU3 B03	Reporting for the Print	5	4
Core Course 4	JOU3 B04	Editing for the print	4	4
Complementary II Course 2		Detailed Syllabi and Objectives are to be provided by the concerned Boards	6	4
Total			25	20

Semester IV

Course	Code	Title	Hrs/ Week	Credit
Common Course 9	A06	Common English Course VI	5	4
Common Course 10	A10	Additional Language Course IV	5	4
Core Course 5	JOU4 B05	Design and Pagination	4	4
Core Course 6	JOU4 B06	Radio Production	5	4
Complementary I Course 2		Detailed Syllabi and Objectives are to be provided by the concerned Boards	6	4
Total			25	20

[Type text]

Semester V

Course	Code	Title	Hrs/ Week	Credit
Core Course 7	JOU5 B07	Mass Communication theories	5	4
Core Course 8	JOU5 B08	Television Production	5	4
Core Course 09	JOU5 B09	Public Relations and Corporate Communication	4	4
Core Course 10	JOU5 B10	Advertising	4	4
Core Course 11	JOU5 B11	Photo Journalism	4	4
Open Course I	Students can choose courses offered by other departments		3	3
Total			25	23

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

JOU5D03Development Communication

[Type text]

Semester VI

Course	Code	Title	Hrs./ Week	Credit
Course 12	JOU6 B12	Media Laws and Ethics	5	4
Core Course 13	JOU6 B13	Online Journalism	5	4
Core Course 14	JOU6 B14	Introduction to Cinema	5	4
Core Course 15	<i>Electives: The department should offer electives for the students to choose</i>			
	JOU6 B15	Economic and Business Reporting	5	4
	JOU6 B16	Magazine Journalism	5	4
Core Course16	JOU6B17	Project	5	2
Total			25	18
Total Credits				120

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

for
Non-Journalism UG Programmes

1. Complementary Courses in Journalism

1. Introduction to Communication and Journalism.
2. Journalistic Practices

Distribution of Courses

Semester	Code	Title	Hrs/ Week	Credit
I/II	JOU1(2)C01	Introduction to Communication and Journalism	6	4
III/IV	JOU4(3)C01	Journalistic Practices	6	4
Total				8

There will be examination at the end of each semester.

[Type text]

II. Complementary Courses in Electronic Media

1. Introduction to Electronic Media
2. Introduction to T.V and Cinema

Distribution of Courses

Semester	Code	Title	Hrs./ Week	Credit
I/II	JOU1(2)C02	Introduction to Electronic Media	6	4
III/IV	JOU4(3)C02	Introduction to T.V, And Cinema	6	4
Total				8

There will be examination at the end of each semester.

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

1. JOU1(2)C03 Mass Communication
2. JOU4(3)C03 Mass Media In West Asia

Semester	Code	Title	Hrs/ Week	Credit
I/II	JOU1(2)C03	Mass Communication	6	4
III/IV	JOU4(3)C03	Mass Media In West Asia	6	4
Total Credits				8

There will be examination at the end of each semester.

[Type text]

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	60	15	3
2	JOU2C04	Newspaper Journalism	3	60	15	3
3	JOU3C04	Television Journalism	4	60	15	3
4	JOU4C04	Digital Journalism	4	60	15	3
		Total (4 Courses)	14	240	60	12

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

[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)**

[Type text]

Part II - 1 Complementary Courses in Journalism

1. Introduction to Communication and Journalism.
2. Journalistic Practices

Aim:

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

Objectives and outcome

The major outcome of the complementary course is expected to be a student community with basic media literacy. The students shall be oriented not to consume what the media gives but to critically evaluate the media content.

- 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 students the concepts of 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/II

Course I

Code JOU1(2)C01

JOU1(2) C01 Introduction to Communication and Journalism

Contact Hours 6

Credits 4

Course Outcome:

1. Make the students literate about the communication terms
2. Provide the students with an outlook of the history of the Print media

Module I: Fundamentals of communication

Definitions of communication, elements of communication, types of communication, functions and dysfunctions of mass communication; Models of Communication - Aristotle, Shannon and Weaver, Lasswell, Schramm and Berlo; Normative theories; Magic Bullet theory.

Module II: Different Media

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

Electronic media and film: characteristics of radio and television – strengths and limitations of radio and television, F.M radio, Community radio, radio on mobile; 24X7 News Channels in India. – Communication aspect of film.

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

Module III: Freedom of the press

Freedom of speech and expression in Indian Constitution – Article 19(1) (a) and reasonable restrictions – defamation; Right to Information Act, Media ethics; contempt of court, Film Censorship and CBFC, Plagiarism, sting operations.

[Type text]

Module IV: Evolution of Indian press

Evolution of Print Media world-wide; Evolution of Indian Press: James Augustus Hicky – James Silk Buckingham – Serampore missionaries – Raja Ram Mohun Roy – freedom movement and the press – Gandhi as a journalist – press in the post-independence period Press Commissions, Press Council of India, Press during the Internal Emergency, Contemporary Press in India: Paid News, Corporatisation of media.

Module V: History of Malayalam press

Rajya samacharam – Paschimodayam – Jnana NIKshepam Western Star and Paschima Tharaka; Deepika– Kerala Mithram – Kerala Patrika – Malayala Manorama – Mathrubhumi – Kerala Kaumudi – Al-Ameen – Deenabhandu; Early Literary publications in Malayalam; Early Women’s publications in Malayalam; Publications by political and religious organizations, Malayalam press during the Freedom Struggle.

Module VI: Legends of journalism

Prominent personalities of Indian journalism- S.Sadanand, Ram Nath Goenka, Pothen Joseph, Kuldeep Nayyar, Leela Menon, Legends of Malayalam Journalism: Hermann Gundert – Kandathil Varughese Mappillai – Swadeshabhimani Ramakrishna Pillai – Kesari Balakrishna Pillai – K.P. Kesava Menon – V.K. Madhavan Kutty, C.V.Kunhiraman, K. Jayachandran, T N Gopakumar.

Books for Reference

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 and Sven Windahl: Communication Models.
4. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. Dr. J V Vilanilam : Mass Communication in India.

[Type text]

6. GNS Raghavan, 'The Press in India'.
7. Robin Jeffrey, 'India's Newspaper Revolution'.
8. Puthupally Raghavan, 'Kerala Pathrapravarthana Charithram'.
9. M.V.Thomas, 'Bharathiya Pathrucharithram', Bhasha Institute.
10. 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. Kuppuswami : Communication and Social Change.
4. Rangaswami Parthasarathy, 'Journalism in India'.
5. Dr.Nadig Krishna Murthy, 'Indian Journalism'.
6. Mehra Masani, 'Broadcasting and the People'.
7. G.C.Aswothy, 'Broadcasting in India'.
8. Amanas Ramachandran Nair, 'Chalachithra Padhanagal'.

I. Continuous Assessment: 20 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

II. Semester end examination: 80 Marks

[Type text]

Model Question Paper

FIRST/SECOND SEMESTER BA DEGREE EXAMINATION

Complementary Course

JOU 1(2) CO1 INTRODUCTION TO COMMUNICATION AND JOURNALISM

Time: 2.5 hours

Max. Marks: 80

SECTION A

The questions carry 2 marks each Ceiling : 25 Marks

1. Feedback
2. Aristotle's model of communication
3. Intrapersonal communication
4. The Hindu
5. Kerala Pathrika
6. Censor certificates given by Indian Censor Board
7. Bengal Gazette
8. Keralamithram
9. Troll
10. Young India
11. Benjamin Bailey
12. RTI
13. Community Radio
14. Citizen Journalism

[Type text]

15. Paid News

SECTION B

The questions carry 5 marks each Ceiling : 35 Marks

16. Explain Shannon and Weaver model with diagram.
17. Examine the relevance of Magic bullet theory
18. What is Right to Information Act?
19. What are the contributions of Mahatma Gandhi to Indian Journalism?
20. Explain the working of first Press Commission.
21. Explain the specialities that make Television unique.
22. Briefly describe the evolution of Mathrubhumi daily
23. Briefly describe major political publications published in Malayalam.

SECTION C

Answer any 2out of 4.

24. What are the functions and dysfunctions of mass communication?
25. Narrate the evolution of Malayalam Press
26. Explain Freedom of Expression in Indian Constitution.
27. Discuss the positive and negative impacts of New Media on other media

(2 x 10 = 20 marks)

[Type text]

Complementary Course in Journalism

Semester III/ IV

Course 2 CODE JOU 4(3) CO1

JOU4(3)CO1 JOURNALISTIC PRACTICES

Contact Hours 6 Credits 4

Course Outcome:

1. Provide the students with practical knowledge in reporting and editing
2. Introduce them to the other journalistic practices like P.R. and advertising

Module I: Print Media Journalism: 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; photo journalists.

Module II: Print Media Journalism: Contents and Reporting practices

News – definitions – types of news – news determinants(values) – News story structure – lead (intro) and body – inverted pyramid and hour glass, principles of news writing; features – articles – middles – interviews – reviews – profiles – columns – travelogues – cartoons. Reporting practices – basics of reporting – on the spot, beats assignments – types of reporting – straight, interpretative, investigative, crime. Sources for reporting; Principles of reporting – news sources – news agencies

Module III: Print Media Journalism: Editing

Editing for newspapers – line editing, creative editing and design editing; general rules of editing – headlines – writing Headline; writing editorials; condensing stories, News agencies and handling news agency copies; Design and page make-up; systems of page make-up.

Module IV: Public Relations

Introduction to PR: definitions, origin and evolution of public relations – external and internal publics- role and functions of PR – PR tools – qualities of a PRO – PRSI, IPRA, PR campaign,

[Type text]

PR campaign conducted by Central and State governments; Political P R, Ethics in Public relations; PRSI code of conduct; Corporate Communication and CSR.

Module V: 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 VI: Copy writing practices

Ad copy – elements of copy: Principles of illustration, HL, display and caption, text, logo and baseline – copywriting for broadcast commercials – jingles and internet ads. Ethics of advertising: ethical issues of advertising – professional organizations and code of ethics.

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

[Type text]

12. Otto Klepner, 'Advertising Procedures', Atlanta Books. 6. Scott M Cutlip and Allan H. Centre, 'Effective Public Relations', Pearson Education Ltd. Delhi.
13. Sam Black, 'Practical Public Relations', UBS Publishers Distributors Pvt Ltd.
14. D.S. Mehta, 'Handbook of PR in India'.

I. Continuous Assessment: 20 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

II. Semester end examination: 80 Marks

[Type text]

Model Question Paper

III/ IV SEMESTER BA DEGREE EXAMINATION

Complementary Course

JOU4(3) CO1 JOURNALISTIC PRACTICES

Time : 2.5 Hours

Max. Marks: 80 marks

SECTION A

The questions carry 2 marks each Ceiling : 25 Marks

1. Bureau Chief
2. Editorials
3. ASCI
4. Desk Chief
5. Press Agents
6. Columns
7. Hourglass structure
8. House journal
9. Middle piece
10. Jingle
11. Reuters
12. IPRA
13. Advertorial
14. End product advertising

[Type text]

15. Public Service advertising

SECTION B

The questions carry 5 marks each Ceiling : 35 Marks

16. What are the essentials of an effective copy?

17. Discuss the various external tools of PR.

18. Explain the inverted pyramid style

19. What are the principles of news reporting and writing?

20. What are the steps in an advertising campaign?

21. Describe feature stories in newspaper.

22. What are the steps of story condensing?

23. Exemplify how consumer ads persuade viewers to become prospective buyers?

SECTION C

Answer any 2 out of 4.

24. Explain 10 prominent news determinants.

25. Describe the steps in a P.R. Campaign

26. Do you think ads are ethical? Put your views and substantiate them.

27. Delineate the organizational chart of a medium sized newspaper

(2X10=20)

[Type text]

PART II- Complementary Courses in Electronic Media

1. Introduction to Electronic Media
2. Introduction to T.V and Cinema

Objectives and outcome

The major outcome expected is to create a media literate student group with special emphasis on Broadcast media. Since the viewing pattern of cinema and TV are changing dramatically every day, the syllabus should lead the students to the new zone and thus thrust is given to New Media too.

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/II

Course 1

Code JOU1(2)C02

Introduction to Electronic Media

Contact Hours 6

Credits 4

Course outcome

1. Make them aware of communication and radio
2. Stress the importance of radio as a mass media
3. Introduce them to the New Media and the writing practices

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. News: types of news - news determinants – news story structure- print VS broadcast news.

Module II: Radio

Characteristics, scope and limitations - brief history of radio and AIR; Organisational set up of AIR; Types of radio stations: AM, FM, Community radio, Private F M Stations in Malayalam; Online Radio, Radio on Mobile.

Module III: Basic elements of radio programme.

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; Outside Broadcasting- Cultural event and Sports event.

Module IV: Internet

Internet as a medium of communication: history and evolution of internet – characteristics of new media: immediacy, interactivity, universality, hypertext, multimedia, media convergence; Cyber laws and IT Act.

Module V: Online reporting

Online reporting: language and style of online journalism, tools for newsgathering, news determinants in cyberspace, dos and don'ts of online reporting; Online News writing: Types of Online news – writing breaking news, writing features, editing – HL writing

[Type text]

Module VI: Social Media

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, Political Communication and Propaganda.

Books for Reference

1. Joseph A Devito : Communicology: An Introduction to the study of
2. Communication, Harper and Row, New York,
3. 1985.
4. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw
5. Hill, New Delhi.
6. Agee, Ault & Emery : Introduction to Mass Communications, Harper
7. and Row, New York, 1985.
8. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book
9. Company.
10. Oxford : International Encyclopedia of Communications.
11. James Watson and Anne Hill : A Dictionary of Communication and Media
12. Studies, Edward Arnold Group, London.
13. John Vivian : The Media of Mass Communication, Allyn and
14. Bacon.
15. Andrew Boyd : Broadcast Journalism, Techniques of Radio and
16. Television News, Focal Press, London.
17. Tapas Ray, 'Online Journalism – A Basic Text', Foundation Delhi, 2006.
18. Jason Whittaker, The New Media Handbook –The Cyberspace Handbook .
19. Sunil Saxena , 'Broadcasting News: The craft and technology of online
20. Journalism'.
21. Jason Whittaker, 'Web Production for writers and journalists'.
22. Anna Evertt, John T. Caldwell, 'New Media:Theories and practice of
23. Digitextuality'.
24. Stephen Quinn, 'Digital Sub editing and Design'.
25. Nalini Rajan (ed.), '21st Century Journalism in India', Sage, 2007.
26. Aravind Singhal & Everett M. Rogers, 'India's Communication
27. Revolution'.

Books for Further Reading

1. Uma Joshi : Textbook of Mass Communication and Media,
2. Anmol Publications New Delhi, 1999.
3. Keval J Kumar : Mass Communication in India, Jaico Publishing
4. House, New Delhi, 2005.
5. D S Mehta : Mass Communication and Journalism in India.
6. Dr. J V Vilanilam : Mass Communication in India.

[Type text]

7. Andrew Beck & Peter Bennet : Communication Studies.
8. Rogers and Singhal : India's Communication Revolution.

I. Continuous Assessment: 20 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

II. Semester end examination: 80 Marks

[Type text]

Model Question Paper
First/ Second Semester B.A. Degree Examination
Complementary Course
JOU1(2)CO2 Introduction to Electronic Media

Time: 2.5 Hours

Max. Marks: 80

SECTION A

The questions carry 2 marks each Ceiling : 25 Marks

1. 'Radio Mattoli'
2. 'Radio Mango'
3. Limitations of Radio
4. Twitter
5. AM
6. Source
7. Online radio
8. Radio Jockeying
9. Group Communication
10. Jasmine revolution
11. Feature articles in online platform
12. IT Act
13. Intrapersonal Communication
14. Feedback
15. Mobilizing function of mass media

SECTION B

The questions carry 5 marks each Ceiling : 35 Marks

16. Explain any FIVE news determinants with examples.
17. Write on the features of Interpersonal Communication.
18. Explain the basic elements of radio programme production.
19. What are the elements that can be used for audience participation in a Radio Magazine?
20. Explain the specialties of Radio Drama.
21. Describe online news gathering
22. Use of social media for political campaign
23. Dysfunctions of communication

[Type text]

SECTION C

Answer any 2 of the following among the four

- 24.** Delineate the Characteristics of New Media
- 25.** Explain the functions of mass media.
- 26.** Critically evaluate the role of social media on youth.
- 27.** What is OB? How it is important for radio? Explain the steps needed for preparing a cultural OB.

(2X10=20)

[Type text]

Complementary Courses in Electronic Media
Semester III/IV **Course 2**

Code JOU4(3)C02 Introduction to T.V. and Cinema

Hours : 6

Credits 4

Course Outcome

1. Introduce the TV Broadcast journalism to the students
2. Introduce the students the medium cinema and its characteristics

Module I

Television: characteristics, scope and limitations - origin and development of television, DD Cable TV, Satellite TV, DTH; News Channels with special reference to Malayalam; Organisational structure of News wing of a TV channel. TV on Web, TV on Mobile.

Module II: News and Programmes

Structure and types of TV news – TV news gathering - news writing – voice over, news production, anchoring, PCR, teleprompter
Scripting for television programmes - TV interviewing, Discussion, TV magazines, Live programmes, special audience programmes, sting operation

Module III

Cinema ; Characteristics and types

Cinema: a brief history. -Lumiere brothers and early experiments

Major film movements – An Overview

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

Soviet montage - Battleship Potemkin by Sergie Eisentein.

Italian Neo Realism - Bicycle thieves by Vittorio Desseca.

A few Great masters: Charles Spencer Chaplin - Akira Kurosawa, Kim Ki

Duk and Mohsen Makmalbaf.

Module IV.: Indian Cinema

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

Module V

Malayalam Cinema – a decade-wise Overview, Masters: - Adoor Gopalakrishnan - G Aravindan - John Abraham, P.N. Menon, K.G. George; contemporary Malayalam cinema.

Module VI: Film Making

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

[Type text]

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

Additional List of Cinema:

1. The Circus - Charlie Chaplin
2. Psycho - Alfred Hitchcock
3. Dreams - Akira Kurosawa
4. Three Iron - Kim Ki Duk
5. Gabba - Mohsen Makmalbaf.
6. Apur Sansar - Satyajith Ray
7. Subarnarekha - Ritwik Ghatak
8. Vidheyam - Adoor Gopala Krishnan
9. Vaasthuhaara- G Aravindan
10. Cheriyaante Kroorakrithyangal - John Abraham
11. Olavum Theeravum – P.N.Menon
12. Panchavadippalam - K.G. George
13. Ee. Ma. Yow (R.I.P.) – Lijo Jose Pellissrey.

Book for reference:

1. Herbert Zettl. Television Production Handbook, 7th Edition.
2. Arthur Asa Berger. Scripts, Writing for Radio and Television. SAGE Publications.
3. Virginia Wright Wexman. A history of Film. 6th edition.
4. Jarek KUPSC. The History of Cinema for beginners.
5. Keval J. Kumar, Mass Communication in India', Jaico Publishing House, New
6. Delhi.
7. Vijayakrishnan, 'Malayala Cinimayude katha'. Mathrubhumi Books.
8. M.F. Thomas. Indian Cinema. D C Books
9. Vijayakrishnan, Indian Cinemayude 100 Varshangal, Indian Cinemayude Katha. Chintha Publishers.
10. Vijayakrishnan. Loka Cinema. DC Books
11. Jill Nilmes: An Introduction to Film Studies, Routledge, London, 1996
12. Bruce Mamer: Film Production Technique, Thomson Wadsworth, USA.

Web Resources

1. www.imdb.com
2. www.mrqe.com
3. www.wikipedia.org

I. Continuous Assessment: 20 Marks

[Type text]

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

II. Semester end examination: 80 Marks

[Type text]

Model Question Paper
Third/Fourth Semester B.A. Degree Examination
Complementary Course
JOU 4 (3) CO2 Introduction to T.V and Cinema

TIME: 2.5 Hours

Max. Marks: 80

SECTION A

The questions carry 2 marks each Ceiling : 25 Marks

1. G. Aravindan
2. Footage
3. Rashamon
4. Voice over
5. Key light
6. TV on mobile
7. WKL Dickson
8. PCR
9. Extreme long shot
10. TV Magazine
11. Vittorio De Sica
12. P.N. Menon
13. New generation movies
14. Satellite TV
- 15. Teleprompter**

SECTION B

The questions carry 5 marks each Ceiling : 35 Marks

16. Explain the characteristics of Cinema.
17. Briefly narrate the structure of T V Magazine.
18. Briefly write on German Expressionism.
19. What are the major types of T V news?

[Type text]

20. Critically evaluate any one film by Satyajith Ray.
21. Explain the important types of shots.
22. Critically evaluate the discussions as part of news programmes in private news channels.
23. Explain the steps of post-production

SECTION C

Answer any 2 of the following among the four

24. Write a note on the characteristics of Cinema.
25. Critically evaluate the contemporary Malayalam cinema
26. Explain the characteristics of TV
27. Detail the organizational structure of the news wing of a TV channel

(2X10=20)

[Type text]

Part II - 3

Complementary Courses in Mass Communication

(for BA West Asian Studies)

- 1. Mass Communication**
- 2. 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.

Outcome

The major outcome of the complementary courses in Mass Communication is to enable students to develop basic mass media skills and inculcate in them the skills of critical thinking and content appreciation.

Specific Objectives:

- To review the basic concepts in the fields of mass communication.
- 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, television and digital media.
- To give a brief overview of media scenario in West Asia focusing on radio, television, cinema and digital media in West Asian countries.

[Type text]

- To provide a bird's eye view of Iranian cinema with due emphasis on the contributions of prominent Iranian filmmakers.
- To introduce the basic production techniques of filmmaking so as to develop film appreciation/reviewing skills.

Scope

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.

[Type text]

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

Semester I/II

Course 1

Code: JOU1(2)C03

Mass Communication

Contact Hours 6

Credits 4

Module I: Introduction to Mass Communication

(18 Hours)

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

(30 Hours)

Characteristics and types of newspapers, magazines and books - online newspapers - magazines and books in the digital age.

Organizational structure of a newspaper - editorial hierarchy - responsibilities and qualities of editorial staff.

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

Reporting practices - news story structure - inverted pyramid style - lead and body – news sources - principles of reporting.

Principles of editing – role and responsibilities of a sub-editor - editing process - headlines and headlining - newspaper layout and design.

[Type text]

Module III: Electronic Media

(30 Hours)

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

Organizational structure of a radio station - radio programme formats - radio news writing - script writing for radio drama and documentary - radio interviewing techniques - news reading and presentation - radio jockeying.

Organizational structure of a television station - types of television programmes - principles of television news writing - script writing for television - news anchoring and presentation.

Module IV: New Media

(18 Hours)

History and evolution of the Internet - characteristics of digital media - social networks, blogs, vlogs, podcasts, news portals - basics of web writing - introduction to technical writing and documentation.

Reading List

1. Joseph R. Dominick. (2012). *The Dynamics of Mass Communication*, New Delhi: McGraw Hill.
2. Agee, Ault and Emery. (1985). *Introduction to Mass Communications*, New York: Harper and Row.
3. Joseph A. Devito. (1978). *Communicology: An Introduction to the Study of Communication*, New York: Harper and Row.
4. Keval J. Kumar. (2012). *Mass Communication in India*, New Delhi: Jaico Publishing House.
5. Uma Joshi. (1999). *Text Book of Mass Communication and Media*, New Delhi: Anmol Publications.
6. James Watson and Anne Hill. (1993). *A Dictionary of Communication and Media Studies*, London: Edward Arnold.

[Type text]

7. K.M Shrivastava. (2013). *News Reporting and Editing*, New Delhi: Sterling publishers Pvt. Ltd.
8. M.V Kamath. *Professional Journalism*, Vikas publishing House.
9. Bruce Itule, and Douglas Anderson. *News Writing and Reporting for Today's Media*, McGraw Hill.
10. Julian Leiter. *The Complete Reporter*, Macmillan.
11. Floyd K. Baskette; Jack Z. Sissors; & Brian S. Brooks. *The Art of Editing*, Macmillan Publishing Co. Inc.
12. Bruce H. Westly. (1980). *News Editing*.
13. Arul Aram & Nirmaldasan. (2006). *Understanding News Media*, Chennai: Vijay Nicole Imprints Pvt. Ltd.
14. Robert McLeish. (2005). *Radio Production*, London: Focal Press.
15. Herbert Zettl. (2006). *Television Production Handbook*, USA: Thomson Wadsworth.
16. Andrew Boyd. (2001). *Broadcast Journalism, Techniques of Radio and Television News*, London: Focal Press.
17. Ted White. (2005). *Broadcast News: Writing, Reporting and Producing*, London: Focal Press.
18. P.K. Ravindranath. (2004). *Broadcast Journalism*, New Delhi: Authors Press.

I. Continuous Assessment: 20 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

II. Semester end examination: 80 Marks

[Type text]

Model Question Paper
FIRST/SECOND SEMESTER BA DEGREE EXAMINATION

Complementary Course

JOU1(2)C03 MASS COMMUNICATION

Time: 2.5 Hours

Maximum Marks: 80

Section A

Each question carries 2 marks

Ceiling: 25 Marks

1. Noise
2. Transpersonal Communication
3. Feedback
4. Club FM
5. Blog
6. ARPANET
7. Banner Headline
8. Op-ed
9. Fifth estate
10. You Tube
11. Story board
12. Citizen journalism
13. DTH
14. ENG
15. Community Radio

[Type text]

SECTION B

Each question carries 5 marks

Ceiling : 35 Marks

16. Differentiate between intrapersonal and interpersonal communication.
17. Comment on the broadsheet, tabloid and berliner newspaper formats.
18. What are the qualities required for a reporter?
19. What is the structure of a news story?
20. Delineate the types of news with examples.
21. Briefly explain the organizational structure of a medium-sized television station.
22. What are the do's and don'ts of radio script writing?
23. What is technical writing?

SECTION C

Answer any 2 out of 4.

24. Define communication. Explain its basic elements.
25. Critically examine the roles and characteristics of digital media as a medium of mass communication.
26. Describe the different types of television programmes with examples.
27. What makes news? Explain the news values with examples.

(2 x 10 = 20 marks)

[Type text]

Complementary Course in
Mass Communication (for BA West Asian Studies)

Semester III / IV

Course 2

Code: JOU4(3)C03

Mass Media in West Asia

Contact Hours 6

Credits 4

Module I: Media Landscape of West Asia: (40 Hours)

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

1. **Egypt**
Al – Ahram, ERTU, Nile Sat and Nile FM.
2. **Qatar**
Al-Arab, The Gulf Times, QBS, and Al-Jazeera TV.
3. **Saudi Arabia**
Arab news, Ar-riyadh, The Saudi Press Agency (SPA), Saudi Arabian Broadcasting Service.
4. **UAE**
Al Bayan, Dubai Media City (DMC), Middle East Broadcasting Center (MBC).
5. **Turkey**
Turkish Daily News, Milliyet, RTUK, TRT, MED TV.
6. **Iran**
Tehran Times, The Islamic Republic News Agency (IRNA), Islamic Republic of Iran Broadcasting (IRIB).
7. **Iraq**
Al-Baath, The Iraqi News Agency (INA).

[Type text]

8. **Israel**

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

9. **Gaza strip and West bank**

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

Module II: West Asian Cinema

(14 Hours)

An overview of cinema in Egypt, Iraq, Israel, Turkey, Lebanon and Palastine.

Module III : The Cinema of Iran

(20 Hours)

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, Asghar Farhadi, Rakhshan Bani-E'temad, and Samira Makhmalbaf.

Module IV: Understanding Cinema

(22 Hours)

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

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.

Reading List

1. Katharina Notzold. (2008). *West Asia: Media Systems*, Blackwell Publishers.
2. Hamid Dabashi. (2001). *Close-up: Iranian Cinema, Past, Present and Future*, London: Verso.

[Type text]

3. Hamid Dabashi. (2007). *Masters and Master-pieces of Iranian Cinema*, Washington DC: Mage Publishers.
4. Hamid Mowlana. (1970). *Mass Media System and Communication Behavior in the Middle East*, London: London Blond Publication.
5. William A Rough.(1979). *The Arab Press: News Media and Political Process in the Arab World*, London: Syracuse University Press London.
6. William A Rough. (2004). *Arab Mass Media: Newspapers. Radio, and Television in Arab Politics*. Westport, Connecticut, Prager.
7. Anwar Alam. (2010). *Contemporary West Asia: Politics & Development*
8. Shiva Rahbaran. (2015). *Iranian Cinema Uncensored: Contemporary Filmmakers Since the Islamic Revolution*
9. Richard Tapper (Ed.) (2002). *The New Iranian Cinema: Politics, Representation and Identity*.
10. Viola Shafik. (1998). *Arab Cinema: History and Cultural Identity*.
11. Roy Armes. (2015). *New Voices in Arab Cinema*.
12. Josef Gugler. (Ed.). (2010). *Film in the Middle East and North Africa: Creative Dissidence*.
13. Virginia Wright Wexman. (2010). *History of Film*, Pearson.
14. Bruce Mamer: *Film Production Technique*, Thomson Wadsworth, USA.
15. Susan Hayward (2004). *Key concepts in Cinema studies*, Routledge, New York.
16. James Monaco. (2000). *How to Read a Film*. New York: Oxford University Press.
17. Jane Barnwell. *The Fundamentals of Filmmaking*. Switzerland: AVA Book.

[Type text]

Web Resources

1. www.imdb.com
2. www.mrqe.com

I. Continuous Assessment: 20 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

- 1. Class Tests: 8**
- 2. Assignment: 4**
- 3. Seminar Presentation: 4**
- 4. Class room participation based on attendance: 4**

II. Semester end examination: 80 Marks

[Type text]

Model Question Paper
FIRST/SECOND SEMESTER BA DEGREE EXAMINATION

Complementary Course

JOU4(3)C03 MASS MEDIA IN WEST ASIA

Time: 2.5 Hours

Maximum Marks: 80

Section A

Each question carries 2 marks each

Ceiling : 25 Marks

1. PBC.
2. Asghar Farhadi
3. Nile FM
4. Khatami
5. DIC
6. Non-linear editing.
7. Shooting script
8. High Angle
9. Jafar Panahi
10. Arab News
11. QBS
12. Al-Baath
13. Sawt Filastin
14. Majid Majidi
15. Special Effects

[Type text]

SECTION B

Each question carries 5 marks each

Ceiling : 35 Marks

16. Trace the evolution of Al-Ahram.
17. Comment on Iranian new wave cinema.
18. State the contributions of Samira Makhmalbaf.
19. Briefly enumerate the important television channels in Turkey.
20. Explain the types of shots.
21. Comment on cinema in Egypt.
22. Differentiate between feature films and documentary films.
23. Explain the three-point lighting.

SECTION C

Answer any 2 out of 4.

24. Explain the steps in filmmaking.
25. Explain the role and importance of Al-Jazeera in West Asian media landscape.
26. Critically review the films of Abbas Kiarostami.
27. Argue the importance of Dubai Media City in west Asian media scenario.

(2 x 10 = 20 marks)

[Type text]

Part II - 4

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

Sl No	Course Code	Course Title	Contact Hours	External	Internal	Credits
1	JOU1C04	Introduction to Mass Media	3	60	15	3
2	JOU2C04	Newspaper Journalism	3	60	15	3
3	JOU3C04	Television Journalism	4	60	15	3
4	JOU4C04	Digital Journalism	4	60	15	3
		Total (4 Courses)	14	340	60	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.

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.

[Type text]

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.*'

I. Continuous Assessment: 15 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

- 1. Class Tests: 6**
- 2. Assignment: 3**
- 3. Seminar Presentation: 3**
- 4. Class room participation based on attendance: 3**

II. Semester end examination: 60 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.
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, *‘Newsmen’s English’* William Hainemann Ltd.

[Type text]

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: 15 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

1. Class Tests: 6

2. Assignment: 3

3. Seminar Presentation: 3

4. Class room participation based on attendance: 3

II. Semester end examination: 60 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 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

[Type text]

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.

I. Continuous Assessment: 15 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

- 1. Class Tests: 6**
- 2. Assignment: 3**
- 3. Seminar Presentation: 3**
- 4. Class room participation based on attendance: 3**

II. Semester end examination: 60 Marks

[Type text]

Complementary Courses in Media Practices for B.A LRP

Semester IV

Course 4

Code JOU4C04

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

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.

[Type text]

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/
4. Mark Briggs, *Journalism 2.0. How to Survive and Thrive*, 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. Killbrew, *Managing Media Convergence*.

I. Continuous Assessment: 15 Marks

As per the CBCSSUG Regulation 2019, Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

- 1. Class Tests: 6**
- 2. Assignment: 3**
- 3. Seminar Presentation: 3**
- 4. Class room participation based on attendance: 3**

II. Semester end examination: 60 Marks

i.