



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 (Additional Language)	4	16	400
3 Core Courses	15	62	1500
4 Project (Linked to Core Courses)	1	2	50
5 Complementary Courses	8	16	400
6 Open Courses	1	2	50
Total		120	3000

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
	Total			38		1000

B. Core Courses

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 and Business Reporting	5	4	VI	100
26	JOU6B16	Project 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
Total				64		1550

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
Total			16		400

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.

Semester I Course	Code	Title	Hrs./ Week	Credit	Marks
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 B01	Fundamentals of Mass Communication.	6	5	100
Complementary I Course 1		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	50
Complementary II Course 1		"	3	2	50
Total			25	20	500

Semester II Course	Code	Title	Hrs./ Week	Credit	Marks
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 B02	History of Journalism and Broadcasting	6	5	100
Complementary I Course 2		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	50
Complementary II Course 2		"	3	2	50
Total			25	20	500

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

Semester III					
Course	Code	Title	Hrs./ Week	Credit	Marks
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 B03	Reporting for Newspapers	5	4	100
Core Course 4	JOU3 B04	Editing for Newspapers	4	4	100
Complementary I Course 3		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	50
Complementary II Course 3		"	3	2	50
Total			25	20	500

Semester IV					
Course	Code	Title	Hrs/ Week	Credit	Marks
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 B05	Design and Pagination	4	4	100
Core Course 6	JOU4 B06	Radio Production	5	4	100
Complementary I Course 4		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	50
Complementary II Course 4		"	3	2	50
Total			25	20	500

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

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

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

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

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

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

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./ Week	Credit	Marks
I	JOU1C02	Introduction to 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
Total				8	200

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/ Week	Credit	Marks
I	JOU1C03	Introduction to Mass 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
Total				8	200

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
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19	JOU5B09	Corporate Communication	4	4	V	100
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26	JOU6B16	Project 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, 4th 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)

[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. Kuppuswami : 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 fromState
6. C.V. Kunhiraman was associated withnewspaper

(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 fromcountry
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** **Code JOU2C02**
Course 2
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 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

[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**
 Course 3 **Code JOU3C02**

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 Eisentein.

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

2. www.mrqe.com

3. 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]

Semester IV **Complementary Courses in Electronic Media** **Code JOU4C02**
Course 4

Introduction to New Media

Contact Hours 3 **Credits 2**

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
2. www.mrqa.com
3. 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

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

[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/
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. 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