

**ST. JOSEPH'S COLLEGE (AUTONOMOUS),  
DEVAGIRI, CALICUT**



**DEPARTMENT OF MEDIA STUDIES**

**CURRICULUM & SYLLABI**

FOR

**BA MASS COMMUNICATION &  
JOURNALISM**

**(UNDER CHOICE BASED CREDIT & SEMESTER SYSTEM UG- 2019)**

**(EFFECTIVE FROM 2019 ADMISSION)**

**SYLLABUS  
FOR THE STUDENTS ADMITTED FROM THE ACADEMIC  
YEAR 2019-20 ONWARDS**

**1.1. Duration:** The duration of a UG programme shall be 6 semesters distributed over a period of 3 academic years. The odd semesters (1, 3, 5) shall be from June to October and the even semesters (2, 4, 6) shall be from November to March.

**1.2. Courses:** The UG programme shall include five types of courses, viz; Common Courses (Code A), Core courses (Code B), Complementary courses (Code C), Open Course (Code D) and Audit courses (Code E).

**1.3. Course code:** Each course shall have a unique alphanumeric code number, which includes Letter G representing syllabus revision, abbreviation of the subject in three letters, the semester number (1 to 6) in which the course is offered, the code of the course(A to E) and the serial number of the course(01,02..).T for theory, P for practical, D for dissertation / project, V for Viva-Voce and F for Field study / Tour report. Core courses and courses in a particular complementary will be numbered continuously For example: GENG2A03T represents a theory common course in English of serial number 03 offered in the second semester and GPHY2B02T representing second semester theory Core course 2 in Physics programme.

**1.4. Common Courses:** Students of BA Mass Communication and Journalism shall undergo 10 common courses (Total 38 Credits).

<p>A01.Common English Course 1 A02.Common English Course II A03.Common English Course III A04.Common English Course IV A05.Common English Course V A06.Common English Course VI</p>	<p>English coursesA01-A06 applicable to BA/BSC Regular pattern</p>
<p>A07.Additional Language Course I A08.Additional Language Course II A09.Additional Language Course III A10. Additional Language Course IV</p>	<p>Addl. Language courses A07-A10 applicable to BA/B.Sc. Regular Pattern</p>

Common courses A01-A06 shall be taught by English teachers and A07-A10 by teachers of additional languages respectively.

### **Common Courses in various semesters**

No.	Programme	Semester I	Semester II	Semester III	Semester IV
1	BA Mass Communication & Journalism	A01, A02, A07	A03,A04, A08	A05,A09	A06,A10

**1.5. Core courses:** Core courses are the courses in the major (core) subject of the degree programme chosen by the student. Core courses are offered by the parent department.

**1.6. Complementary courses:** Complementary courses cover one or two disciplines that are related to the core subject and are distributed in the first four semesters.

**Open courses:** There shall be one open course in core subjects in the fifth semester. The open course shall be open to all the students in the institution except the students in the parent department. The students can opt that course from any other department in the institution. Each department can decide the open course from a pool of three courses offered by the College. Total credit allotted for open course is 3 and the hour per week allotted is 3.

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

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

**1.9. Credits:** A student is required to acquire a minimum of 140credits for the completion of the UG programme, of which120 credits are to be acquired from classroom study and shall only be counted for SGPA and CGPA. Out of the 120 credits, 38 (22 for common (English) courses +16 for common languages other than English. Credits shall be from common courses, 2 credits for project/corresponding paper and 3credits for the open

course. The maximum credits for a course shall not exceed 5. Audit courses shall have 4 credits per course and a total of 16 credits in the entire programme. The minimum credit acquired under extra credit shall be 4. If more Extra credit activities are done by a student that may be mentioned in the Grade card. The credits of audit courses & extra credits are not counted for SGPA or CGPA.

**Project:** Every student of a UG degree programme shall have to work on a project of 2 credits under the supervision of a faculty member or shall write a theory course based on Research Methodology as per the curriculum. College shall have the liberty to choose either of the above. Board of Studies concerned shall prepare the syllabus for the same.

## **2. EXAMINATION**

**2.1.** There shall be End Semester Examination at the end of each semester.

**2.2.** Practical examinations shall be conducted by the College as prescribed by the Board of studies.

**2.3.** External viva-voce, if any, shall be conducted along with the practical examination/project evaluation.

### **2.4. Course Evaluation**

The evaluation scheme for each course shall contain two parts 1) Internal assessment 2) External Evaluation

20% weight shall be given to the internal assessment. The remaining 80% weight shall be for the external evaluation.

#### **2.4.1. Internal Assessment**

20% of the total marks in each course are for internal examinations. The marks secured for internal assessment only need to be sent to the Controller of Examinations by the colleges concerned.

The internal assessment shall be based on a predetermined transparent system involving written tests, Classroom participation based on attendance in respect of theory courses and lab involvement/records attendance in respect of Practical Courses.

Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude.

Components with percentage of marks of Internal Evaluation of Theory Courses are-Test paper 40%, Assignment 20%, Seminar 20% and Classroom participation based on attendance 20%

### **Split up of marks for Test paper**

<b>Range of Marks in test paper</b>	<b>Out of 8 (Maximum internal marks is 20)</b>	<b>Out of 6 (Maximum internal marks is15)</b>
Lessthan35%	1	1
35%-45%	2	2
45%-55%	3	3
55%-65%	4	4
65%-85%	6	5
85%-100%	8	6

### **Split-up of marks for Class Room Participation**

<b>Range of CRP</b>	<b>Out of 4 (Maximum internal marks is 20)</b>	<b>Out of 3 (Maximum internal marks is15)</b>
$50\% \leq \text{CRP} < 75\%$	1	1
$75\% \leq \text{CRP} < 85\%$	2	2
85% and above	4	3

#### **1.1.1. External Evaluation**

External evaluation carries 80% of marks. All question papers shall be set by the College. The external question papers may be of uniform pattern with 80/60 marks(The pattern is given in the Annexure III).The courses with 2/3credits will have an external examination of 2 hours duration with 60 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration with 80 marks.

The external examination in theory courses is to be conducted by the College with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the College.

The external examination in practical courses shall be conducted by two examiners –one internal and an external, the latter appointed by the College. The project evaluation with viva can be conducted either internal or external which may be decided by the Board of Studies concerned.

After the external evaluation only marks are to be entered in the answer scripts. All other calculations including grading are done by the College.

**Revaluation:** In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to SJCBCSSUG2019. Students can apply for photocopies of answer scripts of external examinations. Applications for photocopies/scrutiny/revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the University/College.

## **Guidelines for the Evaluation of Projects**

### **1. PROJECT EVALUATION - Regular**

#### **1. Evaluation of the Project Report shall be done under Mark System.**

2. The evaluation of the project will be done at two stages:

- a) Internal Assessment (supervising teachers will assess the project and award internal Marks)
- b) External evaluation (external examiner appointed by the College)
- c) Grade for the project will be awarded to candidates, combining the internal and external marks.

3. The internal to external components is to be taken in the ratio 1:4. Assessment of

- Internal and External assessment are to be done based on the components given below

<b>Internal (20% of total)</b>	<b>Percentage of marks</b>	<b>External (80% of Total)</b>
<b>Components</b>		<b>Components</b>
Originality	20	Relevance of the Topic, Statement of Objectives
Methodology	20	Reference/Bibliography, Presentation, quality of Analysis/
Scheme/Organization of Report	30	Findings and recommendations
Viva-Voce	30	Viva-Voce

4. External Examiners will be appointed by the College from the list of VI Semester Board of Examiners in consultation with the Chairperson of the Board.
5. The Chairman of the VI semester examination board should form the evaluation teams and coordinate their work.
6. Internal Assessment should be completed 2 weeks before the last working day of VI Semester.
7. Internal Assessment marks should be published in the Department Notice Board.
8. In the case of Courses with practical examination, project evaluation shall be done along with practical examinations.
9. The Chairman Board of Examinations, may at his discretion, on urgent requirements, make certain exception in the guidelines for the smooth conduct of the evaluation of project

## 2. PASSCONDITIONS

- Submission of the Project Report and presence of the student for viva are compulsory for internal evaluation. No marks shall be awarded to a candidate if she /he fail to submit the Project Report for external evaluation.
- The student should get a minimum P Grade in aggregate of External and Internal.
- There shall be no improvement chance for the Marks obtained in the Project Report.
- In the extent of student failing to obtain a minimum of Pass Grade, the project work may be re-done and a new internal mark may be submitted by the Parent Department. External examination may be conducted along with the subsequent batch.

## GENERAL SCHEME OF THE PROGRAMME

<u>Sl No Course</u>	<u>No of Courses</u>	<u>Credits</u>
1. Common Courses (English)	6	22
2. Common Courses (Additional Language)	4	16
3. Core Courses	15	61
4. Project (Linked to Core Courses)	1	2
5. Complementary Courses	8	16
6. Open Course	1	3
<b>Total</b>		<b>120</b>
Audit courses	4	16
Extra Credit Activities	1	4
<b>Total</b>		<b>140</b>

## PART I BA PROGRAMME IN MASS COMMUNICATION AND JOURNALISM

### Distribution of Courses

- A - Common Courses
- B – Core Courses
- C – Complementary Courses
- D – Open Courses
- E – Elective Course
- F – Audit Course
- Extra Credit Activities



### A. Common Courses

Sl. No	Code	Title	Semester
1	GENG1A01T	Common English Course I	I
2	GENG1A02T	Common English Course II	I
3	GENG2A03T	Common English Course III	II
4	GENG2A04T	Common English Course IV	II
5	GENG3A05T	Common English Course V	III
6	GENG4A06T	Common English Course VI	IV
7	GMAL1A01T GHIN1A01T GFRE1A01T	Additional language Course I	I
8	GMAL2A04T GHIN2A04T GFRE2A02T	Additional language Course II	II
9	GMAL3A07T GHIN3A07T GFRE3A04T	Additional language Course III	III
10	GMAL4A08T GHIN4A08T GFRE4A05T	Additional language Course IV	IV

**Total Credit 38**

A.  
**Common Courses**

Sl. No.	Code	Title	Name	Semester	Credit
1	GENG1A01T	Common English Course I	Transactions: Essential English Language Skills	I	3
2	GENG1A02T	Common English Course II	Ways With Words: Literatures in English	I	4
3	GENG2A03T	Common English Course III	Writing For Academic And Professional Success	II	3
4	GENG2A04T	Common English Course IV	Zeitgeist: Readings on Society and Culture	II	4
5	GENG3A05T	Common English Course V	Signatures Expressing the Self	III	4
6	GENG4A06T	Common English Course VI	Spectrum: Literature and Contemporary Issues	IV	4
7	<b>Additional language Course I</b>			I	4
	GMAL1A01T	Malayalam	Malayala Sahithyam-1		
	GHIN1A01T	Hindi	Prose and Drama		
	GFRE1A01T	French	Communicative Skills in French		
8	<b>Additional language Course II</b>			II	4
	GMAL2A04T	Malayalam	Malayala Sahithyam-2		
	GHIN2A04T	Hindi	Grammar and Translation		
	GFRE2A02T	French	Translation and Communication in French		
9	<b>Additional language Course III</b>			III	4
	GMAL3A07T	Malayalam	Malayala Sahithyam-3		
	GHIN3A07T	Hindi	Poetry in Hindi		
	GFRE3A04T	French	Literature in French		
10	<b>Additional language Course IV</b>			IV	4
	GMAL4A08T	Malayalam	Malayala Sahithyam-4		
	GHIN4A08T	Hindi	Novel and Short Stories		
	GFRE4A05T	French	Culture and Civilization of France(in comparison with Kerala culture)		

## B. Core Courses

Sl. No	B. Core Courses		Contact hrs	Credit	Semester
	Code	Title			
11	GBCJ1B01T	Fundamentals of Mass Communication	6	5	I
12	GBCJ2B02T	Media History	6	4	II
13	GBCJ3B03T	Reporting for the Print	5	4	III
14	GBCJ4B04T	Editing for the Print	4	4	III
15	GBCJ4B05T	Design and Pagination	4	4	IV
16	GBCJ4B06T	Radio Production	5	4	IV
17	GBCJ5B07T	Mass Communication Theories	5	4	V
18	GBCJ5B08T	Television Production	5	4	V
19	GBCJ5B09T	Public Relations and Corporate Communication	4	4	V
20	GBCJ5B10T	Advertising	4	4	V
21	GBCJ5B11T	Photo Journalism	4	4	V
22	GBCJ6B12T	Media Laws and Ethics	5	4	VI
23	GBCJ6B13T	Online Journalism	5	4	VI
24	GBCJ6B14T	Introduction to Cinema	5	4	VI
25	<b>Electives</b>		5	4	VI
	GBCJ6E01T	Economic and Business Reporting			
	OR				
	GBCJ6E02T	Magazine Journalism			
26	GBCJ6B15D	Project	5	2	VI
<b>Total</b>				<b>63</b>	

**C. Complementary Courses offered by Functional English Department for  
BA Mass Communication & Journalism**

Sl. No	Code	Title	Hrs/ week	Credit	Semester
1	GFEN1C09T	<b>English for Communication – I</b> English Language and Communication - The Basics	3	2	1
2	GFEN2C10T	<b>English for Communication-II</b> Platform Skills	3	2	2
3	GFEN3C11T	<b>English for Communication- III</b> Business Communication	3	2	3
4	GFEN4C12T	<b>English for Communication -IV</b> Academic Writing	3	2	4

**Complementary Courses offered by Economics Department for  
B.A Mass Communication**

Sl. No	Code	Title	Hrs/ week	Credit	Semester
1	GECO1C01T	<b>Essentials of Economics - Micro</b>	3	2	1
2	GECO2C02T	<b>Essentials of Economics-Macro</b>	3	2	2
3	GECO3C03T	<b>Essentials of Economics-Money, Banking, Finance and Trade</b>	3	2	3
4	GECO4C04T	<b>Essentials of Economics-Indian Economy</b>	3	2	4

**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.**

## 2. Open Courses

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

Code	Title	Hrs/ Week	Credit	Semester
GBCJ5D01T	Newspaper Journalism	3	3	V
GBCJ5D02T	Broadcast Journalism			
GBCJ5D03T	Development Communication			

### Ability Enhancement course/ Audit course

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

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

**\* College can opt any one of the courses.**

## Extra Credit Activities

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

### 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. There will be TWO types of scheme of examinations.

#### Question Paper Type 1 for the papers having 4 or 5 credits:

This scheme consists of external question paper with 80 marks and internal examination with 20 marks. Duration of each external examination is 2.5 hours. The students can answer all the questions in A&B sections. But there shall be ceiling in each section.

##### Section A

Short Answer type that carries 2 marks each –15 questions Ceiling – 25marks

##### Section B

Paragraph/problem type that carries 5 marks each –8 questions Ceiling – 35marks

##### Section C

Essay type that carries 10 marks (2 out of 4 questions) 2X10=20marks

#### Question Paper Type 2 for the papers having 2 or 3credits:

This scheme consists of external question paper with 60 marks and internal examination with 15 marks. Duration of each external examination is 2 hours. The students can answer all the questions in A&B sections. But there shall be ceiling in each section.

##### Section A

Short Answer type that carries 2 marks each –12questions Ceiling – 20marks

##### Section B

Paragraph/problem type that carries 5 marks each –7questions Ceiling – 30marks

##### Section C

Essay type that carries 10 marks (1 out of 2) 1X10=10marks

### Ability Enhancement Course/ Audit Course

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

#### For further details:

See Regulations for St. Joseph's Choice based credit and semester system for Under Graduate (UG) CURRICULUM

### Programme Specific Outcome

PSOs	PROGRAMME SPECIFIC OUTCOMES
PSO1	Attain an understanding of the different streams of communication
PSO2	Acquire the skills to write news and features for different media including new media
PSO3	Master the ability to plan, develop and execute advertising ideas and copies
PSO4	Gain a good understanding of the scope of public relations as well as corporate communication
PSO5	Critically differentiate between publicity, advertising and public relations
PSO6	Acquire a better understanding of cinema with a focus on Indian and Malayalam cinema
PSO7	Develop a research aptitude for a deeper understanding of mass communication

### SEMESTER WISE PROGRAMME STRUCTURE

#### Semester I

Course	Code	Title	Hrs./ Week	Credit
Common Course I	GENG1A01T	Common Course English	4	3
Common Course II	GENG1A02T	Common Course English	5	4
Common Course III		Additional Language	4	4
Core Course I	GBCJ1B01T	Fundamentals of Mass Communication	6	5
Complementary Course I	GFEN1C09T	English for Communication I – English Language and Communication -The Basics	3	2
Complementary Course II	GEEO1C01T	Essentials of Economics I - Micro	3	2
<b>Total</b>			<b>25</b>	<b>20</b>

**Semester II**

Course	Code	Title	Hrs./Week	Credit
Common Course IV	GENG2A03T	Common Course English	4	3
Common Course V	GENG2A04T	Common Course English	5	4
Common Course VI		Additional Language	4	4
Core Course II	GBCJ2B02T	Media History	6	4
Complementary Course I	GFEN2C10T	English for Communication II – Platform Skills	3	2
Complementary Course II	GECO2C02T	Essentials of Economics II -Macro	3	2
<b>Total</b>			<b>25</b>	<b>19</b>

**Semester III**

Course	Code	Title	Hrs./Week	Credit
Common Course VII	GENG3A05T	Common Course English	5	4
Common Course VIII		Additional Language	5	4
Core Course III	GBCJ3B03T	Reporting for the Print	5	4
Core Course IV	GBCJ3B04T	Editing for the print	4	4
Complementary Course I	GFEN3C11T	English for Communication III – Business Communication	3	2
Complementary Course II	GECO3C03T	Essentials of Economics III -Money, Banking, Finance and Trade	3	2
<b>Total</b>			<b>25</b>	<b>20</b>

**Semester IV**

Course	Code	Title	Hrs./Week	Credit
Common Course IX	GENG4A06T	Common Course English	5	4
Common Course X		Additional Language	5	4
Core Course V	GBCJ4B05T	Design and Pagination	4	4
Core Course VI	GBCJ4B06T	Radio Production	5	4
Complementary Course-I	GFEN4C12T	English for Communication IV – Academic Writing	3	2
Complementary Course-II	GECO4C04T	Essentials of Economics IV-Indian Economy	3	2
<b>Total</b>			<b>25</b>	<b>20</b>



### Semester V

Course	Code	Title	Hrs/ Week	Credit
Core Course VII	GBCJ5B07T	Mass Communication theories	5	4
Core Course VIII	GBCJ5B08T	Television Production	5	4
Core Course IX	GBCJ5B09T	Corporate Communication	4	4
Core Course X	GBCJ5B10T	Advertising	4	4
Core Course XI	GBCJ5B11T	Photo Journalism	4	4
Open Course		Students can choose courses offered by Other departments	3	3
<b>Total</b>			<b>25</b>	<b>23</b>

*The BOS in Mass Communication & Journalism offers following courses as open courses. The Students from other disciplines can choose any one of these offered by the department.*

GBCJ5D01T	Newspaper Journalism
GBCJ5D02T	Broadcast Journalism
GBCJ5D03T	Development Communication

### Semester VI

Course	Code	Title	Hrs/ Week	Credit
Core Course XII	GBCJ6B12T	Media Law Ethics	5	4
Core Course XIII	GBCJ6B13T	Online Journalism	5	4
Core Course XIV	GBCJ6B14T	Introduction to Cinema	5	4
Core Course XV: Elective (Any One)	GBCJ6E01T	Economic and Business Reporting	5	4
	GBCJ6E02T	Magazine Journalism		
Core Course XVI	GBCJ6B15D	Project	5	2
<b>Total</b>			<b>25</b>	<b>18</b>
<b>Total Credits</b>				<b>120</b>

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER I**  
**GBCJ1B01T: FUNDAMENTALS OF MASS COMMUNICATION**

**Lecture Hours: 96 (6 Hrs/Week)**

**Credits:5**

**Total Marks: 100 (Internal: 20, External: 80)**

**Examination: 2½ Hours**

**Objectives**

To make students acquaint with the basic concepts of communication.

**Course Outcomes**

- To attain the basic concepts of communication and the evolution of mass communication.
- The knowledge gained from the course should act as a gateway and navigator to the various branches of mass communication.
- To gain the capacity to examine the working of the media and to develop better perspectives of media.

**Module I [ 20 hrs]**

Definition of communication, evolution of human communication, elements of communication, types of communication: Intra, inter, group, organizational, public and mass; Verbal and nonverbal communication.

**Module II [ 12 hrs]**

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

**Module III [ 15 hrs]**

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 [ 25 hrs]**

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 gate keeping model.

**Module V [ 24 hrs]**

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**

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

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

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

**MODEL QUESTION PAPER**  
**FIRST SEMESTER B.A. DEGREE EXAMINATION**  
**GBCJ1B01T: FUNDAMENTALS OF MASS COMMUNICATION**

**Time: 2½ Hours**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Intrapersonal communication
2. Post-truth
3. Marshall McLuhan
4. Negative feedback
5. Digital divide
6. Blogs
7. Gate keeping
8. Mass-line communication
9. Theyyam
10. WCC
11. Helical model of communication
12. Proxemics
13. 42 line Bible
14. Vividh Bharati
15. Ritwik Ghatak

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Explain the circular model of communication.
17. Explain the dysfunctions of mass media.
18. What are the characteristics of new media?
19. Differentiate between radio and television.
20. Explain the concept 'mass' in mass communication.
21. What are the functions of mass communication?
22. Explain the important functions of communication models.
23. Examine the challenges of print media in the digital era.

**SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

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

**(2x10=20 Marks)**

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER II**  
**GBCJ2B02T: MEDIA HISTORY**

**Lecture Hours: 96 (6 Hrs/Week)**

**Total Marks: 100 (Internal: 20, External: 80)**

**Credits:4**

**Examination: 2½ Hours**

**Objectives**

To help students understand the foundation on which Indian journalism stands.

**Course outcomes**

- To demonstrate an understanding of the history of media and role of professionals in Journalism
- To understand the development of print and electronic media

**Module I [ 20 Hrs]**

Evolution of the 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-independent period

**Module II [20 Hrs]**

History of Malayalam press: Rajyasamacharam, Paschimodayam, Gnana Nikshepam, Deepika ,Satyanada Kahalam , Malayala Manorama , Kerala Mitram, Kerala Patrika, Mathrubhumi, Kerala Kaumudi , Al-Ameen, Deenabhandu, Prabhatham

**Module-III [ 16 Hrs]**

Prominent personalities of Indian journalism: S Sadanand, Ramnath Goenka, Pothen Joseph, cartoonist Sankar, Kuldip Nayar, Prabhu Chawla, Leela Menon, Karan Thapar.

**Module IV [ 20 Hrs]**

Legends of Malayalam journalism: Herman Gundert, Kandathil Varughese Mappilai, Swadeshbhimani Ramakrishna Pillai, Kesari Balakrishna Pillai,Chengulathu Kunhrama Menon, Vengayil Kunhiraman Nayanar, K P Kesava Menon, C V Kunjiraman

**Module V [ 20 Hrs]**

History of broadcasting: Growth of radio broadcasting in India, FM radio. Growth of television broadcasting in India, SITE, Prasar Bharati

**Books for Reference**

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

**Books for further Reference**

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

**I. Continuous Assessment: 20Marks**

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

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

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

**MODEL QUESTION PAPER**  
**SECOND SEMESTER B.A. DEGREE EXAMINATION**  
**GBCJ2B02T: MEDIA HISTORY**

**Time: 2.5Hours**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. FM station
2. Arun Shourie
3. Pothen Joseph
4. Harijan
5. Terrestrial broadcasting
6. Sambad Kaumudi
7. Herman Gundert
8. Kerala Mitram
9. Asianet
10. Lionel Fielden
11. ZeeTV
12. Calcutta Journal
13. Al -Ameen
14. Yuvavani
15. Rajdeep Sardesai

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. What are the objectives of Prasar Bharati?
17. Write a note on Serampore missionaries
18. Comment on theSITE
19. Discuss the objectives of theAIR
20. Comment on Kesari Balakrishna Pillai
21. Briefly describe the contributions of Swadeshabhimani Ramakrishna Pillai
22. What were the contributions of Raja Ram Mohan Roy to Indian journalism?
23. Comment on the contributions of James Augustus Hicky

**SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

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

**(2x10=20 marks)**

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER III**  
**GBCJ3B03T: REPORTING FOR THE PRINT**

**Lecture Hours: 80 (5 Hrs/Week)**

**Credits:4**

**Total Marks: 100 (Internal: 20, External: 80)**

**Examination: 2½ Hours**

**Objective:**

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

**Course Outcome:**

- Make students reporters having news sense
- Prepare reporters with the acquaintance of Journalistic Principles
- Provide practical experiences to the students

**Module I [10 hrs]**

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

**Module II [15 hrs]**

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

**Module III [15 hrs]**

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

**Module IV [20 hrs]**

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

**Module V [20 hrs]**

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



### **Books for Reference**

1. Melvin Mencher, News Reporting and Writing, New York, Oxford University Press, 2007.
2. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press,2008.
3. Fred Fedler and John Bender, Reporting for the Media, New York: Oxford University Press,2001.
4. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers,2007.
5. Joan Clayton, Interviewing for Journalists, London: Piatkus Publishers,1994.
6. Hugo de Burgh, Investigative Journalism: Context and Practice, London:Routledge, 2000.
7. Straubhaar Larose, Media Now, New York: Thomson Wadsworth, 2004.
8. M.V. Kamath, Professional Journalism, New Delhi, Vikas Publishers,1980.

### **Books for Further Reading**

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

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

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

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

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

**MODEL QUESTION PAPER**  
**THIRD SEMESTER B.A. DEGREE EXAMINATION**  
**GBCJ3B03T: REPORTING FOR THE PRINT**

**Time: 2.5Hours**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Nose for News
2. Beat
3. Meet the Press
4. Deadline
5. By-line
6. Scoop
7. Press release
8. Off the record
9. Curtain raiser story
10. Sidelight story
11. Skepticism
12. Sting Operation
13. SelfCensorship
14. Proximity
15. Boil down

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. What do you mean by 'inverted pyramid' in news writing? What are the main merit and demerits of this pattern of reporting news?
17. What is a follow up story? Suggest some recent news items worth attempting follow up.
18. List five most important qualities of a news reporter and explain.
19. Explain proximity, conflict and consequence as news values. Give suitable examples.
20. If you are one among the reporters team assigned to cover the State School Youth festival, what all will be the preparations you make?
21. How is a feature story different from a hard news story?
22. Sources are valued assets of a news reporter. He should handle it with care –Illustrate.
23. What do you mean by 5 W's and 1 H? Do we need to have all these in all the news equally?

### **SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

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

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER III**  
**GBCJ4B04T: EDITING FOR THE PRINT**

**Lecture Hours: 64 (4 Hrs/Week)**

**Credits:4**

**Total Marks: 100 (Internal: 20, External: 80)**

**Examination: 2½ Hours**

**Objective:**

To make students aware of the importance of error free copy and principles of editing. To expose students to news editing practices

**Outcomes:**

- Produce students with the thorough knowledge in the need for editing
- Prepare editors having practical knowledge in all the aspects related to editing
- To make students aware of the importance of error free copy and principles of editing. To expose students to news editing practices

**Module I [ 10 hrs]**

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

**Module II [ 15 hrs]**

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

**Module III [ 12 hrs]**

Copy editing – Handling copies of reporters, correspondents, stringers, agents, citizen journalists and news agencies – Hand outs and press releases – Translating: English to Malayalam and vice versa – Trimming human interest stories – Editing and DTP- Editing online.

**Module IV [15 hrs]**

Headlines and captions – Importance – Functions of headlines – Language of headline – Action in headline – Punch and topical – Types of headlines: banner, skyline, kicker, deck, subheads, editorial and feature headlines, Caption and catchwords – Changes and trends in headlining Photographs and cartoons – Picture editing - Cropping and blowing ups

**Module V [12 hrs]**

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

### **Books for Reference**

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

### **Books for further reading**

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

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

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

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

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

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

**MODEL QUESTION PAPER**  
**THIRD SEMESTER B.A. DEGREE EXAMINATION**  
**GBCJ4B04T: EDITING FOR THE PRINT**

**Time:2.5 Hours**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Copy Desk
2. Catchword
3. Value Addition
4. Libel
5. Dateline
6. Embargo
7. Stylebook
8. Clean copy
9. Intro
10. News persons 'language
11. Inverted pyramid style
12. News angle
13. Credit-line
14. Photo editing
15. Middle piece

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Both headline and intro represent the summary of the story. Then how do they differ?
17. What is the difference between running-story and a follow-up story?
18. Explain the term inverted pyramid. Do you consider it a relevant model of news narration of new age? Why?
19. Prepare a suitable intro for the news of unexpected resignation of KPCC president.
20. What are the characteristics of news-person's language?
21. Captions are considered to be the heart and soul of news photographs –How?
22. Examine the importance of knowledge of relevant laws while editing news?
23. Imagine K J Yesudas declares his retirement from playback singing. What will be your headline for the news story? Explain why did you consider that headline?

## SECTION C

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

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

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

Puthiyaveetil Raghu (43) , 'Aradhana' , Kottiyodi, Near Kuthuparamba, Kannur district, Kerala, his wife Lalitha (39), Their children Anoop (18), Sandeep(16), and Alaka (14) were on a family visit to Raghus' elder brother Rajendran's house at Chettikulam, Elathur, Kozhikkode district. Raghu is a private electrician. Anoop is a student of B .Sc. first year Mathematics at Vimalagiri College, Kuthuparamba. Sandeep is plus one science student at Kottiyodi govt. H SS and Alaka studies in IX standard at Kottiyodi G H S. Rajendran (46), wife Latha (41), their son Adarsh (20), daughter Maneesha (16) were residing at 'Anand' at Chettikulam. Both Lalitha and Latha are housewives. Rajendran is a small scale building contractor. Adarsh is B A final year student at a private college. Maneesha studies for higher secondary (first year) at GHS, Elathur.

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

Reaching Kappad and while playing at beach the children wanted to take selfie in sea-waters. The mothers were chatting at the sand-bed. The children got into the water, arranged themselves in height order. Anoop was in front facing the shore holding mobile camera. They were dipping themselves up to chest in water and on a selfie-spree. Suddenly a huge wave came and impressed all of them. No one could realize what was happening. Both mothers were seeing what was happening. People around, hearing hue and cry, jumped into the water for rescue. Some could get hold of Anoop and rescued him. Some others could find Alaka by a nearby rock unconscious a little later. She was rushed to Kozhikkode Medical College Hospital, but could not be saved. Died on the way. The body of snadeep was found deposited at the shore near Koyilandy, 10 kms. away, after 2hrs. Adarsh and Maneesha are still missing. Rescue teams of police, fire force and local people has not abandoned search even late in the night.

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

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER IV**  
**GBCJ4B05T: DESIGN AND PAGINATION**

**Lecture Hours: 64 (4 Hrs/Week)**

**Total Marks: 100 (Internal: 20, External: 80)**

**Credits:4**

**Examination: 2½ Hours**

**Objective:**

To help students to understand the pagination techniques that are applied for different pages. To make students understand the aesthetic and functional principles of page making.

**Course Outcome:**

- Prepare students to be the editors having pagination skill
- Provide students with practical experience in pagination

**Module I [ 10 hrs]**

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

**Module II [ 12 hrs]**

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

**Module III [12 hrs]**

Traditional and contemporary make up concepts – Revolution brought about by computer – Potentials of D T P and computerized pagination –Speed and flexibility – possibilities of computer graphics- Pagination softwares– Page maker, Quark Xpress, Illustrator, Indesign– Photoshop

**Module IV [ 15 hrs]**

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

**Module V [ 15 hrs]**

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

**Books for Reference**

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



**Books for Further Reading**

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

**I. Continuous Assessment: 20Marks**

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

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

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

**MODEL QUESTION PAPER**  
**FOURTH SEMESTER B.A. DEGREE EXAMINATION**  
**GBCJ4B05T: DESIGN AND PAGINATION**

**Time: 2.5Hours**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks.*

*Ceiling of marks for Part A is 25.*

1. Masthead
2. Page balance
3. Highlights
4. Whitespace
5. Advertorial
6. Modular makeup
7. Print-line
8. Dummy
9. Primary optical area
10. Super lead
11. Sub line
12. Page dummy
13. Ear panel
14. Box news
15. Broadsheet paper

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. How does the lay-out of an editorial page differ from that of a front page?
17. What role do advertisements play in the page make ups of newspapers?
18. What is the difference between vertical and horizontal page design? Which one do you prefer? Why?
19. What do you mean by picture editing? What are to be kept in mind while editing pictures?
20. What are the effects in newspaper design, brought about by the influence of TV?
21. Lay out of feature pages and supplements have more creative element compared to news pages – Do you agree? Why?
22. Gutter and white space contribute much in the aesthetics of newspaper pagination– How?
23. What are the advantages of modular page design?

### SECTION C

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. What are the major principles in designing a newspaper page? Explain the key factors making it effective.
25. What are the main patterns in newspaper page lay-out? Evaluate the main merits and demerits of each?
26. The emergence of computer has revolutionized the process and effectiveness of newspaper pagination – Establish.
27. You have the list of following news items with you. Prepare a page 1 dummy according to your evaluation and sense. Add photographs and graphics of your choice. The page has two advertisements: (1) 15x3 and (2) 10x2 in size.  
Land slide in Wayanad killing four people.  
Story on the three-member family who lost life in the tragedy Demise of a former VC of Calicut University.  
Moral police attack in Calicut beach, police cane charge, many injured. A party (of your choice) leaves UDF and Joins LDF.  
BSF Jawan killed in Kashmir

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER IV**  
**GBCJ4B06T: RADIO PRODUCTION**

**Lecture Hours: 80 (5 Hrs/Week)**  
**Total Marks: 100 (Internal: 20, External: 80)**

**Credits:4**  
**Examination: 2½ Hours**

**Objective**

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

**Course Outcomes:**

- Develops an awareness on the role of radio as a mass medium
- Gathers knowledge on the historical evolution of the medium.
- Understands the technology behind radio production
- Develops the ability to produce short radio programmes.

**Module I [ 10 Hrs]**

Characteristics of the medium, impact of digital technology on radio broadcasting, fall and rise of radio, broadcasting and narrowcasting, scope and challenges of radio as a mass medium.

**Module II [ 15 Hrs]**

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

**Module III [ 15 Hrs]**

Radio news – news room management – news coverage – news formats – news presentations – structure and content of news bulletins.

**Module IV [ 20 Hrs]**

Radio programme production – theory of sound - frequency – spectrum – AM, FM, SW, long wave, sound formats – recordings softwares - sound effects – mixing and dubbing – satellite radio and internet radio.

**Module V [ 20 Hrs]**

Role of Radio broadcaster, announcer, disc jockey, radio host, on air techniques – performance, art of interviewing, 7 Ps, speed breathing – emphasis and pitch.

**Books for Reference**

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

### **Books for Further Reading**

1. Basic Radio Journalism – Paul Chantler and Peter Stewart (Focal Press).
2. This is All India Radio – U. L. Baruah.
3. Broadcast Journalism, Techniques of Radio and Television News, 5th Edition – Andrew Boyd.
4. Writing and Producing Radio Dramas – Esta De Fossard (Sage Publications).
5. Beginning Radio–TV News Writing, 4<sup>th</sup> Edition – K. Tim Wulfemeyer (Surjeet Publications).
6. Radio–TV News Writing, A workbook, 2nd Edition – K. Tim Wulfemeyer (Surjeet Publications).
7. Modern Radio Production, Programming and Performance – Carl Hausman, Philip Benoit, Lewis B O Donnell.

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

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

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

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

**MODEL QUESTION PAPER**  
**FOURTH SEMESTER B.A. DEGREE EXAMINATION**  
**GBCJ4B06T: RADIO PRODUCTION**

**Time: 2.5 Hours**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Lionel Fielden
2. FM & AM
3. ISBS
4. UL Baruah
5. Guglielmo Marconi
6. Melvine DeMello
7. Vividh bharathi
8. Edwin Armstrong
9. Yuvavani
10. Farm & Home
11. Prasar Bharathi
12. Phone in –programme
13. Recording softwares
14. BBC
15. Jingle

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Write on the significance of community radio.
17. What do you mean by the 7Ps in radio production?
18. Write on the importance of radio as a development communicator.
19. Characteristics of radio as a mass medium
20. What are the different types of programmes aired through radio? Explain.
21. Write on the major characteristics of a radio play.
22. –Application of digital technology in radio broadcastings a boon! Explain.
23. Write on the important characteristics of writing for radio.

### **Section C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. Trace the history of radio in India focusing on key dates, events and personalities.
25. Comment on the importance of privatizations and its impact on FM transmission in India.
26. Write on the scope of radio in the 21<sup>st</sup> century. Also write on the challenges faced by present day broadcasters.
27. Write on the importance of radio news, its formats, production and Structures.

**(2 x 10=20)**

**BA MASS COMMUNICATION AND JOURNALISM  
SEMESTER V  
GBCJ5B07T: MASS COMMUNICATION THEORIES**

**Lecture Hours: 80 (5 Hrs/Week)**

**Credits:4**

**Total Marks: 100 (Internal: 20, External: 80)**

**Examination: 2½ Hours**

**Objective:**

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

**Course Outcome**

- To attain the basic knowledge of the important communication theories and their applications.
- To attain a theoretical framework of media and also to contextualize the media theories.
- To effectively assess the changing media scenario and accordingly to expand and redefine the existing media theories with an interdisciplinary approach.

**Module 1: Communication studies [ 15 Hrs]**

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

**Module 2: Media-audience interaction [ 15 Hrs]**

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

**Module 3: Gate keeping functions [ 10 Hrs]**

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

**Module 4: Normative theories [ 20 Hrs]**

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

**Module 5: Media effects theories [ 20 Hrs]**

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



**Books for Reading:**

1. Agee, Warren K., Ault, Philip H. and Emery, Edwin: Introduction to Mass Communications.
2. Stephen W Littlejohn & Karen A Foss(Editors): Encyclopedia of Communication Theory, Sage
3. Fiske, John (1996), Introduction to Mass Communication Studies, London,Routledge
4. McQuail, Denis: McQuail's mass communication theory.
5. McQuail, Denis and Windahl, Sven: Communication models for the study of mass communications.
6. De Fleur, Melvin L. and Ball-Rokeach, Sandra J: Theories of mass communication.
7. Kumar, Keval J: Mass communication in India.
8. Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi,CBS Publishers
9. Watson, James and Hill, Anne: Dictionary of Media and Communication Studies.
10. Berger, Arthur Asa (2012), Media Analysis Techniques, New Delhi, Sage

**I. Continuous Assessment: 20Marks**

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

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

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

**MODEL QUESTION PAPER**  
**FIFTH SEMESTER B.A. DEGREE EXAMINATION**  
**GBCJ5B07T: MASS COMMUNICATION THEORIES**

**Time: 2.5 Hours**

**Max. Marks : 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Selective perception
2. Social categories
3. Individual difference theory
4. Global village
5. Mean world syndrome
6. Opinion formation
7. Joseph Goebbels
8. Leon Festinger
9. Media studies
10. Libertarian theory of the press
11. Opinion followers
12. Propaganda
13. Public Sphere
14. Signs
15. War of the Worlds

**PART B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Evaluate one step and two step flow of communication.
17. Critically analyze the news flow model of McNelly.
18. What do you mean by media dependence theory?
19. What is the relevance and significance of semiotics in media studies?
20. What is the theory of cognitive dissonance?
21. Assess the possibilities of attitudinal change through communication.
22. What are the implications of the omnipotence of media?
23. Explain with appropriate examples the Uses and Gratifications theory.

### **PART C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

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

**(2x10=20)**

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER V**  
**GBCJ5B08T: TELEVISION PRODUCTION**

**Lecture Hours: 80 (5 Hrs/Week)**

**Credits:4**

**Total Marks: 100 (Internal: 20, External: 80)**

**Examination: 2½ Hours**

**Objective:**

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

**Course Outcomes:**

- Prepare practically experienced TV journalists
- Provide technical know-how to the students
- Make the students aware of other TV programmes with a thrust on production

**Module I [ 10 Hrs]**

TV characteristics, potentials and limitations

**Module II [ 25 Hrs]**

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

**Module III [10 Hrs]**

Different TV programmes- news, interview and discussion, magazine, OB, TV documentary, quiz, reality shows, EFP

**Module IV [15 Hrs]**

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

**Module V [20 Hrs]**

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

**Books for Reference**

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

**Books for Further Reading**

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

**I. Continuous Assessment: 20Marks**

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

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

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

**MODEL QUESTION PAPER**  
**FIFTH SEMESTER B.A. DEGREE EXAMINATION GBCJ5B08T**  
**TELEVISION PRODUCTION**

**Time: 2½ Hours**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. PCR
2. White balancing
3. TV magazine
4. Tele-prompter
5. Split page method
6. Tracking
7. Piece to camera
8. Oprah Winfrey
9. Low angle and high angle shots
10. Cut away
11. Lip-sync
12. Rough cut
13. VJ
14. EFP
15. Package

**PART B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Explain with the help of a diagram the triangle lighting technique
17. What are the preparations to be made for a TV interview?
18. Write on the different types of shots
19. Write on the major types of TV news
20. What is an OB? Explain the preparations for an OB
21. Explain 5 types of microphones used in TV production
22. Differentiate between back light and background light
23. Explain the change in the style of news reading with the advent of private news channels

### **PART C**

*Answer any 2 questions. Each question carries 10 marks*

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

**(2x10=20 Marks)**

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER V**  
**GBCJ5B09T: PUBLIC RELATIONS & CORPORATE COMMUNICATION**

**Lecture Hours: 64 (4 Hrs/Week)**

**Credits:4**

**Total Marks: 100 (Internal: 20, External: 80)**

**Examination: 2½ Hours**

**Objective:**

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

**Course Outcomes:**

- Introduce the students the concept of Public Relations
- Introduce a wider and new concept namely Corporate relations
- Provide the students with practical experience in PR and Corporate communication

**Module I [ 10 Hrs]**

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

**Module II [ 10 Hrs]**

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

**Module III [14 Hrs]**

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

**Module IV [ 10 Hrs]**

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

**Module V [10 Hrs]**

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

**Module VI [ 10 Hrs]**

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



**Books for reference**

1. Joep P Cornelissen: Corporate Communication, A Guide to Theory and Practice.
2. John Foster: Effective Writing Skills for Public Relations.
3. Joseph Fernandez, Corporate communications at 21st century primer.
4. J V Vilanilam: Public Relations in India
5. Robert L Heath: Encyclopedia of Public Relations
6. CEO's of leading PR Firms. The Art of Public Relations
7. David Phillips: *Online Public Relations*

**Books for further reading**

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

**I. Continuous Assessment: 20Marks**

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

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

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

**III. Suggested activity:** Visiting a PR department and filing a ten page report.

**MODEL QUESTION PAPER**  
**FIFTH SEMESTER BA DEGREE EXAMINATION**  
**GBCJ5B09T: PUBLIC RELATIONS AND CORPORATE COMMUNICATION**  
**Time: 2½ hrs** **Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Lobbying
2. Ivy Lee
3. PRSI
4. Crystallizing Public Opinion
5. House Journals
6. Open house
7. Kerala Calling ‘
8. Spin
9. Trial balloon
10. Organized P.R. Campaign
11. Media Kit
12. Press Release
13. DAVP
14. Corporate Identity
15. IPRA

**PART B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Write a short note on house journals and its relevance in PR
17. What do you mean by CSR? Explain.
18. Differentiate between publicity and public relations.
19. What are the qualities of a good PRO? Explain.
20. How advertising is different from PR? Explain.
21. Trace a short history of PR in India.
22. Write a short note on the various tools of PR.
23. Explain the term enlightened self-interest ‘and what are the contributions of Paul Garret to PR?

**PART C**

*Answer any 2 questions. Each question carries 10 marks*

24. Corporate Communication has its roots in public relations but enjoys wider scope. Comment.
25. What do you mean by crisis communication? Explain with an example.
26. What is Business Communication? What are the different aspects of business writing?
27. What do you mean by corporate Communication? Also explain the concepts corporate identity, corporate image, and corporate personality with examples.

**(2x10=20 Marks)**

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER V**  
**GBCJ5B10T: ADVERTISING**

**Lecture Hours: 64 (4 Hrs/Week)**

**Total Marks: 100 (Internal: 20, External: 80)**

**Credits:4**

**Examination: 2½ Hours**

**Objective:**

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

**Course Outcome**

- To gain an overview of the world of advertising both in theory and practice.
- To prepare advertising copies that can effectively and convincingly convey selling ideas, brands and images.
- To effectively assess the effects of advertising on a larger perspective on a given society.

**Module I [ 12 Hrs]**

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

**Module II [10 Hrs]**

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

**Module III [10 Hrs]**

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

**Module IV [12 Hrs]**

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

**Module V [10 Hrs]**

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

**Module VI [10 Hrs]**

Effectsof advertising–advertisingandculturalvalues-culturaljamming–economic, social and ethicalissuesof advertising-professionalorganizationsandcodeofethics–ABC,ASCI, AAAI.

**Books for reference**

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

**Books for further reading**

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

**I. Continuous Assessment: 20Marks**

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

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

**II. Semester end examination: 80Marks****III. Suggested activity:**

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

**MODEL QUESTION PAPER  
FIFTH SEMESTER B. A. DEGREE EXAMINATION  
GBCJ5B10T: ADVERTISING**

**Time: 2½ hrs**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. AIDA
2. David Ogilvy
3. Amul girl
4. Flight
5. ASCI
6. Classified Ad
7. Alyque Padamsee
8. Brand ambassador
9. Jingle
10. Rossiter and Percy model
11. PSA
12. Piyush Pandey
13. Consumer culture
14. Surrogate ads
15. Advertising appeals

**PART B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Analyze the reach of advertisements of FMCG and FMEG in middle class families in India?
17. “Advertising creates unnecessary needs”; Comment.
18. What do you mean by product lifecycle?
19. “In the case of advertising selling is more important than reality”; Comment.
20. What are the key characteristics of print advertisement? Also write important elements of a print advertisement.
21. Write a short note on the challenges of TV advertising.
22. What do you mean by cultural jamming? Explain.
23. Write a short note on the key characteristics of online advertisement.

**PART C**

*Answer any 2 questions. Each question carries 10 marks*

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

**(2x10=20 Marks)**

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER V**  
**GBCJ5B11T: PHOTO JOURNALISM**

**Lecture Hours: 64 (4 Hrs/Week)**

**Total Marks: 100 (Internal: 20, External: 80)**

**Credits:4**

**Examination: 2½ Hours**

**Objective**

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

**Course outcomes**

- To understand how photographs can be used to communicate in media
- To enable the students to apply journalistic ethics to photojournalism
- To produce a compelling and solid visual story telling medium

**Module I [10 Hrs]**

History of photography - role of photography in communication and journalism – The legends: Henri Cartier Bresson, Raghu Rai, Victor George, Homai Vyarawala

**Module II [14 Hrs]**

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

**Module III [20 Hrs]**

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

**Module IV [10 Hrs]**

Digital camera - digital technology - digital effects and techniques

**Module V [10 Hrs]**

Legal and ethical requirements. A critique on the contemporary regional, national and international photojournalism/ photojournalists

**Books for Reference**

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

**Books for further reading:**

1. Grill, Tom; Scanlon, Mark *Photographic composition*
2. Newnes *Basic photography*
3. Cyernshem, G R *History of photography*
4. Rothsteline *Photojournalism*
5. Bergin *Photo journalism manual*
6. Kalish, Stanley E; Edom, Clifton C *Picture editing*
7. Feinberg, Milten *Techniques of photojournalism*
8. Farndon, John *Encyclopedia of photography*
9. Mallory, Laurance *The right way to use a camera*
10. Editors of Eastman Kodak Company *Pocket guide to 35mm photography*
11. Dilwali, Ashok *All About Photography*
12. London, Barbara; Upton, John; stone, Jim *Photography* Prentice Hall
13. Golden, Reuel *Photo journalism* Carltna
14. Aiyer, Balakrishna *Digital photo journalism* Authors Press
15. Loup, Lanton *Photojournalism and today's news creating visual reality* Wiley Blackwell

**I. Continuous Assessment: 20Marks**

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

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

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

**MODEL QUESTION PAPER**  
**FIFTH SEMESTER B. A. DEGREE EXAMINATION**  
**GBCJ5B11T PHOTO JOURNALISM**

**Time:2½ hours**

**Maximum marks:80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. Candid photo
2. Henri Cartier Bresson
3. Shutter speed
4. Cropping
5. Depth of field
6. Tele-photo lenses
7. Macro photography
8. Madhuraj
9. Papparazi
10. Photo-op
11. Caption
12. KevinCarter
13. Cutline
14. Photo -essay
15. Homai Vyarawala

**PART B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Reporting disaster is an important part of the photojournalist 's job'. Explain
17. What is a photo feature? How do a feature and news differ?
18. How does a photojournalist translate political views into pictures? Explain with suitable examples
19. What is wild life photography?
20. Delineate psychological portraits and group portraits
21. Sports photographers are like athletes. Explain
22. Write a note on stand-alone photograph
23. Explain the contributions of a known photographer of your choice

**PART C**

*Answer any 2 questions. Each question carries 10 marks*

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

**(2x10=20 Marks)**



**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER VI**  
**GBCJ6B12T: MEDIA LAWS AND ETHICS**

**Lecture Hours: 80 (5 Hrs/Week)**

**Total Marks: 100 (Internal: 20, External: 80)**

**Credits:4**

**Examination: 2½ Hours**

**Objective:**

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

**Course Outcome**

- To gain basic understanding of the legal system and important media laws.
- To assess the implications of freedom of speech and expression and perils of the restrictions on this freedom.
- To obtain the capacity to examine the actual working of the media from an ethical perspective.

**Module I [ 15 hrs]**

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

**Module II [ 15 hrs]**

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

**Module III [ 12 hrs]**

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

**Module IV [ 20 hrs]**

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

**Module V [ 18 hrs]**

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

### **Books for Reference**

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

### **Books for Further Reading**

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

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

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

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

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

**MODEL QUESTION PAPER**  
**SIXTH SEMESTER B. A. DEGREE EXAMINATION**  
**GBCJ6B12T: MEDIA LAWS AND ETHICS**

**Time: 2½ Hours**

**Max. Marks: 80**

**PART A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. IPC
2. Objectivity
3. Media trial
4. Data mining
5. Whistle blower
6. Embedded journalism
7. Invasion of privacy
8. Press Freedom Index
9. Amicus curiae
10. Libel
11. Wage Board
12. Norms of Journalistic Conduct
13. IPR
14. Cheque book journalism
15. *Reporters Without Borders*

**PART B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 35.*

16. Explain the directive principles enshrined in the Constitution.
17. What are the reasonable restrictions of the freedom of speech and expression?
18. What are the fundamental rights of an Indian citizen?
19. Explain the basic tenets of Copy Right Act.
20. Comment on the constraints placed on the media with the Official Secrets Act.
21. What are the major implications of the defamation law for a journalist?
22. Explain the Contempt of Court Act.
23. Explain the various types of censorship?

**PART C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

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

**(2x10=20 Marks)**

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER VI**  
**GBCJ6B13T: ONLINE JOURNALISM**

**Lecture Hours: 80 (5 Hrs/Week)**

**Total Marks: 100 (Internal: 20, External: 80)**

**Credits:4**

**Examination: 2½ Hours**

**Course Outcomes:**

- Understanding the effectiveness of Digital Medium.
- To achieve the capacity to evaluate the role of Internet in the contemporary society.
- To involve and participate in the functional world of Internet in personal capacity.

*(The program intends to create a basic conceptual understanding about the function and use of Internet and does not engage in an act of transacting technical competence)*

**Module I [ 10 hrs]**

Internet as a medium of communication - history and evolution of internet- Various popular formats of Online Media- Earlier forms of Communication that led to the invention of Internet.

**Module II [20 hrs]**

Features of online journalism –Interactive, Participative, Virtual- Continuity, Anonymity and Convergent Characteristics, Hypertext, Multimedia - Online Aesthetics – content, design, colours, font, templates, navigation bars, and hyperlinks

**Module III [20 hrs]**

Annotative reporting and strengths and limitations - Citizen Journalism, Absence of Gatekeeping /Gate viewing, Timely Feedback- Portals; Styles of Involvement like Blogging– Podcasting – Vodcasting.

**Module IV [10 hrs]**

Internet culture, Subjectivity and Objectivity of Facts– Media both as Social and Personal, Cybercrime and Regulations, Article 66 A of IT Act

**Module V [10 hrs]**

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

**Module VI [10 hrs]**

Technical writing -Definition and Types - Objectives in Technical Writing - Guidelines for effective writing - prewriting, writing and re-writing Structure and Content of Trolls and Memes.

**Books for Reference**

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

**Books for Further Reading**

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

**I. Continuous Assessment: 20Marks**

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

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

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

**MODEL QUESTION PAPER**  
**SIXTH SEMESTER B. A. DEGREE EXAMINATION**  
**GBCJ6B13T: ONLINE JOURNALISM**

**Time: 2½ Hours**

**Max. Marks: 80**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. ARPANET
2. Podcasting
3. WWW
4. E-Governance
5. Micro blogging
6. Online Advertisement
7. Portals
8. Virtual reality
9. Net neutrality
10. Interactivity
11. Convergence
12. Gate Keeping
13. Citizen Journalism
14. Face book
15. Troll

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for section B is 35.*

16. Evaluate the role of Internet as a participatory communication medium.
17. Explain the characteristics of online journalism.
18. Describe the strengths and limitations of annotative reporting.
19. Discuss the importance of cyber Culture and regulations in online journalism.
20. Formation of e community is nothing but evolution of a new civil society – Critically evaluate the statement.
21. Analyze the reasons for the gradual decrease in Blogging.
22. Aesthetics has a key role in online Journalism-Elucidate.
23. Continuity is the fundamental principle of digital Media-Comment.

**SECTION C**

*Answer any two questions not exceeding 400 words. Each question carries 10 marks.*

24. Explain the history and evolution of internet.
25. Describe the process and principles of technical writing.
26. Compare the content and design of any two web portals.
27. Elaborate the role of internet as a medium of communication.

**(2x10=20 Marks)**

**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER VI**  
**GBCJ6B14T: INTRODUCTION TO CINEMA**

**Lecture Hours: 80 (5 Hrs/Week)**

**Total Marks: 100 (Internal: 20, External: 80)**

**Credits:4**

**Examination: 2½ Hours**

**Objective:**

The course exposes the students to a brief theoretical background in order to facilitate film appreciation. The faculty may lead the students to the communication and social aspects of cinema

**Course outcome**

- Prepare cinema literate students
- Present the history of the medium so that the students can have a better knowledge about the present and the future.

**Module1: [10 Hrs]**

Cinema – characteristics of the medium, early experiments: Eadweard Muybridge, W.K.L. Dickson, T. A. Edison. E.S. Potter

**Module 2: [20 Hrs]**

World cinema and evolution of film language: D. W. Griffith, Charles Spencer Chaplin, Orson Welles, Ingmar Bergman and Akira Kurosawa. A brief overview of German Expressionism, Soviet Montage, Italian Neo Realism – mise-en-scene, French New Wave. Contemporary World Cinema- Alexandro Gonzalves Inareto, Jafar Panahi, Kim Ki Duk

**Module 3: [15 Hrs]**

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

**Module 4 [15 Hrs]**

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

**Module 5 [15 Hrs]**

New technologies and Film making and film viewing– Animation films, YouTube, Online Cinema streaming. Film festivals- Cannes, Berlin, IFFI, IFFK.

**Module 6 [10 Hrs]**

Ethics, certification of films and censoring, Practical - short film making/ Film review

## List of Cinema

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

The Great Train Robbery – E.S. Potter  
Birth of a Nation - D. W. Griffith  
Modern Times/ The Kid – Charlie Chaplin  
Citizen Kane - Orson Welles  
Birds – Alfred Hitchcock

Wild Strawberries - Ingmar Bergman  
Seven Samurai - Akira Kurosawa.  
Cabinet of Dr. Caligiri – Robert Weine  
Battleship Potemkin – Sergie Eisenstien  
Bicycle Thieves – Vittorio Desica  
Breathless – Jean Luc Godard  
Birdman - Alexandro Gonzalves Inareto,

Offside – Jafar Panahi,  
Three Iron - Kim KiDuk  
Raja Harischandra - D. G. Phalke  
Charulatha - SatyjithRay  
Mekhe Dhakka Thara – Ritwik Ghatak  
Aakrosh – SyamBenegal  
Unishe April- Rituparno Ghosh  
Pasi – K Balachandar  
Fantry – Nagaraj Manjule  
Elippathayam – Adoor Gopalakrishnan  
AmmaAriyan - John Abraham  
Oridath - G. Aravindan  
Dany - T. V. Chandran  
Irakal - K.G. George  
Ee. Ma.Yow. (R.I.P.) – Lijo Jose Pellissery  
Thondimurthalam Driksakshiyum – DileeshPothen  
Coco- Lee Unkrich  
Moana – Ron Clements



**Books for Reference**

1. James Monaco. How to Read a Film, 3rd Edition. Oxford University Press.
2. Virginia Wright Wexman. A history of Film. 6<sup>th</sup> edition.
3. Jarek KUPSC. The History of Cinema for beginners.
4. Vijayakrishnan, 'Malayala Cinimayude katha'. Mathrubhumi Books.
5. M.F. Thomas. Indian Cinema. D C Books
6. Vijayakrishnan, Indian Cinemayude 100 Varshangal, Indian Cinemayude Katha. Chintha Publishers.
7. Vijayakrishnan. Loka Cinema. DC Books

**Books for Further Reading**

1. J. Dudley Andrew. Major Film Theories, An Introduction.
2. Stanley J. Baran. Introduction to Mass Communication, 4th Edition.

**I. Continuous Assessment: 20 Marks**

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

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

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

**MODEL QUESTION PAPER**  
**SIXTH SEMESTER B.A. DEGREE EXAMINATION**  
**GBCJ6B14T: INTRODUCTION TO CINEMA**

**Time: 2½ Hours**

**Max Marks: 80**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. W.K.L. Dickson
2. H.S.Bhatvadekar
3. Aravindan
4. FTII
5. The Jazz Singer
6. IFFK
7. CBFC
8. -Rome Open City
9. Udaya Studio
10. Jafar Panahi
11. Animation film
12. Middle cinema in Malayalam cinema
13. Eadweard Muybridge
14. Ritwik Khatak
15. The Great Train Robbery

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for section B is 35.*

16. Explain the main characteristics of cinema.
17. Explain the contributions of D.W. Griffith to the growth of film language.
18. What is Auteur theory? Describe its impact on French New Wave.
19. Delineate the early studio system in Indian cinema.
20. Why Cabinet of Dr. Caligari is known as the best example of German Expressionism?
21. Write a review of any one of the films directed by Akira Kurosawa.
22. Write a short review of a film that inspired you a lot.
23. Briefly explain the contemporary Bengali films.

**SECTION C**

*Answer any two questions each not exceeding 400 words. Each question carries 10 marks.*

24. Write a note on Charles Chaplin and his film life.
25. Ethics and censoring of films are often controversial in India. Give your views with some examples.
26. Netflix and Telegram have opened a new world of film distribution. Do you agree with that? Substantiate your arguments.
27. Explain the contributions made by Adoor Gopalakrishnan to Indian Cinema.

**(2x10=20Marks)**

**BA MASS COMMUNICATION AND JOURNALISM  
SEMESTER VI  
GBCJ6B15D: PROJECT**

**Hours: 80 (5 Hrs/Week)**

**Credits: 2**

**Total Marks: 75 (Internal: 15, External: 60)**

**Course Outcomes**

- To attain the basic concepts of communication and the evolution of mass communication.
- The knowledge gained from the course should act as a gateway and navigator to the various branches of mass communication.
- To gain the capacity to examine the working of the media and to develop better perspectives of media.

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

**Evaluation of Project**

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

**Distribution of Marks**

<b>COMPONENTS</b>	<b>INTERNAL (15 Marks)</b>	<b>EXTERNAL (60 Marks)</b>
Originality – Relevance of the topic, statement of the objectives	3	12
Methodology- Reference/Bibliography, Presentation, quality of analysis/use of statistical tools	3	12
Scheme/Organization of report-Findings and Recommendations	4.5	18
Viva-Voce	4.5	18

**ELECTIVES**  
**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER VI**  
**GBCJ6E01T: ECONOMIC AND BUSINESS REPORTING**

**Lecture Hours: 80 (5 Hrs/Week)**

**Total Marks: 100 (Internal: 20, External: 80)**

**Credits:4**

**Examination: 2½ Hours**

**Objective:**

The course gives the students an outlook of Business Journalism.

**Course Outcomes:**

- Prepare the students to understand the different concepts of economies
- Present the students the examples of different business newspapers, magazines and channels
- Introduce the students the current status of Indian and Kerala economy.

**Module I [ 20 hrs]**

Major School of modern economics: Classical, Neo Classical, Marxian, Keynesian and Modernist. Important Institutions economic policies and implementation at the national and global levels: Breton Woods Institutions, GATT and WTO, IMF, World Bank, ADB. Planning Commission of India, NITI Aayog, RBI.

**Module II [ 20 hrs]**

Milestones of Indian economy: Five year plans—general overview of Nehruvian model-Bank nationalization- green revolution- control and permit raj, liberalization of the 1990s. 2008 global financial crisis and Indian economy; Status of Indian agriculture.; Currency Demonetization. Salient features of GST.

**Module III [ 20 hrs]**

A brief history of business journalism, Business reporting & editing, market reporting-stock market-currencyexchangemarketsandcommoditymarkets—regulatorybodies such as SEBI leading business newspapers & magazines in India, Leading business news agencies and business TV channels in India and abroad.

**Module IV [ 20 hrs]**

Salient features of Kerala economy: Kerala model of development ,linkages of Kerala economy withglobalmarketsespeciallywithWestAsia.CashcropsinKerala—migrationtotheGulfand other countries—migrant laborers in Kerala—statusofagricultureinKerala.2018Keralafloods and rebuilding attempts, major environmental issues and concerns in the state; KIIFB Specialized business magazines in Malayalam.

**Books for Reading**

1. Paul M Sweezy: The Theory of Capitalist Development
2. Michael Lewis: Liar's Poker
3. Robert Shiller: Irrational Exuberance
4. Nouriel Roubini: Crisis Economics
5. C.T. Kurien, Global Capitalism and Indian Economy,
6. Jagdish Bhajwati: In Defense of Globalisation
7. Dr. K. K. George, Limits to Kerala Model of Development

**I. Continuous Assessment: 20Marks**

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

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

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

**MODEL QUESTION PAPER**  
**SIXTH SEMESTER BA DEGREE EXAMINATION**  
**GBCJ6E01T: ECONOMIC AND BUSINESS REPORTING**

**Time: 2½ Hours**

**Max. Marks: 80 marks**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. GATT
2. UNIDO
3. NITI Aayog
4. Stock market
5. Budget
6. WTC and foreign trade
7. GDP
8. Budget
9. Liberalization Policy
10. Demonetization
11. GST
12. Five Year Plans
13. Breton Woods institutions.
14. Green Revolution
15. KIIFB

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for section B is 35.*

16. Nationalization of the banks in India
17. Discuss in detail the modernist school of thinking.
18. What are the major industries in India?
19. What are the major business journals available? Discuss briefly about their contents.
20. Write about global financial crisis of 1990s
21. What is the present status of Indian economy?
22. How to report budgets?
23. What are the business news agencies?

**SECTION C**

*Answer any two questions each not exceeding 400 words. Each question carries 10 marks.*

24. Discuss in detail the Kerala Model of development.
25. What is the status of agriculture in Kerala? Discuss the cash crops in the state.
26. Write about the migrant labours and the impact of this phenomenon in Kerala society.
27. Discuss the Currency Demonetization of November 8, 2016 and its effects in our country.

**(2x10 = 20 marks)**

**BA PROGRAMME IN MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER VI**  
**GBCJ6E02T: MAGAZINE JOURNALISM**

**Lecture Hours: 80 (5 Hrs/Week)**

**Total Marks: 100 (Internal: 20, External: 80)**

**Credits:4**

**Examination: 2½ Hours**

**Objective:**

This course introduces the students to the nuances of magazine journalism, feature writing and reviews.

**Course Outcome:**

- Students with an awareness about the current status of Magazine Journalism
- Gives a practical know how about how to write in Magazines.

**Module I [10 hrs]**

A brief history of magazine journalism: global scenario and current trends in magazine journalism in India - a glimpse to Malayalam magazine history - leading magazines in Malayalam - magazine journalism versus newspaper journalism.

**Module II [20 hrs]**

Types of magazines - fiction and feature - general interest magazines - special audience magazines - public relations magazines – in house magazines - literary magazines - Sunday magazines and journals - online magazines: e-zines, web-zines - a review of leading general interest magazines in English and Malayalam.

**Module III [20 hrs]**

Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments - reporting and editing operations in a magazine - magazine journalism terminology.

**Module IV [10 hrs]**

Cover and cover story – functions of the cover - cover design formats – cover blaze – cover lines - contents page - cover story selection criteria: length, strength, importance, promotability and illustratability - Centre spread.

**Module V [10 hrs]**

Magazine articles - features, film reviews, book reviews, profiles, columns, cartoons, photo gallery, regulars and fillers.

**Module VI [10 hrs]**

Magazine design - format, layout, typography, colour, photos, illustrations, infographics, blurbs and highlights.

**Books for Reading**

1. Tim Holmes and Liz Nice: Magazine Journalism
2. Anthony Davis: Magazine Journalism Today
3. Adele Ramet: Writing for Magazines
4. Brendan Hennessy: Writing feature articles

**I. Continuous Assessment: 20Marks**

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

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

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



**SIXTH SEMESTER BA DEGREE EXAMINATION  
MODEL QUESTIONPAPER  
GBCJ6E02T: MAGAZINE JOURNALISM**

**Time: 2½ Hours**

**Max. Marks : 80**

**SECTION A**

*Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 25.*

1. The Networker.
2. Of Sexes.
3. Shankar's Weekly.
4. Profile.
5. Narrative style.
6. Vinod Mehta.
7. Madhyamam Weekly.
8. Cover line.
9. Blurbs
10. Specialized Magazines
11. Book review
12. Sunday Magazines
13. Magazine cartoons
14. Cover Blaze
15. E-zines

**SECTION B**

*Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for section B is 35.*

16. What are the basic differences between a magazine and a newspaper?
17. How is a feature different from a hard news?
18. What are the basic principles to be followed in the preparation of contents page of a magazine?
19. How are the feature headlines different from news headlines?
20. Differentiate between print magazines and web-zines
21. Briefly explain the organizational structure of a magazine.
22. Critically review a popular column in a magazine of your choice.
23. Write a brief note on literary magazines in Malayalam

### SECTION C

*Answer any two questions each not exceeding 400 words. Each question carries 10 marks.*

24. Explain the principles of cover design and importance of cover lines, with examples from the mainstream magazines.
25. Critically analyze two general interest Malayalam magazines.
26. Write the review of a film currently being screened in the theatres.
27. Do you think Magazine journalism has a bright future? Critically examine the current status of magazine journalism in Malayalam.

**(2x10=20 marks)**

## **OPEN COURSE**

### **BA MASS COMMUNICATION AND JOURNALISM**

The BOS in Journalism offers following courses as open courses. The department will offer any one of the course to the students of other UG programmes.

<b>Code</b>	<b>Title</b>	<b>Contact Hours</b>	<b>Credit</b>	<b>Marks</b>
GBCJ5D01T	Newspaper Journalism	3	3	75
GBCJ5D02T	Broadcast Journalism			
GBCJ5D03T	Development Communication			

**OPEN COURSE**  
**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER V**  
**GBCJ5D01T: NEWSPAPER JOURNALISM**

**Lecture Hours: 48 (3 Hrs/Week)**

**Credits:3**

**Total Marks: 75 (Internal: 15, External: 60)**

**Examination: 2 Hours**

**Objective:**

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

**Course Outcomes:**

- Have an introductory knowledge about how to write a news story.
- Develops an understanding on reporting and editing and its principles.
- Develops media literacy skills.

**Module I [10 Hrs]**

Organizational structure of a newspaper, business, mechanical and editorial departments, responsibilities and qualities of a news editor/sub editor, bureau chief and reporter, photo journalists – organizational structure of editorial desk and bureau.

**Module II [15 Hrs]**

Contents of a newspaper – news – definitions of news – types of news – news determinants – features – definition and types of features – articles – editorials - letters – to - the editor – interview – reviews – profiles and columns, contests.

**Module III [15 Hrs]**

Reporting practices – news story structure – headlines – lead and body – conclusion – inverted pyramid style – types of reporting – general assignments – beats and specialties – principles of reporting – cultivating news sources – media literacy – media trial.

**Module IV [8 Hrs]**

Process of editing – general principles of editing – writing headlines, sub heads 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, NewDelhi.1980.
3. VirBala 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. 89

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

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

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

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

### **II. Semester end examination: 60 Marks**

**MODEL QUESTION PAPER**  
**FIFTH SEMESTER BA DEGREE EXAMINATION**  
**GBCJ5D01T: NEWSPAPER JOURNALISM**

**Time: 2 Hours**

**Max. Marks: 60**

**Section– A**

**Answer the following questions question carries 2 marks.**  
**[Ceiling 20]**

1. Letters-to- the -editor.
2. Beat
3. Media Literacy
4. Column
5. Lead
6. Times of India
7. Byline
8. News hole
9. Masthead
10. Middle
11. PCI
12. Blurb

**Section B**

**Answer the following questions. Each question carries 5 marks.**  
**[Ceiling 30]**

13. Write on the qualities of a newspaper reporter.
14. Importance of info-graphics in newspapers.
15. What do you mean by investigative reporting,?
16. Write on the significance of a sports page in newspaper.
17. Write on the importance of newspaper editorials.
18. -Design and layout add to the beauty of a newspaper. Explain.
19. What do you mean by inverted pyramid style of writing? Explain.

**Section C**

**Write any one of the following. The question carries 10 marks.**

20. Write on the organizational structure of a newspaper giving special importance to editorial department.
21. What do you mean by editing? What are its major principles? Also write on the qualities and responsibilities of a sub editor.

**(1x10=10 Marks)**

**OPEN COURSE**  
**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER V**  
**GBCJ5D02T: BROADCAST JOURNALISM**

**Lecture Hours: 48 (3 Hrs/Week)**

**Total Marks: 75 (Internal: 15, External: 60)**

**Credits:3**

**Examination: 2 Hours**

**Course Outcomes:**

- Understand the techniques involved in the practice of Broadcast Journalism.
- Ability to distinguish the capacities and limitations of medium for effective content generation.
- Tracking the brief history and evolution of Radio and Television.

**Module I [10 Hrs]**

Introduction to Broadcasting – Definition of Broadcasting - Evolution of Broadcasting - Broadcasting in India- Brief history of Akshvani/ Vivid Baharathi and Doordarshan / Prasar Bharathi – Broadcasting for Information and Entertainment.

**Module II [10 Hrs]**

Radio Broadcasting - Characteristics and role of radio - Types of radio stations: AM and FM - Organizational structure of a radio station - Radio programme formats: talk, news and music formats- Private FMs, Community Radio.

**Module III [10 Hrs]**

Radio programme production techniques: Writing for the ear - Radio news writing – Script writing for radio drama, Radio commercials - Radio interviewing techniques - News reading and presentation – Radio jockeying – Radio as a medium in the time of Natural disasters and Calamities.

**Module IV [8 Hrs]**

Television broadcasting - Characteristics of television as a medium - Organizational structure of a television station - Cable TV - DTH - Television programme formats- TRAI, Viewership Ratings.

**Module V [10 Hrs]**

Television programme production techniques Scripting for TV programmes-TV interviewing- Structure of TV news – TV newsgathering - TV news writing - News anchoring - Video jockeying

## **Books for Reference**

1. Joseph R.Dominick- \_The Dynamics of Mass Communication'. McGraw Hill, New Delhi.
2. John Vivian - \_The Media of Mass Communication' Allyn and Bacon.
3. ArulAramandNirmaldasan, \_UnderstandingNews,Media'- VijayNicoleImprintsPvt.Ltd.Chennai.
4. Robert McLeish- \_Radio Production'. Focal Press London.
5. GiraudChesteret.al- \_Television and Radio'-Prentice Hall.
6. Herbert Zettl, \_Television Production Hand book'- Wadsworth, USA.
7. Andrew Boyd, 'Broadcast Journalism, Techniques of Radio and Television News' Focal Press London.
8. Ted White, \_Broad caste News: Writing, Reporting and Producing', Focal Press London
9. P.K Ravindranath , \_Broadcast Journalism'-Author Press, New Delhi.

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

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

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

## **II. Semester end examination: 60Marks**



**MODEL QUESTION PAPER  
FIFTH SEMESTER BA DEGREE EXAMINATION  
GBCJ5D02T: BROADCAST JOURNALISM**

**Time : 2 Hours**

**Max. Marks: 60**

**Section– A**

**Answer the following questions question carries 2 marks.  
[Ceiling 20]**

1. FM
2. Community radio
3. Vividh bharathi
4. Prasar bharathi
5. DTH
6. Breaking news
7. Prannoy Roy
8. VICTERS
9. RJ 10. TRAI
11. Talk Show
12. Krishi Darshan

**Section B**

**Answer the following questions. Each question carries 5 marks.  
[Ceiling 30]**

13. Explain the characteristics and role of radio.
14. –Writing for the ear list the concept behind radio Production-Elucidate.
15. What are the steps involved in radio interviewing?
16. Explain the organizational structure of television.
17. Briefly analyze the structure of TV news.
18. News reading, presentation and anchoring are the fundamental areas of attention in Broadcasting-Explain.
19. Radio is gradually regaining its old status as an effective Medium-Elucidate.

**Section C**

**Write any one of the following. The question carries 10 marks.**

20. Explain the definition and evolution of broadcasting.
21. What are the commonalities and differences in TV and Radio broadcasting?

**(1x10=10 Marks)**

**OPEN COURSE**  
**BA MASS COMMUNICATION AND JOURNALISM**  
**SEMESTER V**  
**GBCJ5D03T: DEVELOPMENT COMMUNICATION**

**Lecture Hours: 48 (3 Hrs/Week)**  
**Total Marks: 75 (Internal: 15, External: 60)**

**Credits:3**  
**Examination: 2 Hours**

**Objective**

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

**Course Outcomes**

- Familiarize the notion of Development with a concern towards Communication.
- Understanding the evolution and Importance of Dev Com in International and National Scenario.
- A fundamental awareness about how Society is being influenced by the strategies adopted for Communication.

**Module 1 [10 hrs]**

History of Development Communication-Period of World war – Industrialization- Cold War-Modernization- Idea of Third World – Sean Mac Bride Commission- NWICO, NANAP – Flow of Information- Information Superhighway- Global Village.

**Module 2 [14 hrs]**

The Concept of development- Different approaches to development (Economic, Sociological & Psychological). Development communication – Different Schools of development communication – Everett Rogers, Wilbur Schramm, Nora C Qubral, Daniel Lerner- The Passing of Traditional Society- Diffusion of Innovations.

**Module 3 [14 hrs]**

Global Scenario- Development Indices, Health and Pro-Social innovations, Poverty Eradication, Education, Family Planning, Communication strategies for Empowerment - Participatory and Sustainable Development, MDG, International agencies and FAO, ILO, UNDP, UNESCO, UNFPA, UNICEF, WTO, WSF and WHO.

**Module 4 [10 hrs]**

Indian Context - Development and Communication Campaigns – Grama Swaraj, Anthyodhaya, Five Year Plan, KHEDA, SITE – Rural Communication, P. Sainath and People's Archive of Rural India.

### **Books for Reference**

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

### **Books for Further Reading**

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

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

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

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

### **II. Semester end examination: 60 Marks**

**MODEL QUESTION PAPER**  
**FIFTH SEMESTER BA DEGREE EXAMINATION**  
**GBCJ5D03T: DEVELOPMENT COMMUNICATION**

**Time: 2 Hours**

**Max. Marks: 60**

**Section– A**

**Answer the following questions question carries 2 marks.**

**[Ceiling 20]**

1. NWICO
2. SITE
3. UNESCO
4. P. Sainath
5. Rogers
6. Empowerment
7. Grama swaraj
8. WTO
9. Participatory communication
10. Development Index
11. Information Superhighway
12. Mac Bride Commission

**Section B**

**Answer the following questions. Each question carries 5 marks.**

**[Ceiling 30]**

13. Explain the concept of communication campaigns in development.
14. Describe various Schools of development communication.
15. Elaborate the role of sustainable development in Indian context?
16. Kheda project was the milestone in development communication movements in India-  
Elucidate.
17. Diffusion of innovations is the fundamental theory behind the development  
communication strategies in third World-Examine.
18. Social learning is also important while executing development communication strategies-  
Explain.
19. Post world war period witnessed a change in the concept of Development –Discuss.

**Section C**

***Write any one of the following. The question carries 10 marks.***

20. Development agencies of United Nations play a vital role in Development  
Communication- Critically evaluate the statement.
21. Five year plans started in India was a role model for many third world countries during the  
period–Elucidate.

**(1x10=10 Marks)**