

UNIVERSITY OF CALICUT

BOARD OF STUDIES (UG) IN JOURNALISM

Restructured Curriculum and Syllabi as per CUCBCSS UG Regulations 2014 (2014 Admission Onwards)

PART I

B.A. Programme in Mass Communication and Journalism

PART II

Complementary Courses in

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

for

Non-Journalism UG Programmes

GENERAL SCHEME OF THE PROGRAMME

Sl 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. PROGRAMME
IN
MASS COMMUNICATION AND JOURNALISM

Distribution of Courses

- A - Common Courses**
- B - Core Courses**
- C - Complementary Courses**
- D - Open Courses**
- E - Elective 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	Cont act hrs	Credit	Seme- ster	Marks
11	JOU1B01	Methodology and Perspectives of Communication and Journalism	6	5	I	100
12	JOU2B02	Fundamentals of Mass Communication	6	5	II	100
13	JOU3B03	History of Journalism and Broadcasting	4	4	III	100
14	JOU3B04	Reporting for Newspapers	5	4	III	100
15	JOU4B05	Editing for Newspapers	5	4	IV	100
16	JOU4B06	Design and Pagination	4	4	IV	100
17	JOU5B07	Radio Production	5	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 Elec- tives. To choose 1 out of 3.	JOU6B15(E)-i JOU6B15 (E)-ii JOU6B15 (E)-iii	Documentary Film production Magazine Journalism Business Journalism	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

Examinations for the Complementary Courses will be conducted at the end of even semester II & IV.

Sl. No.	Title	Contact	Credit	Semester	Marks
1	Complementary I – Course 1	3	2	I	
2	Complementary II – Course 1	3	2	I	
3	Complementary I – Course 2	3	2	II	100*
4	Complementary II – Course 2	3	2	II	100**
5	Complementary I – Course 3	3	2	III	
6	Complementary II – Course 3	3	2	III	
7	Complementary I – Course 4	3	2	IV	100#
8	Complementary II – Course 4	3	2	IV	100##
	Total		16		400

*Combined examination for Complementary I course 1 & course 2

** Combined examination for Complementary II course 1 & course 2

#Combined examination for Complementary I course 3 & course 4

##Combined examination for Complementary II course 3 & course 4

A sample subject list of Complementary Courses for B.A. Mass Communication and Journalism are given below:

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

Title of the courses, detailed syllabi and objectives are to be provided by the concerned Boards.

D. Open Courses

Students from other disciplines can opt any one of the following courses:

Code	Title	Contact	Credit	Semester	Marks
JOU5D01(i)	Newspaper Journalism	3	2	V	50
JOU5D01(ii)	Broadcast Journalism				
JOU5D01(iii)	Development Communication				

E. Electives

(Colleges can choose any one course from the three listed below.)

Code	Title	Contact Hours	Credit	Semester	Marks
JOU6B15(E)-i	Documentary Film Production	3	4	VI	100
JOU6B15 (E)-ii	Magazine Journalism				
JOU6B15 (E)-iii	Business Journalism				

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.

Examinations for the Complementary Courses will be conducted at the end of even semester II & IV.

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	JOU1B01	Methodology and Perspectives of Communication and Journalism	6	5	100
Complementary I Course 1		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	
Complementary II Course 1		"	3	2	
		Total	25	20	400

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	JOU2B02	Fundamentals of Mass Communication	6	5	100
Complementary I Course – 2		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	100*
Complementary II Course – 2		"	3	2	100**
		Total	25	20	600

* Combined examination for Complementary I course 1 & course 2

** Combined examination for Complementary II course 1 & course 2

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	JOU3B03	History of Journalism and Broadcasting	4	4	100
Core Course 4	JOU3B04	Reporting for Newspapers	5	4	100
Complementary I Course – 3		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	
Complementary II Course - 3		"	3	2	
		Total	25	20	400

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	JOU4B05	Editing for Newspapers	5	4	100
Core Course 6	JOU4B06	Design and Pagination	4	4	100
Complementary I Course – 4		Detailed Syllabi and Objectives are to be provided by the concerned Boards	3	2	100*
Complementary II Course – 4		"	3	2	100**
		Total	25	20	600

* Combined examination for Complementary I course 3 & course 4

**Combined examination for Complementary II course 3 & course 4

Semester V

Course	Code	Title	Hrs/ Week	Credit	Marks
Core Course 7	JOU5B07	Radio Production	5	4	100
Core Course 8	JOU5B08	Introduction to Television Production	5	4	100
Core Course 09	JOU5B09	Corporate Communication	4	4	100
Core Course 10	JOU5B10	Advertising	4	4	100
Core Course 11	JOU5B11	Photo Journalism	4	4	100
Open Course I	Students from other disciplines can opt any one of the following courses:				
	JOU5D01(i)	Newspaper Journalism	3	2	50
	JOU5D01(ii)	Broadcast Journalism			
	JOU5D01(iii)	Development Communication			
		Total	25	22	550

Semester VI

Course	Code	Title	Hrs/ Week	Credit	Marks
Core Course 12	JOU6B12	Media Laws and Ethics	5	4	100
Core Course 13	JOU6B13	Online Journalism	5	4	100
Core Course 14	JOU6B14	Introduction to Cinema	5	4	100
Electives	Colleges can choose any one of the following Core Courses (Electives):				
	JOU6B15(E)-i JOU6B15 (E)-ii JOU6B15 (E)-iii	Documentary Film production Magazine Journalism Business Journalism	5	4	100
Core Course-16	JOU3B16	Project	5	2	50
		Total	25	18	450
		Total Credits		120	3000

PART II

Complementary Courses in

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

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.
4. Corporate Communication and Advertising.

Distribution of Courses

Semester	Code	Title	Hrs/ Week	Credit	Marks
I	JOU1C01	Introduction to Communication and Journalism	3	2	
II	JOU2C01	News Reporting and Editing	3	2	100*
III	JOU3C01	History of Mass Media	3	2	
IV	JOU4C01	Corporate Communication and Advertising	3	2	100**
		Total		8	200

* Combined examination for course 1 (JOU1C01) & course 2 (JOU2C01)

** Combined examination for course 3 (JOU3C01) & course 4 (JOU4C01)

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	
II	JOU2C02	Radio and Television	3	2	100*
III	JOU3C02	Fundamentals of Cinema	3	2	
IV	JOU4C02	Introduction to New Media.	3	2	100**
		Total		8	200

* Combined examination for course 1 (JOU1C02) & course 2 (JOU2C02)

** Combined examination for course 3 (JOU3C02) & course 4 (JOU4C02)

Note: The present complementary courses in **Audio Visual Communication** can be replaced with the new complementary courses in **Electronic Media**.

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	
II	JOU2C03	Print Media Journalism	3	2	100*
III	JOU3C03	Electronic Media	3	2	
IV	JOU4C03	Mass Media in West Asia	3	2	100**
		Total		8	200

* Combined examination for course 1 (JOU1C03) & course 2 (JOU2C03)

** Combined examination for course 3 (JOU3C03) & course 4 (JOU4C03)

**BA PROGRAMME IN MASS COMMUNICATION AND JOURNALISM
CORE COURSES**

Sl. No.	Code	Title	Contact hrs	Credit	Semester	Marks
11	JOU1B01	Methodology and Perspectives of Communication and Journalism	6	5	I	100
12	JOU2B02	Fundamentals of Mass Communication	6	5	II	100
13	JOU3B03	History of Journalism and Broadcasting	4	4	III	100
14	JOU3B04	Reporting for Newspapers	5	4	III	100
15	JOU4B05	Editing for Newspapers	5	4	IV	100
16	JOU4B06	Design and Pagination	4	4	IV	100
17	JOU5B07	Radio Production	5	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 Electives. To choose 1 out of 3.	JOU6B15(E)-i JOU6B15 (E)-ii JOU6B15 (E)-iii	Documentary Film production Magazine Journalism Business Journalism	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

PART II

Complementary Courses in

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

for

Non-Journalism UG Programmes.

Part II - 1

Complementary Courses in Journalism

1. Introduction to Communication and Journalism.
2. News Reporting and Editing.
3. History of Mass Media.
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.

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.

Complementary Courses in Journalism

Semester I

Course 1

Code JOU1C01

Introduction to Communication and Journalism

Contact Hours 3

Credits 2

Module I

Fundamentals of communication: definitions of communication - elements of communication - basic communication models: Indian communication models, models of Aristotle, Shannon and Weaver, Westley and MacLean, Lasswell, Schramm, and Berlo - types of communication - functions of mass communication and types of mass media.

Module II

Print media: types of print media - advantages and limitations of print media - role and responsibilities of a journalist - principles of journalism – new trends.

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: characteristics of new media – internet - news portal – blog - online newspapers - citizen journalism - social media - social media as a political and educational tool – new trends in new media.

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 - ethics of journalism: deontological and teleological ethics.

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. 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. Agee, Ault & Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.
7. Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.
8. Oxford : International Encyclopedia of Communications.
9. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.

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. 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.
9. Y.K. D'souza : Freedom of the Press, Constitution and Media Responsibility.

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Complementary Courses in Journalism

Semester II

Course 2

Code JOU2C01

News Reporting and Editing

Contact Hours 3

Credits 2

Module I

Organizational structure of a newspaper: business, mechanical and editorial departments - editorial hierarchy - departmental chart - responsibilities and qualities of chief editor, managing editor, assistant editor, news editor, bureau chief, chief sub-editors, chief photographers, reporters and sub-editors.

Module-II

Contents of a newspaper: news - definitions of news - types of news - news determinants; features - definition and types of features – articles – middles – advertorials – editorials – interviews – reviews - profiles and columns.

Module III

Reporting practices: organizational hierarchy of a news bureau - chief reporter, special correspondent, foreign correspondent - news story structure – headlines - lead and body - inverted pyramid style - hour glass style - types of reporting: general assignments, beats and specialties - principles of reporting - cultivating news sources - national and international news agencies - investigative journalism - sting operation - new trends in the field of reporting - principles of translation.

Module IV

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

Books for Reference

1. Shrivastava, K.M., '**News reporting and editing**', Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., '**Professional Journalism**', Vikas publishing House, New Delhi.1980.
3. Vir Bala Aggarwal, '**Essentials of Practical Journalism**', concept publishing Company, New Delhi, 2006.
4. Bruce D. Itule, and Douglas A. Anderson. '**News Writing and Reporting for Today's Media**', McGraw Hill, New Delhi, 2003.
5. Julian Harris, Kelly Leiter, Stanley, Johnson, '**The Complete Reporter**', Macmillan Publishing Co, New York.
6. Harold Evans, '**Newsman's English**' William Hainemann Ltd, 1972.
7. Baskette, Sissors and Brooks, S.,'**The Art of Editing**,' Macmillan Publishing Co.Inc., New York, 1982.
8. Bruce Westly, **News Editing**.
9. M.L. Stein. and Susan F Paterno,,'**The News Writer's Hand book**,' Surjeet Publications, New Delhi, 2003.
10. George A Hough,' **News Writing**', Kanishka Publishers, New Delhi, 2006.
11. Joseph M.K., '**Outline of Reporting**', Anmol Publications, News Delhi, 2002.
12. Franklin, et al., '**Key Concepts in Journalism Studies**', Vistaar Publications, New Delhi, 2005.
13. Jan R. Hakemulder,'**News Reporting and Editing**',Anmol Publications,New Delhi,1998.

I. Continuous Assessment: 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, at the end of 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 University regulations.

3. Media Practicals : 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).

II. Semester End Examination: 80 Marks

The Pattern of Question Paper

Part A: Paragraph Questions

**Answer any 5 questions not exceeding 50 words.
Each question carries 3 marks (3 x 5 = 15)**

Questions **1 to 5** must be from course 1 - Introduction to Communication and Journalism (Code JOU1C01) and questions **6 to 10** must be from course 2- News Reporting and Editing (Code JOU2C01).

Part B: Short Essays

**Answer any 7 questions not exceeding 100 words.
Each question carries 5 marks (5 x 7 = 35)**

Questions **11 to 16** must be from course 1 - Introduction to Communication and Journalism (Code JOU1C01) and questions **17 to 22** must be from course 2- News Reporting and Editing (Code JOU2C01).

Part C: Essays

**Answer the following questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

Questions **23 a & b** must be from course 1 - Introduction to Communication and Journalism (Code JOU1C01) and questions **24 a & b** must be from course 2- News Reporting and Editing (Code JOU2C01).

Complementary Courses in Journalism

Model Question Paper

Code JOU1C01 & Code JOU2C01

Course 1: Introduction to Communication and Journalism

&

Course 2: News Reporting and Editing

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Intrapersonal communication.
2. Noise.
3. Article 19(1) (a).
4. Citizen journalism.
5. Defamation.
6. Intro.
7. Beat.
8. UNI.
9. Middle.
10. Sting operation.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

11. Explain the types of communication with examples.
12. Differentiate between new media and television.
13. Explain the characteristics of radio as a medium of communication.
14. Briefly explain the ethics of Journalism.
15. Explain the reasonable restrictions of freedom of speech and expression enshrined in the Indian Constitution.
16. Elucidate the roles and responsibilities of a journalist in a democratic society.
17. Differentiate between a feature and a news story.
18. What are the qualities required for a reporter?

19. Explain the role and responsibilities of the news editor.
20. What is the structure of a news story?
21. Comment on international news agencies.
22. Comment on the new pagination softwares.

Part C

Answer the following questions not exceeding 400 words.

Each question carries 15 marks (15 x 2 = 30)

23. (a) Explain the scope and purpose of communication models substantiating it with the models of major theoreticians.

Or

- (b) Critically examine the characteristics and roles of TV as a medium of mass communication.

24. (a) What makes news? Explain the news values with examples.

Or

- (b) Explain the types of leads with examples.

Complementary Courses in Journalism

Semester III

Course 3

Code JOU3C01

History of Mass Media

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 - Press Council of India - Press commissions - professional media organizations - genesis of internet - new and social media.

Module II

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

Module-III

Legends of journalism: Herman Gundert - Kandathil Varughese Mappilai - Swadeshbhimani Ramakrishna Pillai - Kesari Balakrishna Pillai - K. P. Kesava Menon - C.V. Kunjiraman - Pothan Joseph - cartoonist Sankar, and Raghu Ray - other doyens in the field of Indian journalism.

Module IV

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

Module V

Films – genesis of documentaries and short films - evolution of film making in India - brief history of Malayalam cinema and great masters of world cinema.

Books for Reference

1. Rangaswami Parthasarathy, '**Journalism in India**'.
2. Dr.Nadig Krishna Murthy, '**Indian Journalism**'.
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 Pathracherithram**', 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. Vijaykrishnan, '**Malayala Cinimayude katha**'.
11. Amanas Ramachandran Nair, '**Chalachithra Padhanagal**'.

Complementary Courses 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, code of ethics for PR - PR Campaign, - Audience Communication.

Module II

Corporate communication - definition and scope of corporate communication - corporate identity – key concepts of corporate identity - corporate identity planning - corporate image - corporate personality - branding the corporate - corporate functions and corporate tools.

Module III

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

Module IV

Copywriting practices - ad copy - elements of copy: illustration, slogan, display, text, logo and caption - copywriting for broadcast commercials - ad films - jingles and internet ads.

Module V

Effects 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.
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.

Books for Further Reading

1. Sanjay Tiwari, '**The Uncommon sense of Advertising**', Response Books ,New Delhi.
2. John Philip Jones, '**How Advertising works**', Sage Publishers, New Delhi.
3. J.V Vilanilam, '**Advertising Basics**' ,
4. Anil Basu, '**Public Relations: Problems and Prospects with case studies**'.
5. Allan H. Center and Frank E. Welsh, '**Public Relations Practices**'.
6. Rannani, '**Corporate Communications - The Age of Image**'.

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 second, at the end of 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 University regulations.

3. Media Practicals : 5 Marks

In the third 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 fourth semester, each student shall prepare an advertisement/news letter (print/electronic) and submit it for valuation. (2.5 Marks)

II. Semester End Examination: 80 Marks

The Pattern of Question Paper

Part A: Paragraph Questions

**Answer any 5 questions not exceeding 50 words.
Each question carries 3 marks (3 x 5 = 15)**

Questions **1 to 5** must be from course 3 - History of Mass Media (Code JOU3C01) and questions **6 to 10** must be from course 4- Corporate Communication and Advertising (Code JOU4C01).

Part B: Short Essays

**Answer any 7 questions not exceeding 100 words.
Each question carries 5 marks (5 x 7 = 35)**

Questions **11 to 16** must be from course 3 - History of Mass Media (Code JOU3C01) and questions **17 to 22** must be from course 4- Corporate Communication and Advertising (Code JOU4C01).

Part C: Essays

**Answer the following questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

Questions **23 a & b** must be from course 3 - History of Mass Media (Code JOU3C01) and questions **24 a & b** must be from course 4- Corporate Communication and Advertising (Code JOU4C01).

Complementary Courses in Journalism

Model Question Paper

Code JOU3C01 & Code JOU4C01

Course 3: History of Mass Media

&

Course 4: Corporate Communication and Advertising

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. James Augustus Hicky.
2. Raghu Ray.
3. Sambad Kaumudi.
4. Harijan.
5. SITE
6. House Journals.
7. ASCI.
8. Advertorial.
9. PRSI.
10. Jingles.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

11. Write a note on Serampore Missionaries?
12. Trace the history of broadcasting in India.
13. Briefly trace the history of printing.
14. Trace the history of Malayala Manorama.
15. Contributions of James Augustus Hicky to Indian Journalism.
16. What are the objectives of Prasar Bharati?
17. Explain the different tools for Public Relations.
18. What are the functions of advertising?

19. Explain the different types of ads.
20. What are public relations campaigns? How do they function?
21. What is corporate Image?
22. Explain the scope of corporate communication.

Part C

**Answer the following questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

23. (a) Trace the growth of television broadcasting in India.

Or

- (b) State the evolution of Malayalam film industry.

24. (a) Define Corporate Communication and explain its key elements.

Or

- (b) Elucidate the principles of effective copy writing.

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.

Complementary Courses 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 - concept of mass - evolution of mass communication - nature, characteristics, functions and dysfunctions of mass media - types of media: print, radio, TV, film and new media.

Module II.

Introduction to broadcasting – definition of broadcasting; evolution of broadcasting - broadcast technology: earth station, teleport, uplinking, downlinking, transmission, cable, terrestrial and satellite transmission - new trends in broadcasting.

Module III

Radio: characteristics, scope and limitations - brief history of radio._

Module IV

Television: characteristics, scope and limitations - origin and development of television.

Module V

News: types of news - news determinants - news story structure: lead, types of lead, body, conclusion - inverted pyramid style and hour glass style stories - headline writing - types of headlines in print.

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.
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.

Complementary Courses in Electronic Media

Semester II

Course 2

Code JOU2C02

Radio and Television

Contact Hours 3

Credits 2

Module I

Organisational structure of radio station -types of radio stations: AM and FM - Radio Programme Formats: talk, news and music formats.

Module II.

Writing for the ear - radio news writing - radio script writing - radio drama – documentary – feature – commentary - talk - magazine programmes - radio interviewing techniques, -news reading - Radio jockeying - online radio – new trends.

Module III

characteristics of television as a medium - organizational structure of a television station - cable TV - home video – DTH - television programme formats.

Module IV,

Scripting for television programmes - TV interviewing - structure of TV news – TV news gathering - news writing - news anchoring, -video jockeying – new trends.

Books for Reference

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

7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News' Focal Press London.
8. Ted White, 'Broadcast News: Writing, Reporting and Producing', Focal Press London
9. P.K Ravindranath , 'Broadcast Journalism'-Author Press, New Delhi.

I. Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks

There shall be two internal assessment examination; one at the end of the first semester and the second, at the end of 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 University regulations.

3. Media Practicals : 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 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).

II. Semester End Examination: 80 Marks

The Pattern of Question Paper

Part A: Paragraph Questions

**Answer any 5 questions not exceeding 50 words.
Each question carries 3 marks (3 x 5 = 15)**

Questions **1 to 5** must be from course 1 - Introduction to Electronic Media (Code JOU1C02) and questions **6 to 10** must be from course 2- Radio and Television (Code JOU2C02).

Part B: Short Essays

**Answer any 7 questions not exceeding 100 words.
Each question carries 5 marks (5 x 7 = 35)**

Questions **11 to 16** must be from course 1 - Introduction to Electronic Media (Code JOU1C02) and questions **17 to 22** must be from course 2- Radio and Television (Code JOU2C02).

Part C: Essays

**Answer the following questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

Questions **23 a & b** must be from course 1 - Introduction to Electronic Media (Code JOU1C02) and questions **24 a & b** must be from course 2- Radio and Television (Code JOU2C02).

Complementary Courses in Electronic Media

Model Question Paper

Code JOU1C02 & Code JOU2C02

Course 1: Introduction to Electronic Media

&

Course 2: Radio and Television

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Intrapersonal communication.
2. Feedback.
3. Soft news.
4. Media convergence.
5. Citizen journalism.
6. Radio Feature.
7. DTH.
8. ENG.
9. RJ.
10. Cable TV.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

11. Explain the types of communication with examples.
12. Define broadcasting.
13. Differentiate between radio and television.
14. Distinguish between uplinking and downlinking.
15. Explain the characteristics of radio as a medium of communication.
16. Elucidate the types of news.
17. Explain the steps involved in scripting a TV programme.
18. Briefly explain the different radio formats.
19. What is a radio documentary?

20. Differentiate between AM and FM stations.
21. What are the basic principles of television news writing.
22. Critically review a television reality show in Malayalam of your choice.

Part C

**Answer the following questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

- 23 (a). Define mass communication. Explain its functions and dysfunctions.

Or

- (b) Critically examine the characteristics and roles of TV as a medium of mass communication.

- 24 (a). Prepare a 5-minute radio news script based on news items of your choice

Or

- (b). Describe the different types of television programmes with examples.

Complementary Courses in Electronic Media

Semester III

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- potentials, scope and limitations of cinema -types of films: feature film, documentary, short film.

Module II

Major film movements.

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 - Satyajith Ray - Ritwik Ghatak - Anand Patwardhan - Adoor Gopala Krishnan - G Aravindan - John Abraham.

Module IV.

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 view points - Lighting- three point lighting techniques.

Books for Reference

1. Bernard F Dick,'**Anatomy of Film**' –St. Martin Press, New York.1978.
2. John Russo,' **Making Movies**'-Dell Trade, 1989.

3. Susan Hayward, **'Key concept in Cinema studies'**, Routledge, , New York, 2004.
4. Louis Giannetti, **'Understanding Movies'**, A Simon and Schuster company, USA.
5. Nathan Abrams,Ian Bell and Jan Udriş, **'Studying film'**.
6. J.Dudley Andrew, **'Major Film Theories an Introduction'**.
7. Tom Holden, **'Film making'**.
8. Brain Brown, **'Cinematography, Theory and Practice'**.
9. Stanley J. Baran, **'Introduction to Mass Communication'**.
10. Keval J. Kumar, **Mass Communication in India'**, Jaico Publishing House, New Delhi.
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

Complementary Courses in Electronic Media

Semester IV

Course 4

Code JOU4C02

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 - new media aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks.

Module II

Blogs: blogosphere – vlog – podcast - search engines and social media.

Module III

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

Module IV

Online editing: editing requirements; content, layout, clarity, style, conciseness, online headlining -website design

Module V

Ethics in new media: obscenity and privacy - copyright and libel - cyber laws

Module VI

Introduction to technical writing: definition and types - objectives in technical writing - guidelines for effective writing: prewriting, writing and re-writing.

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**'.

Books for Further Reading

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

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 second, at the end of 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 University regulations.

3. Media Practicals : 5 Marks

In the third semester, each student shall present a study evaluating a film. (2.5 Marks)

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 submit a report comparing home pages of two reputed online newspapers. (2.5 Marks)

II. Semester End Examination: 80 Marks

The Pattern of Question Paper

Part A: Paragraph Questions

**Answer any 5 questions not exceeding 50 words.
Each question carries 3 marks (3 x 5 = 15)**

Questions **1 to 5** must be from course 3 - Fundamentals of Cinema (Code JOU3C02) and questions **6 to 10** must be from course 4- Introduction to New Media_ (Code JOU4C02).

Part B: Short Essays

**Answer any 7 questions not exceeding 100 words.
Each question carries 5 marks (5 x 7 = 35)**

Questions **11 to 16** must be from course 3 - Fundamentals of Cinema (Code JOU3C02) and questions **17 to 22** must be from course 4- Introduction to New Media_ (Code JOU4C02).

Part C: Essays

**Answer the following questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

Questions **23 a & b** must be from course 3 - Fundamentals of Cinema_ (Code JOU3C02) and questions **24 a & b** must be from course 4- Introduction to New Media (Code JOU4C02).

Complementary Courses in Electronic Media

Model Question Paper

Code JOU3C02 & Code JOU4C02

Course 3: Fundamentals of Cinema

&

Course 4: Introduction to New Media

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Lumiere Brothers.
2. Neo-realism.
3. Animation.
4. Camera viewpoints.
5. Special effects.
6. Portals.
7. Home page.
8. Arpanet.
9. Pop-ups.
10. HTML.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

11. Explain the characteristics of cinema.
12. Explain the features of documentary film.
13. Comment on Iranian cinema.
14. Elucidate the types of shots.
15. Describe the three- point lighting.
16. What is new wave?
17. What are the salient features of new media communication?

18. Explain the scope and potentials of blogs.
19. Explain the principles of web writing
20. Define technical writing. Briefly explain the guidelines for effective writing.
21. List out the advantages of social media communication.
22. Critically review online edition of a Malayalam news paper of your choice.

Part C

**Answer the following questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

23.(a) Examine the various genres of cinema?

Or

(b) Explain the steps involved in film making.

24. (a) Examine the cyber laws and their effectiveness in the current scenario.

Or

(b) Explain the characteristics of new media as a medium of mass communication.

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 West Asian cinema with due emphasis on Iranian cinema.

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.

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, recording industry - a brief history of radio, television and film in India.

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.

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', 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.'

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 - How to start a publication?

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 - photojournalism.

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, '**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, at the end of 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 University regulations.

3. Media Practicals : 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).

II. Semester End Examination: 80 Marks

The Pattern of Question Paper

Part A: Paragraph Questions

**Answer any 5 questions not exceeding 50 words.
Each question carries 3 marks (3 x 5 = 15)**

Questions **1 to 5** must be from course 1 - Introduction to Mass Communication (Code JOU1C03) and questions **6 to 10** must be from course 2- Print Media Journalism (Code JOU2C03).

Part B: Short Essays

**Answer any 7 questions not exceeding 100 words.
Each question carries 5 marks (5 x 7 = 35)**

Questions **11 to 16** must be from course 1 - Introduction to Mass Communication (Code JOU1C03) and questions **17 to 22** must be from course 2- Print Media Journalism (Code JOU2C03).

Part C: Essays

**Answer the following questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

Questions **23 a & b** must be from course 1 - Introduction to Mass Communication (Code JOU1C03) and questions **24 a & b** must be from course 2- Print Media Journalism (Code JOU2C03).

Complementary Courses in Mass Communication

Model Question Paper

Code JOU1C03 & Code JOU2C03

Course 1: Introduction to Mass Communication

&

Course 2: Print Media Journalism

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. News portal.
2. Intrapersonal communication.
3. Receiver.
4. DTH.
5. Citizen journalism.
6. Bureau chief.
7. Beat.
8. Kicker.
9. Intro.
10. Middle.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

11. Explain the types of newspapers with examples.
12. Differentiate between radio and television
13. What are the basic principles of web writing?
14. Briefly explain the types of magazines.
15. Elucidate the characteristics of film as a medium of mass communication.
16. What is technical writing?
17. What are the qualities required for a reporter?
18. Delineate the types of headlines.
19. Differentiate between press conference and meet-the-press.

20. What is the structure of a news story?
21. Delineate the types of news with examples.
22. What is style book?

Part C

**Answer the following questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

23. (a) Define communication. Explain its various types.

Or

- (b) Critically examine the characteristics and roles of TV as a medium of mass communication.

24. (a) What makes news? Explain the news values with examples.

Or

- (b) Explain the structure of the editorial department of a newspaper enumerating the responsibilities of the key persons.

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

Defining broadcasting - kinds of radio stations - organizational structure of a radio station - radio programme formats: music, spot, talk, news, news bulletin, news reel, documentaries, magazine programme, interview, discussion, radio drama, radio advertising.

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: action, animated cartoons, children's programmes, commercials, documentaries, plays, educational films, game shows/ quizzes, horror shows, musicals, news reports, public information, science fiction, sports, spots, talk shows and magazine 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.

Reading List

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

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).

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

An overview of film industries of Egypt, Iraq, Israel, Turkey, Lebanon and Palestine.

Module III: 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.

Reading List

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, Washington DC, 2007.
4. **History of Film**, Pearson.

Web Resources

1. www.imdb.com
2. www.mrqe.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 second, at the end of 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 University regulations.

3. Media Practicals : 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)

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)

II. Semester End Examination: 80 Marks

The Pattern of Question Paper

Part A: Paragraph Questions

**Answer any 5 questions not exceeding 50 words.
Each question carries 3 marks (3 x 5 = 15)**

Questions **1 to 5** must be from course 3 - Electronic Media (Code JOU3C03) and questions **6 to 10** must be from course 4- Mass Media in West Asia (Code JOU4C03).

Part B: Short Essays

**Answer any 7 questions not exceeding 100 words.
Each question carries 5 marks (5 x 7 = 35)**

Questions **11 to 16** must be from course 3 - Electronic Media (Code JOU3C03) and questions **17 to 22** must be from course 4- Mass Media in West Asia (Code JOU4C03).

Part C: Essays

**Answer the following questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

Questions **23 a & b** must be from course 3 - Electronic Media (Code JOU3C03) and questions **24 a & b** must be from course 4- Mass Media in West Asia (Code JOU4C03).

Complementary Courses in Mass Communication

Model Question Paper

Code JOU3C03 & Code JOU4C03

Course 3: Electronic Media

&

Course 4: Mass Media in West Asia

Time: 3 Hours

Maximum Marks: 80

Part A

Answer any 5 questions not exceeding 50 words.

Each question carries 3 marks (3 x 5 = 15)

1. Radio drama.
2. Story Board.
3. ENG.
4. Structure of TV News
5. High Angle
6. Uday Hussein.
7. Nile FM.
8. PBC.
9. Children of Heaven.
10. Khatami.

Part B

Answer any 7 questions not exceeding 100 words.

Each question carries 5 marks (5 x 7 = 35)

11. Explain the steps involved in scripting a TV programme.
12. Explain the types of film with examples.
13. Explain the types of shots.
14. Briefly explain the different radio formats.

15. Differentiate between AM and FM stations.
16. What is radio jockeying?
17. Trace the evolution of Al-Ahram.
18. What is Yesilcam?
19. State the contributions of Samira Makhmalbaf.
20. Argue the strategic significance of Dubai Media City.
21. What is QBS?
22. What is Sawt Filastin?

Part C

**Answer the following questions not exceeding 400 words.
Each question carries 15 marks (15 x 2 = 30)**

- 23 (a) Explain the steps in film making.

Or

- (b) Describe the different types of television programmes with examples.

- 24 (a) Explain the role and importance of of Al-Jaseera in West Asian media landscape.

Or

- (b) Critically review the films of Jafar Panahi.