



ST. ALBERT'S COLLEGE (AUTONOMOUS),
ERNAKULAM

Affiliated to Mahatma Gandhi University, Kottayam, Kerala

SYLLABUS FOR UNDERGRADUATE PROGRAMME

BACHELOR OF VOCATION IN JOURNALISM AND MASS COMMUNICATION

UNDER CREDIT SEMESTER SYSTEM

(WITH EFFECT FROM 2023 ADMISSION)

Syllabus of B.voc. Journalism and Mass Communication

Proposed by the Board of Studies on 10 March 2023

Dr. Mary Sapna Peter Miranda

Chairman, Board of Studies

Approved by the Academic Council on 14
March 2023

Dr. Bijoy V M, Principal
Chairman, Academic Council.

Adopted by the Governing Council on 22 April
2023

Rev. Dr. Antony Thoppil

Chairman, Governing Council

Board of Studies

No.	Name	Designation
1	Dr. Mary Sapna Peter Miranda	Chairman and HOD, Department of English, St. Albert's College (Autonomous), Ernakulam.
	External Experts	
2	Dr. Bijumol Thomas (V C's Nominee)	Assoc. Professor & Head, Dept of English, Newman College, Thodupuzha.
3	Prof. Anjana S Shankar (Subject expert)	Assoc. Professor and Head of the Department, Research and Post Graduate Department of English, Sree Sankara College, Kalady (Chair, MGU UG BoS)
4	Dr. Binu K. D (Subject Expert)	HoD, Department of English, Govt. Arts and Science College, Malappuram.
5	Dr. Appu Jacob John (Subject Expert)	Assistant Professor in English, Institute of English, University of Kerala, Thiruvananthapuram.
6	Mr. Subin Varghese (Subject Expert)	Asst. Professor, Department of English, Deva Matha College, Kuravilangad.
	Special Invitees (French)	
*	Prof. Sabeena Bhaskar (Subject Expert)	Assoc. Professor & Head, Department of French, St. Teresa's College (Autonomous), Ernakulam (Chair MGU BoS)
*	Dr. Shobha Liz John (Subject Expert)	Assistant Professor & Head, Department of French, Sacred Heart College, Thevara (Member of MGU BoS)
	Special Invitees (Journalism)	

	and Mass Communication)	
*	Prof. Bibu V N	Asst. Prof & Head Department of Journalism, St. Xavier's College, Vaikom, Kothavara P O, Kottayam
*	Dr. Asha Achy Joseph	Dean, Department of Communication, Sacred Heart College, Thevara.
	Industry Representative	
7	Dr. Paul Manalil (Industry Expert)	Rtd. Asst. Editor, Malayala Manorama, Kottayam.
	Meritorious Alumnus	
8	Dr. Gayathri P.J	Asst. Professor & Head, Dept.of English (SF), Sacred Heart College, Thevara, Ernakulam
	Members – Faculty	
9	Dr. Nisha Thomji Varghese	Asst. Professor in English, St. Albert's College (Autonomous), Ernakulam.
10	Mr. Sebastian A. V.	Asst. Professor in English, St. Albert's College (Autonomous), Ernakulam.
11	Mr. John Sinoj	Asst. Professor in English, St. Albert's College (Autonomous), Ernakulam.
12	Dr. Liz Mary Antony	Asst. Professor in English, St. Albert's College (Autonomous), Ernakulam.
13	Dr. Sweetha Saji (Secretary)	Asst. Professor in English, St. Albert's College (Autonomous), Ernakulam.
14	Ms. Annie Limiya	Government Guest, St. Albert's College (Autonomous), Ernakulam.

15	Ms. Gayathri Thilakan	Government Guest, St. Albert's College (Autonomous), Ernakulam.
16	Ms. Diana Margaret	HoD In Charge (SF), Asst. Professor in English, St. Albert's College (Autonomous), Ernakulam.
17	Ms. Devika V	Asst. Professor in English (SF), St. Albert's College (Autonomous), Ernakulam.
18	Ms. Dilna Raju	Asst. Professor in English (SF), St. Albert's College (Autonomous), Ernakulam.
19	Ms. Gayathri A.R	Asst. Professor in English (SF), St. Albert's College (Autonomous), Ernakulam.
20	Ms. Anuvindha Shaji	Asst. Professor in English (SF), St. Albert's College (Autonomous), Ernakulam.
21	Ms. Krishnendu R	HoD In Charge, Asst. Professor, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
22	Ms. Meera G. Nair	Asst. Professor, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
23	Ms. Anju Sudhakaran	Asst. Professor, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
24	Ms. Maria Flemina Solaman	Asst. Professor, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
25	Ms. Greeshma M S	Asst. Professor in English, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
26	Ms. Carol Savio Fernandez	Asst. Professor in English, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
27	Ms. Akhila Joseph	Asst. Professor in English, Department of Journalism, St. Albert's College (Autonomous),

		Ernakulam.
28	Mr. Francis Adarsh Albert	Asst. Professor in English, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
29	Ms. Devika Sujith	Asst. Professor in English, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
30	Ms. Mary Stephy	Asst. Professor in English, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
31	Ms. Reshmi Paul	Asst. Professor in English, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
32	Ms. Arathi Saleef	Asst. Professor in English, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
33	Ms. Maria John	Asst. Professor in Journalism, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
34	Mr. Julian Tom Job	Asst. Professor in English, Department of Journalism, St. Albert's College (Autonomous), Ernakulam.
35	Ms. Sharon Sebastian	Asst. Professor in French, St. Albert's College (Autonomous), Ernakulam

Acknowledgment

The Board of Studies in English, St. Albert's College takes this opportunity to express our deep appreciation to all academicians who participated in the various meetings that were arranged during the year, held at St. Albert's College, Ernakulam. We wish to acknowledge most gratefully the helpful criticisms, comments, and suggestions received from the Teachers, Friends, and Educationists who have helped during the preparation of the syllabus.

In conclusion, we place on record our greatest gratitude to our Chairman, Principal, and all the associating staff of the College and every member of the Board of Studies in English who were sincerely involved in the preparation and finalization of this syllabus. Above all we thankfully acknowledge Almighty God for strengthening us to accomplish this work.



Table of Contents

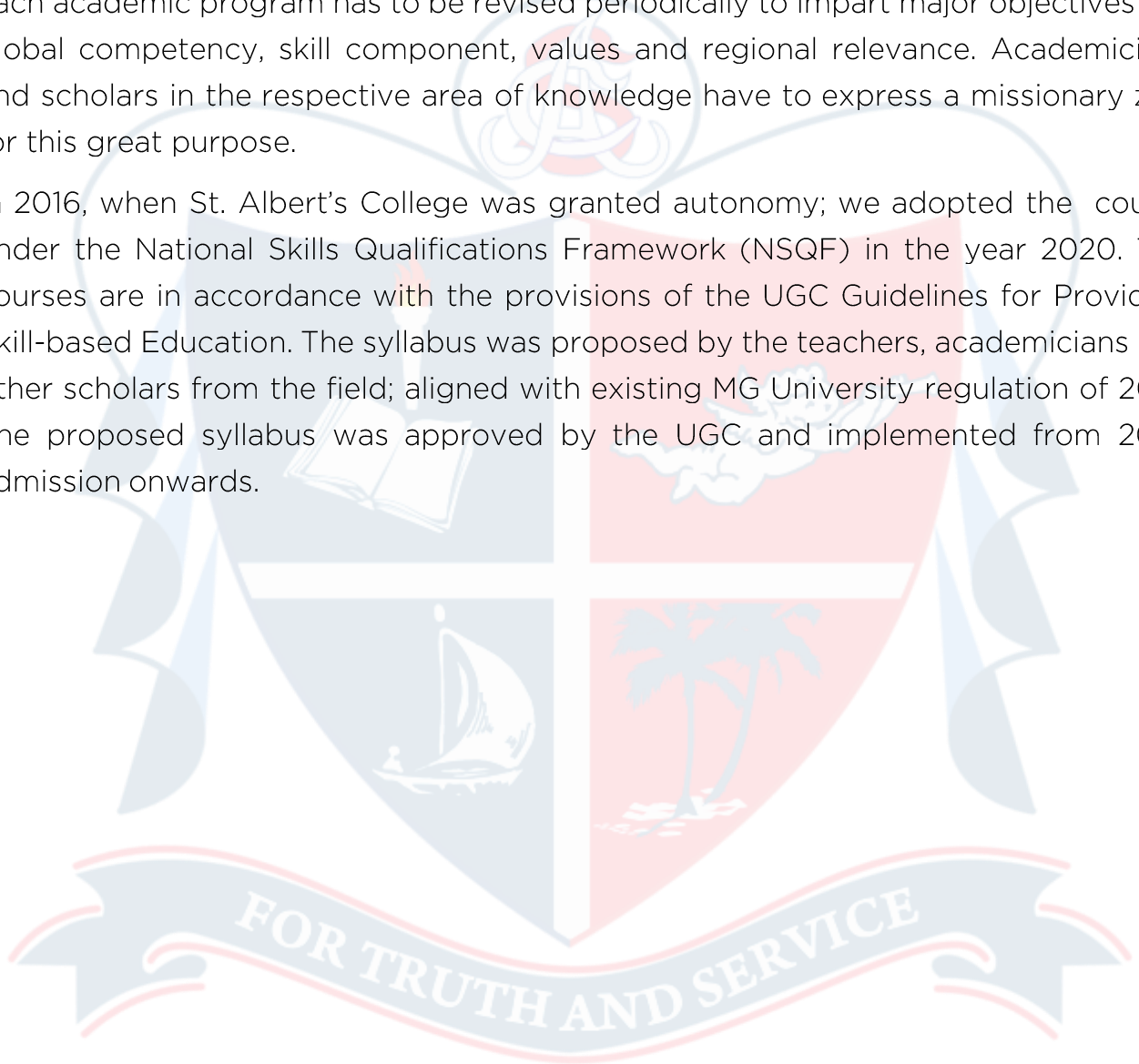
Board of Studies	3
Acknowledgment.....	7
Preface.....	10
Programme Outcomes	12
Regulations	13
Programme Design	35
Detailed Syllabus: Semester I	41
General Component: Basic English Skills (ENG1CCT0323)	42
General Component: Introduction to Journalism (JMC1CMT0123)	44
Skill Component: Introduction to Print Media (JMC1CRT0123).....	48
Skill Component: Reporting Skills and Techniques (JMC1CRT0223)	51
Skill Component: Basic Computer Skills (VCS1CRP0123).....	54
OJT: On-the-job training I (JMC1OJT0123).....	56
Detailed Syllabus: Semester II	57
General Component: Advanced English Skills (ENG2CCT0323)	58
General Component: Constitution of India (JMC2CMT0123)	60
General Component: Media and Cultural Studies (JMC2CMT0223)	62
Skill Component: Introduction to Electronic Media (JMC2CRT0123)	64
Skill Component: Editing & Principles of Layout and Design (JMC2CRT0223)	66
Skill Component: Internship I (JMC2CPR0123).....	68
Detailed Syllabus: Semester III	69
General Component: Environment Science and Human Rights (JMC3CMT0123).....	70
General Component: Radio Journalism (JMC3CMT0223)	74
General Component: Perspectives in Media History (JMC3CMT0323).....	76

Skill Component: Photography (JMC3CRT0223)	78
Skill Component: Film Appreciation (JMC3CRT0323).....	80
Skill Component: New Media Lab (JMC3CRP0123)	82
On-the-Job-Training II (JMC3OJT0123)	84
Detailed Syllabus: Semester IV.....	85
General Component: Media Laws and Ethics (JMC4CMT0123).....	86
General Component: Statistics (JMC4CMT0223).....	88
General Component: Malayalam Journalism (JMC4CMT0323)	90
Skill Component: Scriptwriting for media (JMC4CRT0123).....	92
Skill Component: Videography (JMC4CRT0223)	94
Skill Component: Internship - II (JMC4CPR0123)	96
Detailed Syllabus: Semester V.....	97
General Component: Research Methodology (JMC5CMT0123)	98
General Component: Corporate Communication (JMC5CMT0223)	100
General Component: Media Management and Economics (JMC5CMT0323)	102
Skill Component: Advertising (JMC5CRT0123).....	104
Skill Component: Introduction to Professional Publishing (JMC5CRT0223).....	106
Skill Component: Video editing (JMC5CRP0123).....	108
OJT: On-the-Job-Training III (JMC5OJT0123).....	110
Detailed Syllabus: Semester VI.....	111
General Component: Media management (JMC6CMT0223)	114
General Component: Sound Editing (JMC6CMP0323)	116
Skill Component: Video Production (JMC6CRT0123)	118
Skill Component: Travel Journalism (JMC6CRT0323)	120
Skill Component: Internship with Project (JMC6CPR0123)	122
Gist of Changes	123

Preface

As envisaged in the recent regulations of Autonomous colleges in India by University Grants Commission, autonomous colleges enjoy the academic freedom to enrich the curriculum by incorporating recent trends and needs. Curriculum and syllabus of each academic program has to be revised periodically to impart major objectives like global competency, skill component, values and regional relevance. Academicians and scholars in the respective area of knowledge have to express a missionary zeal for this great purpose.

In 2016, when St. Albert's College was granted autonomy; we adopted the course under the National Skills Qualifications Framework (NSQF) in the year 2020. The courses are in accordance with the provisions of the UGC Guidelines for Providing Skill-based Education. The syllabus was proposed by the teachers, academicians and other scholars from the field; aligned with existing MG University regulation of 2018. The proposed syllabus was approved by the UGC and implemented from 2023 admission onwards.



Graduate Attributes

On completion of an Undergraduate Programme from St. Albert's College (Autonomous), students should be able to demonstrate the graduate attributes listed below:

GA 1: Discipline knowledge

Demonstrate comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

GA 2: Critical Thinking

Apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

GA 3: Effective Communication

Capacity to connect with people, ideas, books, media, and technology to make sense of the world. This includes the ability to communicate, read, write, and listen clearly in person and through electronic media in English and in one Indian language.

GA 4: Social Responsibility

Exhibit qualities of an ideal citizen through civic and social responsibilities along with the knowledge of one's environment and the issues faced, and strive towards sustainable development.

GA 5: Digital Competency

Analyze and choose from available data and information sources to communicate, collaborate and network through a range of digital media.

Programme Outcomes

Upon the completion of B.Voc Journalism and Mass Communication programme. Students would be able to demonstrate the programme outcomes listed below

PO 1: Connect with people, ideas, books, media, and technology to make sense of the world. This includes the ability to communicate, read, write, and listen clearly in person and through electronic media in English and in one Indian language.

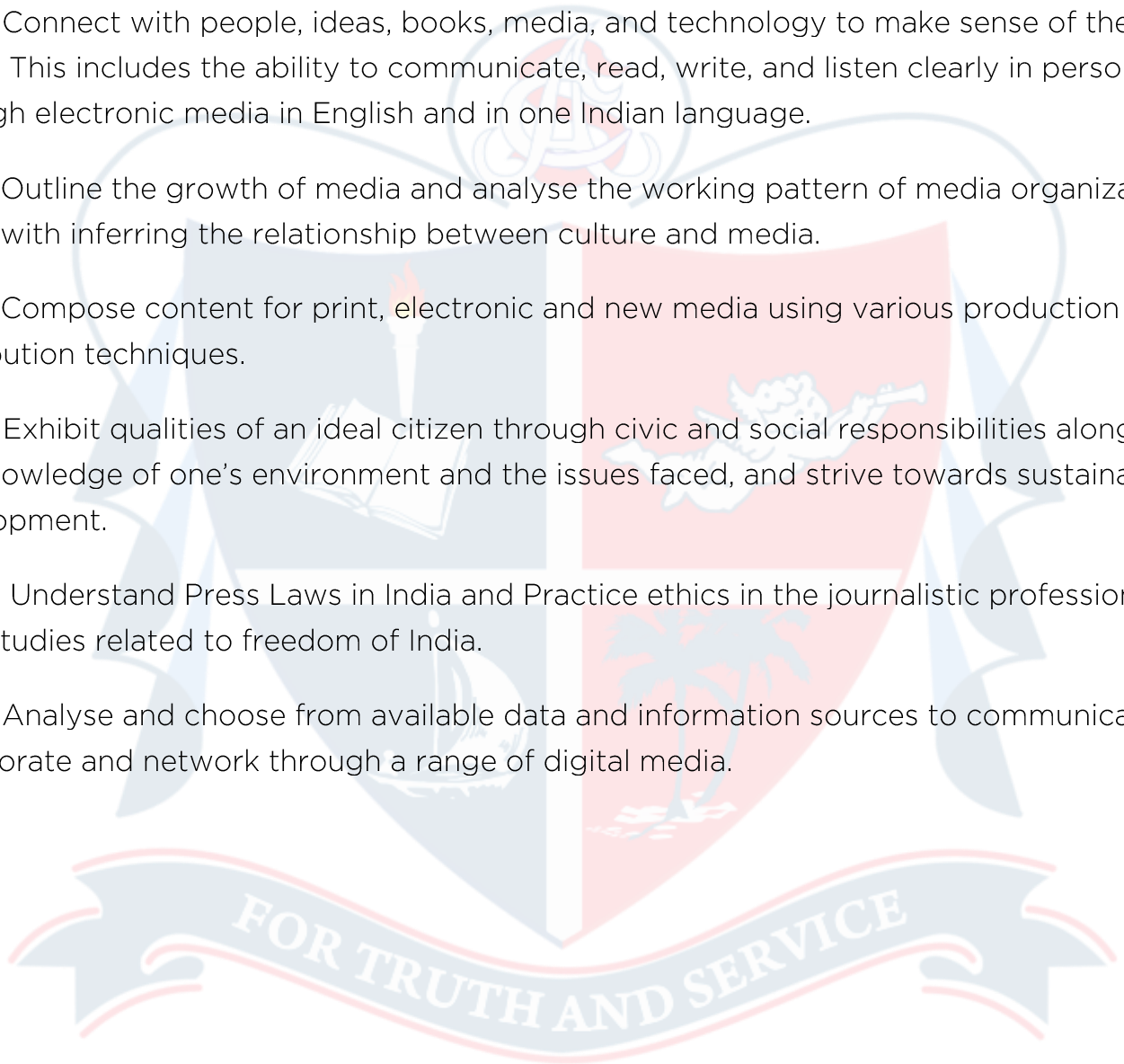
PO 2: Outline the growth of media and analyse the working pattern of media organizations along with inferring the relationship between culture and media.

PO 3: Compose content for print, electronic and new media using various production and distribution techniques.

PO 4: Exhibit qualities of an ideal citizen through civic and social responsibilities along with the knowledge of one's environment and the issues faced, and strive towards sustainable development.

PO 5: Understand Press Laws in India and Practice ethics in the journalistic profession and case studies related to freedom of India.

PO 6: Analyse and choose from available data and information sources to communicate, collaborate and network through a range of digital media.



Regulations

1. TITLE

These regulations shall be called “ST. ALBERT’S COLLEGE (AUTONOMOUS), ERNAKULAM - REGULATIONS FOR B.VOC. PROGRAMMES UNDER CREDIT SEMESTER SYSTEM 2023 (SACA BVOC-CSS 2023).”

2. SCOPE

This applies to all regular B. Voc. Programmes conducted by the College with effect from 2023 admissions. The medium of instruction is English except in the case of language courses other than English unless otherwise stated therein.

3. DEFINITIONS

“Academic Week” is a unit of five working days in which the distribution of work is organized from day one to day five, with five contact hours of one-hour duration on each day / is a unit of six working days in which the distribution of work is organized from day one to day five with 4 hours and day six with 5 contact hours of one-hour duration on each day as decided by the Governing body of the College.

3.1 NSQF means National Skills Qualifications Framework

3.2 “General components” means a course that provides a general awareness about the discipline.

3.3 “Skill components” means a course in the subject of specialization within a vocational degree programme.

3.4 “Course” means a portion of a subject to be taught and evaluated in a semester (similar to a paper under the annual scheme).

3.5 “OJT” means On-the-job training for a period of two weeks.

3.6 “Internship” means a professional learning experience of 2 – 4 weeks that offers meaningful practical work-related student’s field of study.

3.7 “Credit” is the numerical value assigned to a paper according to the relative importance of the syllabus of the programme.

3.8 “Department” means any teaching department in a college.

3.9 “Examination Coordinator” is a teacher nominated by a Department Council to coordinate the continuous evaluation undertaken in that department.

- 3.10 "Department Council" means the body of all teachers of a department in a college.
- 3.11 "Class Tutor" means a teacher from the department nominated by the Department Council, who will advise the student on academic matters.
- 3.12 "Grace Marks" shall be awarded to candidates as per the Orders issued from the college from time to time at par with the affiliating University.
- 3.13 "Grade" means a letter symbol (A, B, C, etc.), which indicates the broad level of performance of a student in a Paper/Course/ Semester / Programme.
- 3.14 "Credit Point" (CP) is the numerical indicator of the percentage of marks awarded to a student in a course.
- 3.15 "Institutional Average (IA)" means average mark secured (Internal + external) for a course at the college level.
- 3.16 "Parent Department" means the department which offers the skill course/courses within an undergraduate programme.
- 3.17 "Programme" means a three-year programme of study and examinations spread over six semesters, the successful completion of which would lead to the award of a degree.
- 3.18 "Semester" means a term consisting of 90 working days, inclusive of tutorials, examination days, and other academic activities within a period of five months.
- 3.19 "Vocational Course" (Skill Enhancement Course) means a course that enables the students to enhance their practical skills and ability to pursue a vocation in their subject of specialization.
- 3.20 Words and expressions used and not defined in this regulation shall have the same meaning assigned to them in the Acts and Regulations of UGC, Department of Higher Education, the affiliating University and regulations of the College.

4. ELIGIBILITY FOR ADMISSION AND RESERVATION OF SEATS

- 4.1 Candidates shall require to have passed Plus Two or equivalent examination or recognized by MG University.
- 4.2 Eligibility for Admissions and reservations of seats for various under graduate programmes shall be according to the rules framed by the Government Body of the College in this regard, from time to time at par with UGC norms and regulations of the Government of Kerala and will be published in the

prospectus.

5. FACULTY UNDER WHICH DEGREES AWARDED

Faculty of Social Science.

6. CURRICULUM

The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

7. DURATION

- 7.1 The duration of the U.G. programme shall be 6 semesters.
- 7.2 There shall be two semesters in an academic year, the "ODD" semester commences in June, and on completion, the "EVEN" Semester commences.
- 7.3 There shall be a two-month vacation during April/May and internships may be conducted during the month as decided by the departments.
- 7.4 The certification levels will lead to Diploma/ Advanced Diploma/B.voc Degree and will be offered under the aegis of the College in association with the respective sector skill council of the programme in accordance with the NSQF as outlined in the Table given below.

Award	Duration
Diploma	2 Semesters
Advanced Diploma	4 Semesters
B.Voc. Degree	6 Semesters

8. ELIGIBILITY FOR HIGHER STUDIES

Those who pass B.Voc. Degree programmes are eligible for admission to higher studies.

9. CREDIT CALCULATION

The following formula is used for the conversion of time into credit hours.

One Credit would mean the equivalent of 15 periods of 60 minutes each, for theory, workshops/labs, and tutorials;

For internship/fieldwork/OJT, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops.

10. REGISTRATION

The strength of students for each programme shall be as per the existing orders issued by the College following the UGC guidelines.

11. SCHEME AND SYLLABUS

- 11.1 The U.G. programmes shall include (a) General components, (b) Skill components.
- 11.2 Credit Transfer and Accumulation system can be adopted in the programme with the concurrence of the Governing Body of the College. Transfer of Credit consists of acknowledging, recognizing and accepting credits by an institution for programmes or courses completed at another institution. The Credit Transfer Scheme shall allow students pursuing a programme in one College/University to continue their education in another College/University without break.
- 11.3 The B.voc programme should follow Credit and Semester System of St. Albert's College (Autonomous).
- 11.4 A separate minimum of 30% marks each for internal and external (for both theory and practical) and an aggregate minimum of 40% are required for a pass for a course. For programmes with practical examinations, the practical examinations will be conducted every semester or at the end of even semesters as applicable.
- 11.5 For a pass in a programme Grade P is required for all the individual courses. If a candidate secures F Grade for any one of the courses offered in a Semester/Programme, only F grade will be awarded for that Semester/Programme, until he/she improves this to P Grade or above within the permitted period. The candidate who secures P Grade and above will be eligible for higher studies.

12. PROGRAMME STRUCTURE

The B.voc. programme shall include the following elements:

- General Education Components
- Skill Components
- Project
- Internships
- OJT
- Soft skills and Personality Development Programmes
- Industrial Visits/ Field Visit/ Study Tour

	PARTICULARS	B.Voc. Programmes
A	Programme Duration	6 Semesters
B	Total Credits required for successful completion of the Programme	180
C	Credits required from Skill Component	108
D	Credits required from General Component	72
G	Minimum attendance required	75%

13. COURSE STRUCTURE

NSQF Level	Credits		Normal Duration	Exit Points / Awards
	Skill Component	General Component		
Level 5/ Year 1	36	24	Two Semesters	Diploma
Level 6/ Year 2	72	48	Four Semesters	Advanced
				Diploma
Level 7/ Year 3	108	72	Six Semesters	B. voc. Degree

As per the UGC guidelines, there are multiple exit points for a candidate admitted to this course. If he/she is completing all six semesters successfully, he/she will get a B.

Voc. Degree. If he/she is completing the first four semesters successfully, he/she will get an Advanced Diploma. If he/she is completing the first two semesters successfully, he/she will get a Diploma. A B.Voc. Degree holder is expected to acquire the skills needed for a Manager/Entrepreneur/skilled employee.

14. ATTENDANCE

The minimum number of hours of lectures, tutorials, seminars or practical's which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75% of the total number of lectures, tutorials, seminars, or practical sessions and shall have 75% separate attendance during their internship/OJT period also. Internships/OJT and soft skill and personality development programmes are part of the course and students must meet the attendance requirements for these activities to complete a semester.

15. Assessment and Certification by Sector Skill Council (SSC)

The Department should make necessary arrangements for the simultaneous assessments and certification of Skill Development Component by aligned Sector Skill Council having the approval of National Skill Development Corporation of India (NSDC).

16. EXAMINATION

The evaluation of each paper shall contain two parts:

Internal or In-Semester

Assessment (ISA) External or End-Semester Assessment (ESA)

The internal to external assessment ratio shall be 1:4.

Both internal and external marks are to be rounded to the next integer.

All papers (theory & practical), grades are given on a 7-point scale based on the total percentage of marks, (ISA+ESA) as given below: -

Percentage of Marks	Grade	Grade Point
95 and above	O (Outstanding)	10
90 to below 95	A+ - (Excellent)	9
80 to below 90	A -(Very Good)	8
70 to below 80	B+ - (Good)	7
60 to below 70	B - (Above Average)	6

50 to below 60	C - (Average)	5
40 to below 50	P - (Pass)	4
Below 40	F - (Failure)	0
	Ab Absent	0

17. CREDIT POINT AND CREDIT POINT AVERAGE

The Credit Point (CP) of a paper is calculated using the formula:

$CP = C \times GP$, where C is the Credit and GP is the Grade point.

Semester Credit Point Average (SCPA) of a Semester is calculated using the formula:

$SCPA / CPA = TCP/TC$, where TCP is the Total Credit Point of that semester. Cumulative Credit Point Average (CCPA) is calculated using the formula: $CCPA = TCP/TC$, where TCP is the Total Credit Point of that programme.

Credit Point Average (CPA) of different categories, of course, is calculated using the formula:

$CPA = TCP/TC$, where TCP is the Total Credit Point of a category of course. TC is the total credit of that category of course.

Grades for the different courses, semesters and overall programme are given based on the corresponding CPA as shown below:

CPA	Grade	
9.5 and above	O	Outstanding
9 to below 9.5	A+	Excellent
8 to below 9	A	Very Good
7 to below 8	B+	Good
6 to below 7	B	Above Average
5 to below 6	C	Average
4 to below 5	P	Pass
Below 4	F	Failure

18. MARK DISTRIBUTION FOR EXTERNAL AND INTERNAL EVALUATIONS

The external theory examination of all semesters shall be conducted by the college at the end of each semester. Internal evaluation is to be done by continuous assessment. For all courses, the total marks for external examination are 80 and the total marks for internal evaluation is 20.

For the courses having both theory and practical components, the external examination marks would include 60 for theory and 20 for practical. The internal evaluation would remain the same as above.

Mark distribution for external and internal assessments and the components for internal evaluation with their marks are shown below.

18.1 For all theory courses

Marks of external Examination	:	80
Marks of internal evaluation	:	20

Components of Internal Evaluation of theory	Marks
Attendance	5
Assignment/ Seminar/Viva	5
Test Paper 1	5
Test paper 2	5
Total	20

18.2 For practical examinations

The total marks for external evaluation	:	80
The total mark for internal evaluation	:	20

Components for internal evaluation of Practical	Marks
Attendance	5
Record	5
Skill Test	5
Lab Performance/ Punctuality	5

Total	20
-------	----

*Marks awarded for Record should be related to the number of experiments recorded and duly signed by the teacher concerned in charge.

All four components of internal assessments are mandatory unless for the courses otherwise mentioned in the BoS.

18.3 For courses having both theory and practical components

- a) Marks of practical- external examination : 60
- b) Marks of theory- external examination : 20
- c) Marks of internal evaluation : 20

18.4 For Internship with projects

Marks of external evaluation : 80

Marks of internal evaluation : 20

Components of External Evaluation of Project	Marks
Dissertation (External)	50
Viva-Voce (External)	30
Total	80

*Marks for dissertation may include study tour report if proposed in the syllabus.

Components of internal Evaluation of Project	Marks
Punctuality	5
Experimentation/Data Collection	5
Skill Acquired	5
Report	5
Total	20

*All four components of internal assessments are mandatory unless for the courses otherwise mentioned in the BoS.

18.5 For Internships

There will be only External Evaluation for Internships

Components External evaluation of Internship	Marks
Dissertation	50
Viva- Voice	30
Marks awarded by the organization/company/institution/agency (External)	20
Total	100

*Marks for dissertation may include the report of field visit done as part of internship if proposed in the syllabus.

18.6 OJT

There will be only internal evaluation for OJT. Components of Internal valuation

Components of Internal Evaluation of OJT	Marks
Punctuality	10
Subject Knowledge	20
Reports	50
Marks awarded by the organization/company/institution/agency (External)	20
Total	100

19. Attendance Evaluation for all papers

% of attendance	Marks
90 and above	5
85 - 89	4
80-84	3
76-79	2
75	1

(Decimals are to be rounded to the next higher whole number)

20. ASSIGNMENTS

Assignments are to be done from Ist to VIth Semesters. At least two assignments should be done in each semester for all courses.

21. SEMINAR

A student shall present a seminar every semester for each course.

22. INTERNAL ASSESSMENT / TEST PAPERS

- 22.1 At least two internal test papers are to be attended in each semester for each course. The evaluations of all components are to be published and are to be acknowledged by the candidates. All documents of internal assessments are to be kept in the department for five years and shall be made available for verification by the College. The responsibility of evaluating the internal assessment is vested on the teacher(s), who teaches the course.
- 22.2 In case of any grievances regarding internal assessment, students can follow the procedures mentioned below under Grievance Redressal Mechanism - clause number 23 in regulation.
- 22.3 The COE shall make arrangements for giving awareness of the internal evaluation components to students immediately after the commencement of the 1st semester.
- 22.4 The internal evaluation marks/grades in the prescribed format should reach the office of the Controller of Examinations, St. Albert's College before the commencement of study leave in each semester.

23. GRIEVANCE REDRESSAL MECHANISM WITH RESPECT TO INTERNAL EVALUATION

The internal assessment shall not be used as a tool for personal or other types of vengeance. A student has all rights to know how the teacher arrived at the marks. There is a provision for grievance redressal regarding internal evaluation which operates at four levels. Complaints regarding the internal evaluation shall be brought to the notice of the teacher concerned in the first instance. If the student is not satisfied with the decision of the teacher concerned, he/she may appeal to the Departmental Grievance Redressal Committee which shall have the Head of the department, the class Tutor, and the teacher against whom the complaint is made, as members. The student will also have the freedom to make further appeals to the College Level Grievance Redressal Committee which shall have the Principal, the COE, and the concerned Head of the department, as members. If the student is not satisfied, he may appeal to the Governing Body.

Level 1: Class level: The cell is chaired by the class tutor and the course teacher or a

teacher nominated by the Head of the Department.

Level 2: Department level: The department cell chaired by the Head of the Department, ExaminationCoordinator and teacher-in-charge as members.

Level 3: College level: A committee with the Principal as Chairman, Examination Coordinator, HOD of concerned Department and a senior teacher nominated by the college council as members.

24. EXTERNAL EXAMINATION (END SEMESTER EXAMINATION)

- a)** The external examination of all semesters shall be conducted by the College at the end of each semester.
- b)** Students having a minimum of 75% average attendance for all the courses only can register for the examination. Condonation of shortage of attendance to a maximum of 10 days in a semester subject to a maximum of 2 times during the whole period of the programme may be granted by the college on valid grounds. This condonation shall not be counted for internal assessment. The benefit of attendance may be granted to students attending University/College union/Co-curricular activities by treating them as present for the days of absence, upon producing participation/attendance certificates, within one week, from competent authorities through the class tutor, HoD and Dean of Student Affairs and endorsed by the principal. This is limited to a maximum of 10 days per semester and this benefit shall be considered for internal assessment also. Those students who are not eligible even with the condonation of shortage of attendance will not be readmitted.
- c)** The women students can avail maternity leave as per the M.G.U order No. 490/AC A 1/2023/MGU dated 16/01/2023.
- d)** There shall be special supplementary exams only for the fifth semester. For reappearance/ improvement for other semesters, the students can appear along with the next batch.
- e)** There shall be no provision for supplementary examination for the internal assessment.
- f)** A pass in the internal assessment is mandatory for registering for the End semester examination.

- g)** A student who registers his/her name for the external exam for a semester will be eligible for promotion to the next semester provided he/she meet the academic requirements.
- h)** All courses shall have a unique alphanumeric code.
- i)** There is no provision for betterment of internal evaluation marks as well as marks for Practical/OJT/Internship/Project/Viva.

25. PATTERN OF EVALUATION FOR EXTERNAL EXAMINATION – PRACTICAL / INTERNSHIP WITH PROJECT

The components of End Semester Examination of Practical/Internship with Project have to be set by the Chairman of the Boards of Studies concerned.

All students are required to complete On-job training (OJT), Internship and a project, as directed in the respective syllabus. The project can be done individually or as a group, as decided by the Department. The OJT has to be done during the period as prescribed in the particular semester of the programme. The project, if it is a requisite of the syllabi, has to be done in the final year of the programme. The reports of OJT (in duplicate) have to be submitted to the department during the particular semester prescribed in the programme and the report of the project (in duplicate) is to be submitted to the department in the sixth semester. The project report should be produced before the examiners appointed by the College.

For reappearance/ improvement, the students can appear along with the next batch. A student who registers his/her name for the external exam for a semester will be eligible for promotion to the next semester.

26. PATTERN OF QUESTIONS

Questions shall be set to assess knowledge acquired, standard and application of knowledge, application of knowledge in new situations, critical evaluation of knowledge, and the ability to synthesize knowledge. The question setter shall ensure that questions covering all skills are set. She/he shall also upload a detailed scheme of answer type, short essay type/problem-solving type, and long essay type questions to be generated from the question bank. A question paper shall be a judicious mix of short answer type, short essay type /problem-solving type, and long essay type questions and to be generated from the question bank.

26.1 Pattern of questions for external examination for theory paper without practical.

Pattern	Total no. of questions	Number of questions to be answered	Marks of each question	Total marks
Very Short Answer	12	10	2	20
Short Answer (Not to exceed 60 words)	9	6	5	30
Long Essay	4	2	15	30
Total	25	18		80

26.2 Pattern of questions for external examination for courses having both theory and practical components.

Theory assessment – Short Answer Type					
Short essay problem	8	5	4		20
Skill Assessment Practical					
Record	Theory/ Procedure Design	Activity/ Design/ Performance	Result	Viva	Total
10	10	20	10	10	60
		Total			80

26.3 Mark division for external Lab Examination

Record	Theory/ Procedure/Design	Activity/ Design/ Performance	Result	Viva	Total marks
10	20	25	15	10	80

27. MARK CUM GRADE CARD

The College under its seal shall issue to the students a MARK CUM GRADE CARD on

completion of each programme, which shall contain the following information:

- a) Name of the College
- b) Title & Model of the B.Voc Programme
- c) Name of the Semester
- d) Name and Register Number of the student
- e) Date of publication of result
- f) Code, Title, Credits, and Maximum Marks (Internal, External & Total) of each course opted in the semester.
- g) Internal, External and Total Marks awarded, Grade, Grade point, and Credit point in each course opted in the semester.
- h) The total credits and total credit points in the semester.
- i) Semester Credit Point Average (SCPA) and corresponding Grade.
- j) Cumulative Credit Point Average (CCPA), CPA corresponding to General and skill Courses.
- k) The final Mark cum Grade Card issued at the end of the final semester shall contain the details of all courses taken during the final semester examination and shall include the final Grade (SCPA) scored by the candidate from 1st to 5th semesters, and the overall Grade for the total programme.

28. RANK/POSITION CERTIFICATE

The college publishes a position list of the top 5 candidates for each programme after the publication of 6th-semester results. Position certificate shall be issued to candidates who secure positions from 1st to 3rd in the rank list. Candidates shall be ranked in the order of merit based on the CCPA scored by them. Grace marks awarded to the students should not be counted in fixing the rank/position. Rank certificate and position certificate shall be signed by the Controller of Examinations.

There shall be 3 level monitoring committees for the successful conduct of the programme. They are -

- 28.1** Department Level Monitoring Committee (DLMC), comprising the HOD and two senior-most teachers as members.
- 28.2** College Level Monitoring Committee (CLMC), comprising the Principal, Controller of Examinations, and A.O./Superintendent as members.
- 28.3** Governing body.

29. TRANSITORY PROVISION

Not with standing anything contained in these regulations, the Governing body shall, for one year from the date of coming into force of these regulations, have the power to provide by an order that these regulations shall be applied to any programme with such modifications as may be necessary.

- 29.1** The Governing body is authorized to make necessary criteria for eligibility for higher education in the grading scheme, if necessary. The Governing body is also authorized to issue orders for the perfect realization of the Regulations.



Annexure I: Model Mark Cum Grade Card

St. Albert's College (Autonomous)



Ernakulam-682 018, Kerala, India.
 Accredited by National Assessment and Accreditation Council (NAAC)
 at A Grade ISO 9001: 2015 Certified
 Affiliated to Mahatma Gandhi University, Kottayam, Kerala

GRADE CARD

NAME OF THE CANDIDATE								Student Photo			
PERMANENT REGISTER NUMBER(PRN):											
DEGREE											
PROGRAMME											
STREAM											
NAME OF THE EXAMINATION											
DATE OF ISSUE											
COURSE CODE	COURSE TITLE	MARKS						GP	GRADE	CGP	RESULT
		INTERNAL		EXTERNAL		TOTAL					
		CREDITS	AWARDED MAXIMUM	AWARDED MAXIMUM	AWARDED MAXIMUM	AWARDED MAXIMUM	AWARDED MAXIMUM				
General Component											
Skill Component											
TOTAL											
SEMESTER RESULT		SCPA:							SG:		

Controller of Examinations

Principal

Annexure II: Consolidated Model Mark cum Grade Card



St. Albert's College (Autonomous)

Ernakulam-682 018, Kerala, India.

Accredited by National Assessment and Accreditation Council (NAAC) at AGrade ISO 9001: 2015 Certified

Affiliated to Mahatma Gandhi University, Kottayam, Kerala

CONSOLIDATED MARK CUM GRADE CARD

NAME OF THE CANDIDATE								Student Photo
PERMANENT REGISTER NUMBER (PRN)								
DEGREE								
PROGRAMME								
STREAM								
DATE OF BIRTH								
DATE OF ELIGIBILITY								
		SEMESTER RESULTS						
SEMESTER	MARKS AWARDED	MAXIMUM MARKS	CREDITS	SCPA	GRADE	MONTH AND YEAR OF PASSING	RESULT	
SEMESTER 1								
SEMESTER 2								
SEMESTER 3								
SEMESTER 4								
SEMESTER 5								
SEMESTER 6								
TOTAL								
		PROGRAMME PART RESULTS						
PROGRAMME PART	MARKS AWARDED	MAXIMUM MARKS	CREDIT POINTS	CREDITS	CCPA	GRADE		
GENERAL COMPONENTS								
SKILL COMPONENTS								
TOTAL								

FINAL RESULT												
CREDITS			CCPA				GRADE			RESULT		
COURSE CODE	COURSE TITLE	MARKS							RESULT			
		CREDITS	AWARDED	INTERNAL MAXIMUM	AWARDED	EXTERNAL MAXIMUM	AWARDED	TOTAL MAXIMUM				
SEMESTER 1												
General Components												
Skill Components												
SEMESTER RESULT			SCPA:				SG:					
SEMESTER 2												
General Components												
Skill Components												
SEMESTER RESULT			SCPA:				SG:					
SEMESTER 3												
General Components												
Skill Components												
SEMESTER RESULT			SCPA:				SG:					
SEMESTER 4												
General Components												
Skill Components												

SEMESTER RESULT										SCPA:					SG:			
SEMESTER 5																		
General Components																		
Skill Components																		
SEMESTER RESULT										SCPA:					SG:			
SEMESTER 6																		
General Components																		
Skill Components																		
SEMESTER RESULT										SCPA:					SG:			

Controller of Examinations

Principal



Annexure III: Reverse side of the mark cum Grade Card (Common to all Semesters)

DESCRIPTION OF EVALUATION PROCESS

Grade and Grade Point

The evaluation of each course comprises Internal and External components with the ratio 1:4 for all courses. Grade and grade points are given on a 7-point scale based on the percentage of marks (internal + external) as given in table I. Decimals are corrected to next higher whole number.

Table I

% of Marks	Grade	Grade Point
95 and above	O - (Outstanding)	10
90 to below 95	A+ - (Excellent)	9
80 to below 90	A - (Very Good)	8
70 to below 80	B+ - (Good)	7
60 to below 70	B - (Above Average)	6
50 to below 60	C - (Average)	5
40 to below 50	P - (Pass)	4
Below 40	F - (Fail)	0
	Ab (Absent)	0

Credit Point and Credit Point Average

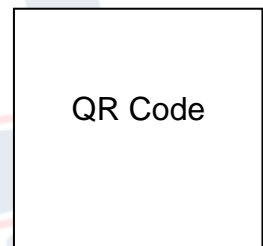
Credit point (CP) of a course is calculated using the formula $CP = C \times GP$ Where C = Credit, GP = Grade Point

Credit Point average of a semester (SCPA) or Cumulative Credit Point Average (CCPA) for a programme is calculated using Total Credit point, $TC = \text{Total Credit}$

CCPA	Grade
9.5 and above	O - (Outstanding)
9 to below 9.5	A+ - (Excellent)
8 to below 9	A - (Very Good)
7 to below 8	B+ - (Good)
6 to below 7	B - (Above Average)
5 to below 6	C - (Average)
4 to below 5	P - (Pass)
Below 4	F - (Failure)

Note: A separate minimum of 30 % marks each for internal and external (for both Theory and practical) and an aggregate minimum of 40 % is required for a pass in a course. To pass in a programme, a separate minimum of Grade P for all the individual courses and an overall grade P or above is mandatory. If a candidate secures Grade F for any of the courses offered in a semester or a programme only grade F will be awarded to that semester/Programme until the candidate improves this to Grade P or above within the permitted period.

Read By	
Verified By	



Programme Design

SEMESTER I

No.	Course Code	Course Title	Course Category	Hours per week	Credits
1	ENG1CCT0323	Basic English Skills	General Component	4	4
2	JMC1CMT0123	Introduction to Journalism	General Component	4	4
3	JMC1CMT0223	Introduction to Communication	General Component	4	4
4	VCS1CRPO123	Basic Computer Skills	Skill Component	4	5
5	JMC1CRT0123	Introduction to Print Media	Skill Component	5	5
6	JMC1CRT0223	Reporting skills and Techniques	Skill Component	4	5
7	JMC1OJT0123	OJT-1	OJT		3



SEMESTER II

No.	Course Code	Course Title	Course Category	Hours per week	Credits
1	ENG2CCT0323	Advanced English Skills	General Component	4	4
2	JMC2CMT0123	Constitution of India	General Component	4	4
3	JMC2CRT0223	Media and Cultural Studies	General Component	4	4
4	JMC2CRT0123	Introduction to Electronic media	Skill Component	6	6
5	JMC2CMT0223	Editing & Principles of Layout and Design	Skill Component	6	6
6	JMC2CPR0123	Internship - I	Skill Component		6



SEMESTER III

No.	Course Code	Course Title	Course Category	Hours per week	Credits
1	JMC3CMT0123	Environment Science and Human Rights	General Component	4	4
2	JMC3CMT0223	Radio Journalism	General Component	3	4
3	JMC3CMT0323	Perspectives in Media History	General Component	4	4
4	JMC3CRT0223	Photography	Skill Component	5	5
5	JMC3CRT0323	Film Appreciation	Skill Component	5	5
6	JMC3CRP0123	New Media Lab	Skill Component	4	5
7	JMC3OJT0123	OJT - II	OJT		3



SEMESTER IV

No.	Course Code	Course Title	Course Category	Hours per week	Credits
1	JMC4CMT0123	Media Laws and Ethics	General Component	5	4
2	JMC4CMT0323	Malayalam Journalism	General Component	5	4
3	JMC4CMT0223	Statistics	General Component	4	4
4	JMC4CRT0123	Script writing for Media	Skill Component	5	6
5	JMC4CRT0223	Videography	Skill Component	6	6
6	JMC4CPR0123	Internship - II	Skill Component		6



SEMESTER V

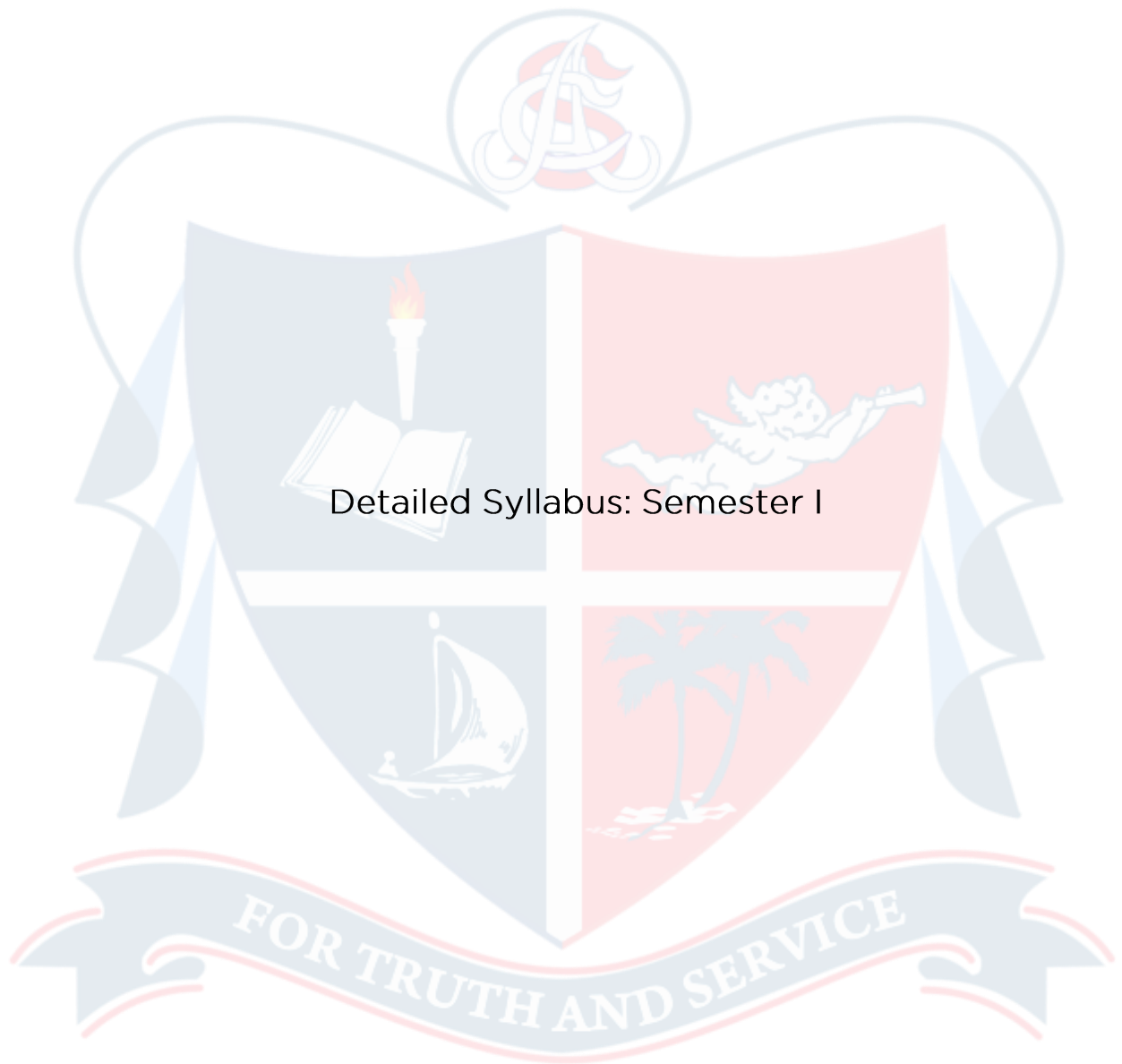
No.	Course Code	Course Title	Course Category	Hours per week	Credits
1	JMC5CMT0123	Research Methodology	General Component	5	4
2	JMC5CRT0223	Corporate Communication	General Component	4	4
3	JMC5CRP0323	Media Management and Economics	General Component	3	4
4	JMC5CRT0123	Advertising	Skill Component	5	5
5	JMC5CMT0223	Introduction to professional Publishing	Skill Component	4	5
6	JMC5CRP0120	Video Editing	Skill Component	4	5
7	JMC5OJT0123	OJT - III	OJT		3



SEMESTER VI

No.	Course Code	Course Title	Course Category	Hours per week	Credits
1	JMC6CMT0123	Public Relations	General Component	5	4
2	JMC6CMT0223	Media Management	General Component	4	4
3	JMC6CRP0323	Sound Editing	General Component	5	4
4	JMC6CRT0123	Video Production	Skill Component	5	6
5	JMC6CRT0323	Travel Journalism	Skill Component	6	6
7	JMC6CPR0123	Internship with Project	Skill Component		6





Detailed Syllabus: Semester I

General Component: Basic English Skills (ENG1CCT0323)

60 Hours

4 Credits

Course Outcomes

- Recognize the speech sounds and suprasegmental features
- Familiarize different dialects and the accents.
- Demonstrate the features of listening, reading and speaking skills.
- Develops skills in face to face and telephonic communication as well as in group discussions.
- Builds the ability to use English for performing some of the most common communicative functions in academic, social and professional situation.

Module I

(15 Hours)

Speech Sounds: Phonemic symbols – Vowels – Consonants – Syllables – Word stress – Stress in polysyllabic words – Stress in words used as different parts of speech – Sentence stress – Weak forms and strong forms – Intonation

Module II

(15 Hours)

Accents: Awareness of different accents: American, British and Indian – Influence of the mother tongue.

Module III

(15 Hours)

Listening: Active listening – Barriers to listening – Listening and note taking – Listening to announcements – Listening to news on the radio and television.

Module IV

(15 Hours)

Speaking: Word stress and rhythm – Pauses and sense groups – Falling and rising tones – Fluency and pace of delivery – Art of small talk – Participating in conversations – Making a short formal speech – Describing people, place, events and things – Group discussion skills and telephone skills.

Module V

(15 Hours)

Reading: Theory and Practice – Scanning – Surveying a textbook using an index – reading with a purpose – Making predictions – Understanding text structure – Locating main points – Making inferences – Reading graphics – Reading critically – Reading for research.

Pedagogical Tools

- Lecture
- Group discussion

- Viva

Expected Skills, Proficiencies and Values

- Reading skill, listening skill, speaking skill, pronunciation skill, interpersonal skills.
- Employability enhancement.

Internal Evaluation Methods

- Attendance
- Assignments
- Viva
- Credit for Merit

References

- V. Sasikumar, P Kiranmai Dutt & Geetha Rajeevan. Communication Skills in English. CambridgeUniversity Press and Mahatma Gandhi University.
- A Course in Listening and Speaking I & II, Sasikumar, V.KiranmaiDutt and Geetha Rajeevan,New Delhi: CUP, 2007
- Study Listening: A Course in Listening to Lectures and Note-taking Tony Lynch New Delhi: CUP
- Study Speaking: A Course in Spoken English for Academic Purposes. Anderson, Kenneth, JoanNew Delhi: OUP, 2008



General Component: Introduction to Journalism (JMC1CMT0123)

60 Hours

4 Credits

Course Outcomes

- Interpret the concept of news.
- Examine the structure of news stories.
- Classify hard news and soft news.
- Explain the principles of journalistic writing.
- Identify the role of media in society

Module I**(15 Hours)**

News: meaning, definition, nature; The news process: from the event to news vs. soft news; basic components of a news story; Journalistic jargon including dateline, credit line, by-line, print line, Flag, Masthead.

Module II**(10 Hours)**

Organising a news story: 5W's and 1H, Inverted pyramid; Criteria for news worthiness, principles of news selection; Use of archives, sources of news, use of the internet.

Module III**(10 Hours)**

Features- meaning and definition; Articles- meaning and definition; Difference between news stories, features and articles.

Module IV**(15 Hours)**

Robert Gunning: Principles of clear writing, Rudolf Flesch formula
Language and principles of writing: Basic differences between print, electronic and online journalism.

Module V**(10 Hours)**

Role of Media in Democracy, Freedom of Press: its basic principles and constraints - Responsibilities and Criticism.

Pedagogical Tools

- Lecture
- Internships
- Case studies
- Organizational Visit

Expected Skills, Proficiencies and Values

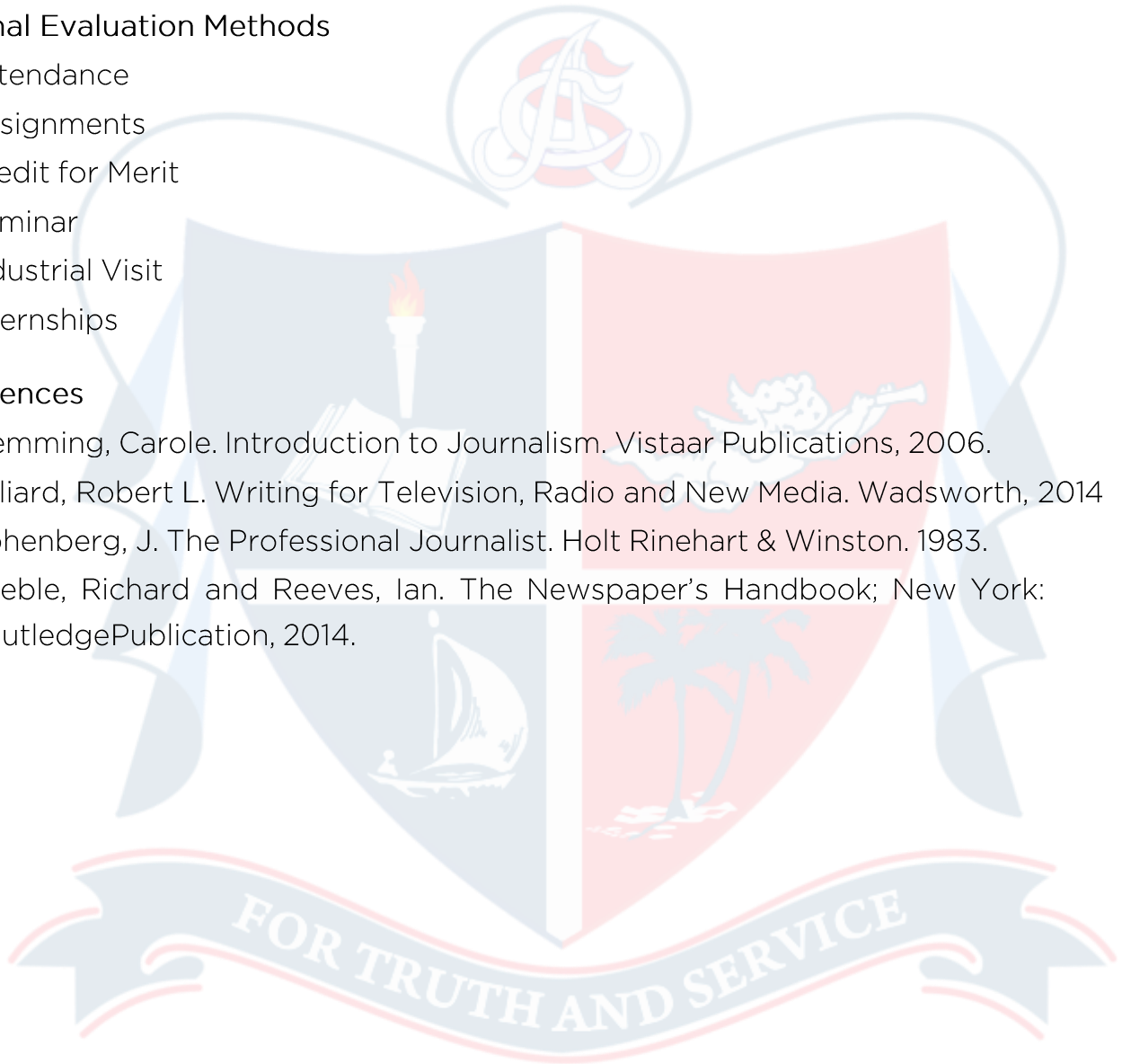
- News writing skill
- Identify news values
- Employability enhancement
- Professional Ethics and standards

Internal Evaluation Methods

- Attendance
- Assignments
- Credit for Merit
- Seminar
- Industrial Visit
- Internships

References

- Flemming, Carole. Introduction to Journalism. Vistaar Publications, 2006.
- Hilliard, Robert L. Writing for Television, Radio and New Media. Wadsworth, 2014
- Hohenberg, J. The Professional Journalist. Holt Rinehart & Winston. 1983.
- Keeble, Richard and Reeves, Ian. The Newspaper's Handbook; New York: RoutledgePublication, 2014.



General Component: Introduction to Communications (JMC1CMT0223)

75 Hours

5 Credits

Course Outcomes

- Infer the basic elements of Communication.
- Identify and demonstrate the various types of communications skills.
- Explain the theories of Communication.
- Recognize media ideologies.
- Define media culture.

Module I**(15 Hours)**

Communication: Definitions, meaning, elements-source, message, channel, receiver, feedback and noise-process, functions, nature, features and scope-7“Cs of communication-early forms of communication, human communication-verbal and non-verbal.

Module II**(15 Hours)**

Types of communication- intra-personal, interpersonal, group and mass communication-nature,functions, barriers to communications-remedies - opinion leaders, gatekeepers, persuaders- sociological and psychological needs, eastern and western concepts of communication.

Module III**(10 Hours)**

Models of communication - Aristotle, Claude E. Shannon and Warren Weaver, Harold D. Laswell, Wilbur Schramm and Charles E. Osgood, Gerbner, New Comb, David Berlo, SMCR, Becker, Riley and Riley, De Fleur, Westley and Mc Lean-structure, functions, applications, merits, and demerits.

Module IV**(25 Hours)**

Concepts of communication - mass media - nature, scope, merits and demerits - social media as a new method of communication - Normative theories of the Press-Authoritarian, Libertarian, Communist, Social Responsibility, Development Media and Democratic Participant - Marshall McLuhan- concepts of mechanical and electrical age, global village, medium is the message, hot media and cool media - folk media- types and functions.

Module V**(10 Hours)**

Media and ideology-Gramsci and Althusser - book as a mass medium, media audience-classifications- media as culture industry - media as Disneyland - media criticism by Daniel Boorstin.

Pedagogical Tools

- Lecture
- Organisational Visit
- Use of models

Expected Skills, Proficiencies and Values

- Employability enhancement
- Communication skills
- Professional Ethics and standards

Internal Evaluation Methods

- Attendance
- Assignments
- Seminar
- Internships
- Credit for merit

References

- David Berlo: The Process of Communication, Holt, Rinehart, & Winston, New York, 1960.
- Wilbur Schramm: Mass Communication, University of Illinois Press: Urbana, IL, 1960.
- Denis Mcquail: McQuail's Mass Communication Theory (6th Edition), SAGE Publications Ltd, 2010
- Keval J Kumar: Mass Communication in India (4th Revised Edition), Jaico Publishing House, Mumbai, 2014.
- Uma Narula: Mass Communication: Theory and Practice, Haranand Publications Pvt Ltd, New Delhi, 2008.
- Chandrakant P Singh: Dictionary of Media and Journalism, IK International Pvt. Ltd, Delhi, 2004.
- Subir Ghosh: Mass Communication: An Indian Perspective, Shishu Sahitya Samsad, 2009.

Skill Component: Introduction to Print Media (JMC1CRT0123)

75 Hours

5 credits

Course Outcomes

- Classify News and non-news.
- Summarize the evolution of print media.
- Explain the functions of media organizations.
- Explain the role of news agencies.
- Identify different types of news stories.

Module I

(20 Hours)

What is News? Definitions, Nature of News, Types of News, News Value, Hard & Soft News. Orientation & Perspective of news, Objectivity & Fairness, News as a process, Verification, special interests. Importance of News Difference between News & Information -Stories of Human Interest. Celebrity Journalism. Trends in modern journalism. Influence of TV channels on serious news reporting in print media. Sensationalism & Entertainment

Module II

(30 Hours)

Historical aspects of print media in India
Invention of printing press and paper

Beginning of printing in India; early origins of newspapers in India

Press in India after independence

Birth of Indian language press-contribution of Raja Ram Mohan Roy
Birth of the Indian news agencies

The Indian press and freedom movement; Mahatma Gandhi and his journalism; social, political and

economic issues before Independence and the Indian press;

Historical development of important newspapers and magazines in English.

Social, political and economic issues and the role of the press regarding issues like reservation, nationalization, privatization-globalization, land reforms.

Module III**(15 Hours)**

News Media Operations: Functioning of News Media (Newspapers and Magazines), Local, Regional and National Press. Press Organizations: PIB, RNI, DAVP and Press Council of India. Non-governmental press organisations: Editors Guild, Journalist's Unions, IBF, BCCCI etc. News Agency Journalism: History, functioning & role of PTI, UNI and International News Agencies: AP, UPI, Reuters. Syndicate.

Module IV**(10 Hours)**

Code of conduct for print media in India- PCI code, AINEC code and Parliament code.

Pedagogical Tools

- Lecture
- Organisational Visit
- Internship
- Case studies

Expected Skills, Proficiencies and Values

- Media management skill development
- Employability enhancement
- Professional Ethics and standards

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Organizational study
- Seminar
- Industrial visit
- Internships

References

- Reporting, B.N. Ahuja, 1990, Surjeet Publications, New Delhi.
- Basic Journalism, Parthasarthy, 1997, Macmillan India Pvt. Ltd., New Delhi.
- News Reporting & Editing, K.M. Srivastava, 1987, Sterling Pub. House, New Delhi.
- The Complete Reporter by Jullian Harris and others Macmillan Publishing Co., New York.

- The Professional Journalist by John Hobenberg Oxford IEH Publishing Company, New Delhi Good News Bad News by Tharyan
- Issues in Mass Communication by J. S. Yadava and Pardeep Mathur
- News Writing by Haugh George A.
- The Journalism Handbook by M.V. Kamath
- Handbook of Journalism by Aggarwal Vir Bala, Gupta V.S.



Skill Component: Reporting Skills and Techniques (JMC1CRT0223)

75 Hours

5 Credits

Course Outcomes

- Understand the basics of reporting.
- Report news in different journalistic beats.
- Plan and schedule news writing.
- Write and report soft news.
- Report hard news, especially crime and court reporting.

Module I

(10 Hours)

- Gathering the News:
Reporting & Reporters - Training & Qualifications
Reporting for Newspapers - Reporting the expected & unexpected
Reporting skills- Nose for News, Observation (listening & seeing)
Taking notes, finding, checking, verifying, analysing & interpreting information
Types of Interviews, Asking questions, Interviewing techniques.
- News Writing Skills:
The basic formula - The Inverted Pyramid
Writing the Lead, Kinds of Leads, The Summary Lead, Thinking through the Lead.
Finding the appropriate verb, Organising the facts, Time elements, Variations on the summary Lead, Checklist for the standard of the news story.
Datelines, Credit Lines, Bylines.

Module II

(25 Hours)

- Types of Reporting:
Objective, Interpretative, Investigative, Legal, Developmental, Political, Sports, Crime, Economic & Commercial, Technical & Science Reporting, Embedded Journalism and Sting Journalism.

Module III

(20 Hours)

- Writing the Story: I
1. Single - Incident Story 2) Attribution - Identification 3) Time and Timeliness

- Extracting Stories from outside sources:
 1. Citizens
 - 2) Press releases
 - 3) Institutional sources Ministries & Govt. Departments etc.
- Writing The Story - II:
 1. Coming events
 - 2) Stories with many names
 - 3) Tying the story together in-Depth reporting
 - 4) Writing Hard News
 - 5) Action & Fire Stories
 - 6) Accidents
- The Stylebook, Localising, News sources, Obituaries, Anecdotes & Tribute, Attribution -Identification.

Module IV

(10 Hours)

- How to Report Cultural Events (Drama, Music, Dance etc.
- Difference between Cultural Reporting and Review Articles
- Relevance of reporting culture
- Film Coverage, Art and Film reporting
- General Introduction of Sports Journalism
- How to Report Cricket, Football, Hockey, Athletics and Tennis Events
- New trends in reporting

Module V

(10 Hours)

- Basics of Investigative Reporting
- How to Cover a Crime Incident
- Analytical Coverage of Crime
- Complete Understanding of Rural-Urban Crime Pattern
- Court Reporting
- Legal and Ethical aspects of reporting.

Pedagogical Tools

- Lecture
- Organisational Visit
- Internship

Expected Skills, Proficiencies and Values

- Reporting skill development
- Employability enhancement
- Professional Ethics and standards

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- News Writing - George Hough
- The Professional Journalism - M. V. Kamath
- The Journalist 's Handbook - M.V. Kamath



Skill Component: Basic Computer Skills (VCS1CRP0123)

75 Hours

5 Credits

Course Outcomes

- Recall the basic fundamentals of Information Technology.
- Create documents using features available in Microsoft Word.
- Format data and cells, construct formulas, including the use of built-in functions, and relative and absolute references.
- Create and modify charts.
- Create slide presentations that include text, graphics, animation, and transitions.

Module I**(15 Hours)**

Introduction to Information Technology

Information and Communication Technology (ICT), Information systems E-World - Computer Architecture: Input Hardware - Processing & Memory Hardware, Storage Hardware, Output Hardware, Communication Hardware - Concept of operating system - Understanding your computer customization configuring screen, mouse, printer.

Module II: Word Processing Package**(15 Hours)**

Introduction - Features - Word User Interface Elements; Creating new Documents; Basic Editing, Saving a Document; Printing a Document; Print Preview, Page Orientation - Viewing Documents; Setting tabs - Page Margins; Indents; Ruler, Formatting Techniques; Font Formatting, Paragraph Formatting; Page Setup; Headers & Footers; Bullets and Numbered List; Borders and Shading; Find and Replace; Page Break & Page Numbers; Mail Merging - Spelling and Grammar Checking; Tables; Formatting Tables

Module III:**Spreadsheet Package****(15 Hours)**

Introduction, Excel User Interface, Working with cell and cell addresses, Selecting a Range, Moving, Cutting, Copying with Paste, Inserting and Deleting cells, Freezing cells, Adding, Deleting and Copying Worksheet within a workbook, Renaming a Worksheet. Cell Formatting Options, Formatting fonts, Aligning, Wrapping and Rotating text, Using Borders, Boxes and Colors, Centering a heading, Changing row/column height/width, Formatting a Worksheet Automatically, Insert Comments, Clear contents in a cell. Using print Preview, Margin and Orientation, Centering a Worksheet, Using header and footer.

Module IV: Advanced Features of Spreadsheet Package (15 Hours)

All Functions in Excel, Using Logical Functions, Statistical functions, Mathematical etc. Elements of Excel Charts, Categories, Create a Chart, Choosing chart type, Edit chart axis - Titles, Labels, Data series and legend, Adding a text box, Rotate text in a chart, Saving a chart.

Module V: Presentation Package (15 Hours)

MS-PowerPoint: Advantages of Presentation Screen layout creating presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals

Pedagogical Tools

- Lecture
- Practical
- Flipped classroom
- Group discussion

Expected Skills, Proficiencies and Values

- Computer and internet skills development
- Employability enhancement
- ICT Tools
- Computer customization

Internal Evaluation Methods

- Attendance
- Assignments
- Seminar
- Credit for merit

References

- Antony Thomas. Information Technology for Office. Pratibha Publications
- Gini Courter & Annette Marquis. MS-Office 2007: BPB Publications

OJT: On-the-job training I (JMC1OJT0123)

3 Credits

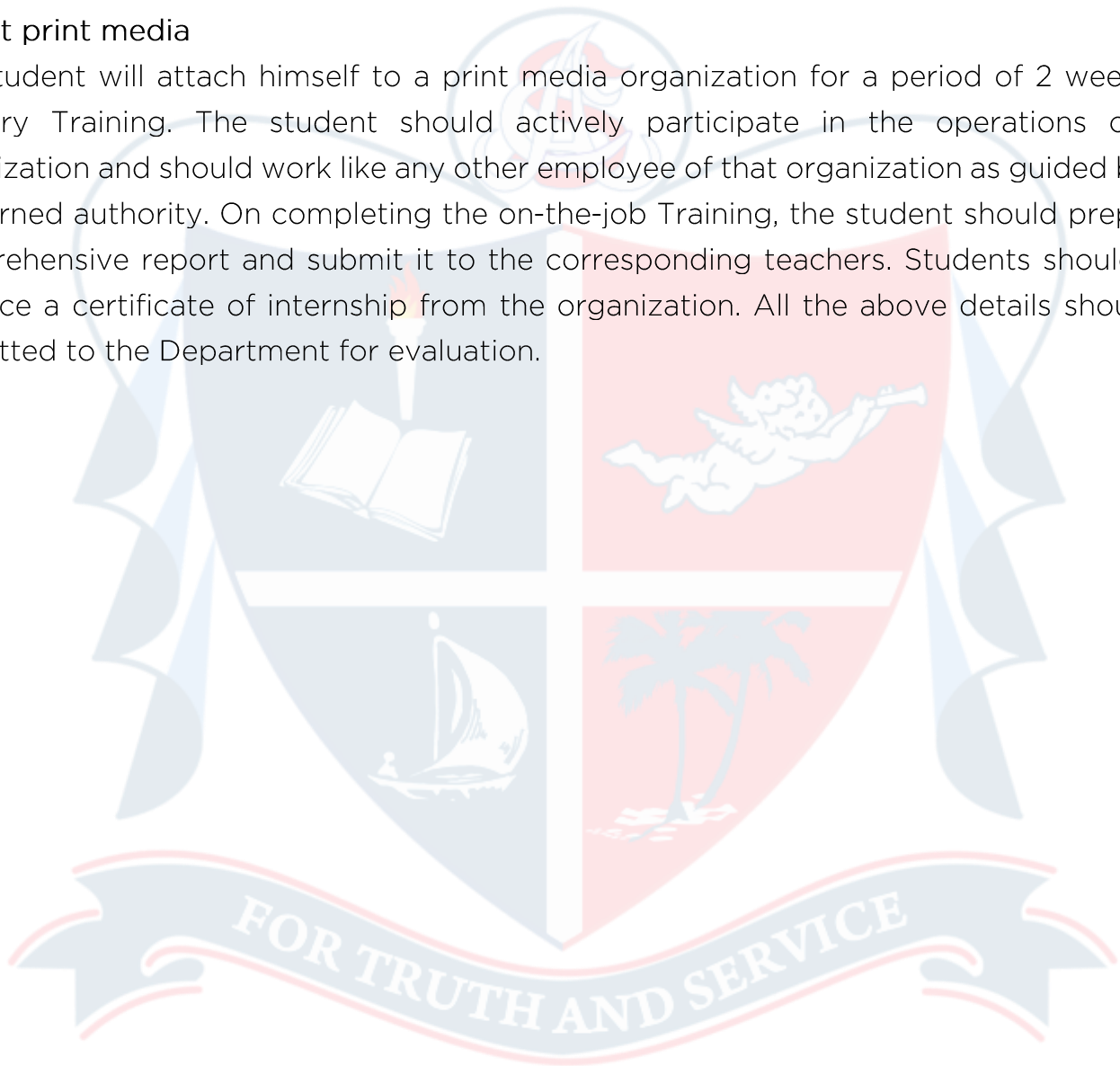
Course Outcomes

Understanding the structures of news writing style, the language of the newspaper, sourcing, attributions, interviews, and quotations.

Develop news stories.

OJT at print media

The student will attach himself to a print media organization for a period of 2 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization as guided by the concerned authority. On completing the on-the-job Training, the student should prepare a comprehensive report and submit it to the corresponding teachers. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.





Detailed Syllabus: Semester II

General Component: Advanced English Skills (ENG2CCT0323)

60 Hours

4 Credits

Course Outcomes

- Helps to develop your judgment skills.
- Develops your evaluation and problem-solving skills.
- Learn basic grammar to use the English language accurately.
- Create awareness about different types of official writings to enhance official communicationskills.
- Build the ability to do presentations in a better way.

Module I

(15 Hours)

Critical Thinking: Introduction to critical thinking - Benefits - Barriers - Reasoning - Arguments - Deductive and inductive arguments - Fallacies - Inferential comprehension
Critical thinking in academic writing - Clarity - Accuracy - Precision - Relevance.

Module II

(15 Hours)

Research for Academic Writing and the Writing Process: Data collection - Use of print, electronic sources, and digital sources - Selecting key points - Note making, paraphrasing, summary - Documentation - Plagiarism - Title - Body paragraphs - Introduction and conclusion - Revising - Proof-reading.

Module III

(10 Hours)

Accuracy in Academic Writing: Articles - Nouns and prepositions - Subject-verb agreement - Phrasalverbs - Modals - Tenses - Conditionals - Prefixes and suffixes - Prepositions - Adverbs - Relative pronouns - Passives - Conjunctions - Embedded questions - Punctuation - Abbreviations.

Module IV

(10 Hours)

Writing Models: Letters - Letters to the editor - Resume and covering letters - E-mail - Seminar papers - Project reports - Notices - Filling application forms - Minutes, agenda - Essays.

Module V

(10 Hours)

Presentation Skills: Soft skills for academic presentations - Effective communication skills - Structuring the presentation - Choosing appropriate medium - Flip charts - OHP - Powerpoint presentation - Clarity and brevity - Inter-action and persuasion - Interview

skills – Group Discussions.

Pedagogical Tools

- Lecture
- Group discussion
- Expected Skills, Proficiencies, and Values
- Presentation skills, critical thinking skills, Interview skills, group discussion skills, and writing skills.
- Employability enhancement
- Internal Evaluation Methods
- Attendance
- Assignments
- Seminar
- Credit for Merit

References

- Marilyn Anderson, Pramod K Nayar and Madhu Chandra Sen. Critical Thinking, Academic Writing and Presentation Skills. Pearson Education and Mahatma Gandhi University



General Component: Constitution of India (JMC2CMT0123)

60 Hours

4 Credits

Course Outcomes

- Interpret the formation of the Indian constitution.
- Illustrate the basic structure of the constitution.
- Explain various Acts related to the field of Journalism.
- Classify the functions of different constitutional bodies.
- Examine the impact of different political ideologies

Module I

(10 Hours)

Making of the Indian Constitution: Constitutional Development and National Movement, Government of India Act 1919, 1935 and Indian Independence Act 1947. Constituent Assembly.

Module II

(10 Hours)

Features of the Constitution, Preamble: Philosophical and Ideological Base of the Constitution. The basic structure of the constitution, Citizen and State, Fundamental Rights, Directive Principles of State Policy, and Fundamental Duties.

Module III

(15 Hours)

Government of the Union. The Union Executive- the President and the Vice-President- The Council of Ministers and the Prime Minister - Powers and functions The Union Legislature - The Parliament: composition, powers, and functions - Speaker. Legislative Process, Committee system, The Supreme Court of India: structure powers and functions, Judicial review

Government of the States - Governor- the Council of Ministers and the Chief Minister- Powers and functions, State Legislature- composition, powers, and functions. High courts and lower courts, Powers and functions.

Module IV

(15 Hours)

Major Provisions in constitutions - Amendment and Amendment procedure article 368, Emergency Provisions, Elections and Election Commission, Constitutional Bodies. Union Public Service Commission, Attorney General, Comptroller and Auditor General, The Finance Commission, Election Commission. Writs - Habeas Corpus, Mandamus, Quo warranto, Prohibition, Certiorari, Cases related to mediafreedom.

Module V

(10 Hours)

Constitutional foundations of media in India and Constitutional values and violations. Laws of Defamation and Journalistic Defenses under Law of Defamation.

Pedagogical Tools

- Lecture
- Case Studies

Expected Skills, Proficiencies, and Values

- Employability enhancement
- Professional Ethics and standards
- Proficiency in the constitution and democratic values

Internal Evaluation Methods

- Attendance
- Assignments
- Seminar
- Credit for merit

References

- D.D. Basu "An Introduction to the Constitution of India", New Delhi, Prentice Hall: 2013.
- G. Austin. "Working a Democratic Constitution – The Indian Experience Delhi", Oxford Uni. Press, 2000.
- S. K. Chaube: "Constituent Assembly of India – Springboard of Revolution, New Delhi, Peoples" Publishing House, 1973.
- S. Kaviraj. "Politics in India", Delhi, OUP. 1998.
- W. H. Morris Jones. "Government and Politics in India", Delhi, 1974.
- M. V. Pylee. "Constitutional Government in India, Bombay", Asia Pub. House, 1977.
- M. V. Pylee. "An Introduction to Constitution of India", New Delhi, Vikas, 1998.
- Brij Kishore Sharma. "Introduction to the Constitution of India", Prentice Hall: New Delhi, 2005.

FOR TRUTH AND SERVICE

General Component: Media and Cultural Studies (JMC2CMT0223)
60 Hours **4 Credits**

Course Outcomes

- Define the key concepts of cultural studies that can be employed in media analysis.
- Identify the reflections of social concerns in the media.
- Examine how meaning is produced, represented, and consumed in the process of constructing and inhabiting a culture.
- Explain the effects of mass communication on society, audiences, and people.
- Judge the representation and propaganda of culture through the media

Module I (20 Hours)

Understanding Culture- Mass Culture, Popular Culture, Folk Culture; Media and Culture; Critical Theories Frankfurt School, Media as Cultural Industries Political Economy, Ideology and Hegemony.

Module II (20 Hours)

Representation- Media as Texts; Signs and Codes in Media; Discourse Analysis; Genres; Representation of nation, class, caste and gender issues in Media.

Module III (10 Hours)

Audiences-Uses and Gratification Approach; Reception Studies- Active Audiences, Women as Audiences; Sub Cultures; Music and the popular.

Module IV (10 Hours)

Media and Technologies- Folk Media as a form of Mass Culture, live performance; Audience in live Performance; Media technologies; New Media and Cultural forms; Demassification.

Media and Cultural Studies Practical

- Making posters/presentations on topics covered with special reference to present-day culture and media
- Making a file on any type of culture and media.

Pedagogical Tools

- Lecture
- Case studies

Expected Skills, Proficiencies and Values

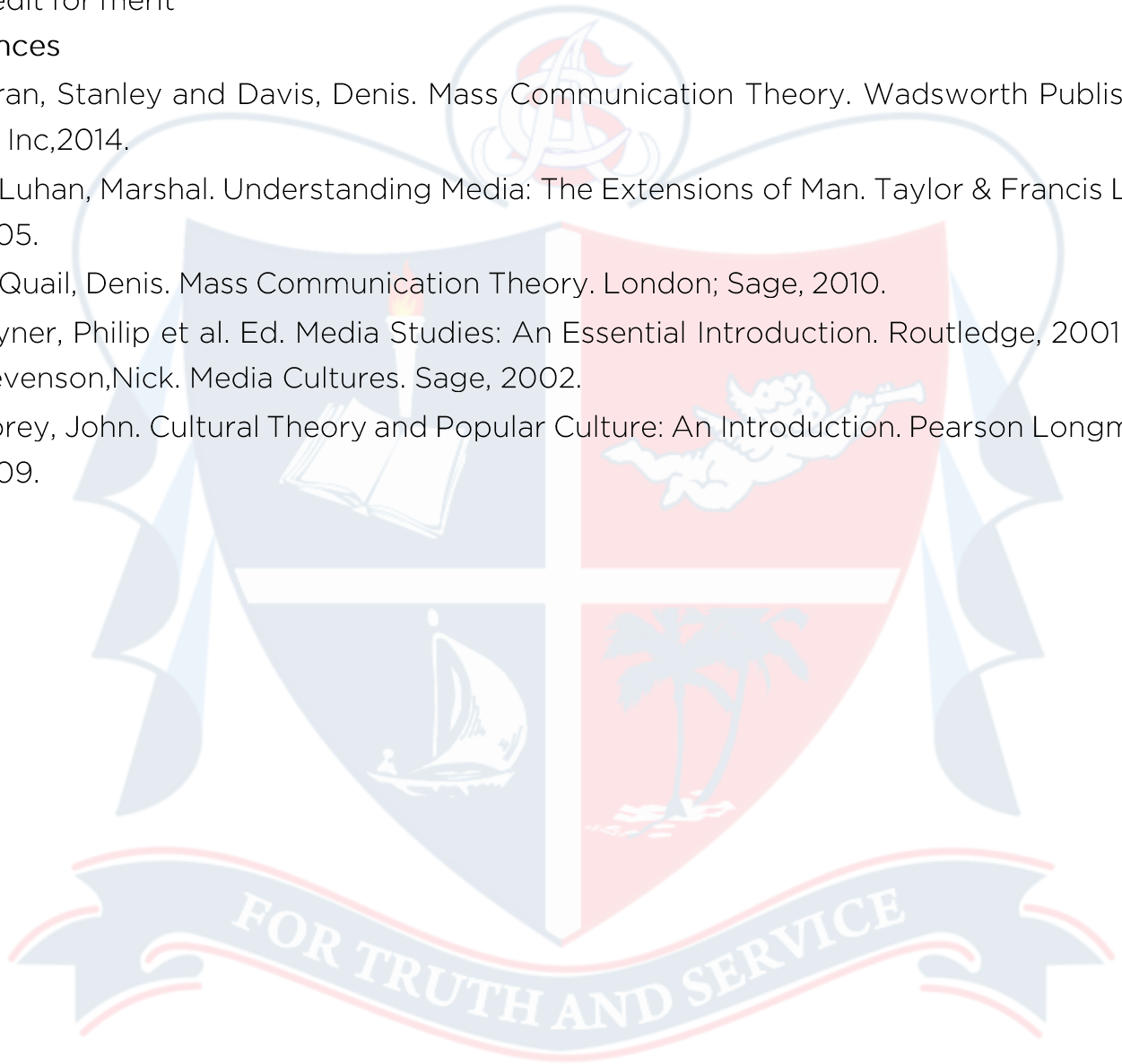
- Cultural identity skills, media audience analysis skill
- Employability enhancement
- Professional Ethics and standards

Internal Evaluation Methods

- Attendance
- Assignments
- Seminar
- Internships
- Credit for merit

References

- Baran, Stanley and Davis, Denis. Mass Communication Theory. Wadsworth Publishing Co Inc,2014.
- McLuhan, Marshal. Understanding Media: The Extensions of Man. Taylor & Francis Ltd, 2005.
- McQuail, Denis. Mass Communication Theory. London; Sage, 2010.
- Rayner, Philip et al. Ed. Media Studies: An Essential Introduction. Routledge, 2001.
- Stevenson,Nick. Media Cultures. Sage, 2002.
- Storey, John. Cultural Theory and Popular Culture: An Introduction. Pearson Longman, 2009.



Skill Component: Introduction to Electronic Media (JMC2CRT0123)

90 Hours

6 Credits

Course Outcomes

- Understand the basics of electronic media platforms.
- Understand radio as a broadcasting media.
- Understand television as a broadcast media.
- Write scripts for broadcast media
- Develop electronic content.

Module I

(20 Hours)

Defining Electronic Media, Characteristics of Electronic Media, Types of Electronic Media, Scope and Limitations of Electronic Media.

Module II

(25 Hours)

Radio Broadcasting-Origin and Growth, All India Radio, FM Radio stations bands, Radio Jockeys- Programs Formats: News talks, Interviews, Documentaries, and advertisements. Radio program productions-Studio, Recording, Editing, and Radio station Structure and staff.

Module III

(20 Hours)

An overview of the Television Industry, TV as a domestic Medium, Popularity, Entertainment-Education format, Formats of TV News packaging, Programs- structure and format in the new era, live talk, Sitcoms and Soap Operas, Station structure and staff

Module IV

(15 Hours)

Broadcast Language- Clarity, Brevity, & Simplicity, Gatekeeping & Credibility, the local identity, Rewriting, Basic Style rules, Voice of the station, Attributions, Headlines, Writing to visuals.

Module V

(10 Hours)

Production Practice: Radio and television programme.

Pedagogical Tools

- Lecture
- Organisational Visit
- Internship
- Practical – Production practice

Expected Skills, Proficiencies, and Values

- Video-making skills, audio making skills, broadcasting content writing skills
- Employability enhancement
- Professional Ethics and standards

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Organisational study
- Seminar
- Internships

References

- A Dictionary of Communication and Media Studies by Watson & Hill
- Evolution of American Television by George Comstock
- New Media Politics by McQuail & Siune (Ed.)
- Mass Media and Society by Curran & Gurevitch (Ed.)
- The Television Writers Handbook by Nash & Oakey
- Modern Media and Communication by Joseph
- Radio and TV Journalism by K.M. Shrivastava
- The Grammar of Television Production by Davis & Weller
- TV Camera Operation by Millerson
- Indian Broadcasting by Luthra
- Broadcasting in India by Chatterji
- Broadcasting Writing by Walters
- Script to Screen by Sharda Kaushik
- Before the Headline by Chandrakant Pandit

Skill Component: Editing & Principles of Layout and Design (JMC2CRT0223)

90 Hours

6 Credits

Course Outcomes

- Explain the basics of editing.
- Understand the structure of the news desk.
- Execute editing techniques for fine-tuning news content.
- Exemplify the technical aspects of the press.
- Report and edit all types of news reports

Module I

(20 Hours)

Editing: Nature and need for editing. Principles of editing, editorial desk, functions of the editorial desk, copy-editing preparation of copy for the press-style sheet - editing symbols, proofreading symbols and their significance.

Module II

(25 Hours)

Functions and qualifications of a sub-editor and chief—sub-editor, copy selection, and copy testing. Structure and functions of the newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

Module III

(10 Hours)

Headlining - principles, types, and techniques. Principles of Layout and Design. DTP, Page Making, Typograph.

Module IV

(20 Hours)

Types of Printing, Processor offset, Screen Printing, Stages of Making a Newspaper, Gravure, Letter Press.

Module V

(15 Hours)

Practical Lab on Editing & reporting

News Reporting: News items regarding programmes in the College Departments (minimum 10) -News items about various programmes in the city assigned by the concerned teachers (minimum 10) Various Types of News: Development news, mishap news, accident, and crime news, court news, Agricultural - Industrial News, Sports, Theatre and Music - Cultural News. A student is expected to write at least one news item of each type.

Non-news Articles: These include topical articles such as side articles, Biography, Book-reviews, Film Reviews, and Special articles, at least one article of each type must be produced by the student.

Interview: The student is expected to write interviews with 5 personalities in various fields.

Pedagogical Tools

- Lecture

- Practical lab
 - Internship
- Expected Skills, Proficiencies, and Values**

- Editing skills, designing skills, layout skills
- Employability enhancement
- Professional Ethics and standards
- Entrepreneurship

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Organisational study
- Seminar
- Internships

References

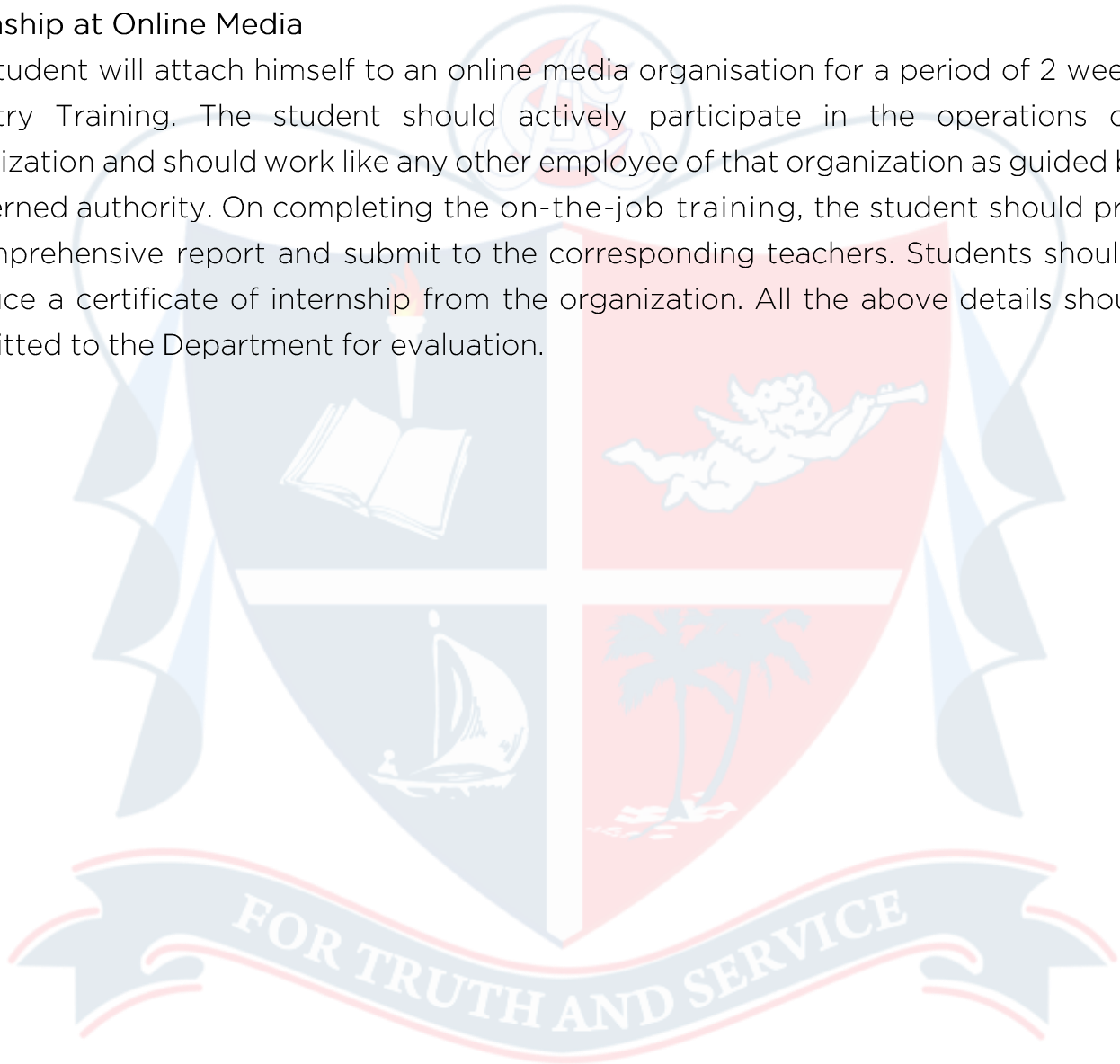
- Shrivastava, K.M "News reporting and editing", Sterling publishers Pvt. Ltd, New Delhi, 2003.
- Kamath M.V "Professional Journalism", Vikas Publishing House, New Delhi.1980.
- Vir Bala Aggarwal, "Essentials of Practical Journalism", concept Publishing Company, New Delhi,2006.
- Darkroom Basics and Beyond, Roger hicks & Francis Schultz, Patterson, 2000
- Tom Ang, Digital Photography- An Introduction, 4th Edition, Penguin Publisher, 2016
- Rogers,G. (1993). Editing for Print, Mocdonald Book.
- Prasad, S. (1993). Editors on Editing/HY, National Book Trust.
- Click & Baird (1994). Magazine Editing &Production, WCB Brown & Benchmark.
- Hicks& Homes, (2001). Sub-editing for Journalists, Routledge.
- John, Marydasan (2015) Editing Today: Rules, Tools and Styles, Media House, New Delhi

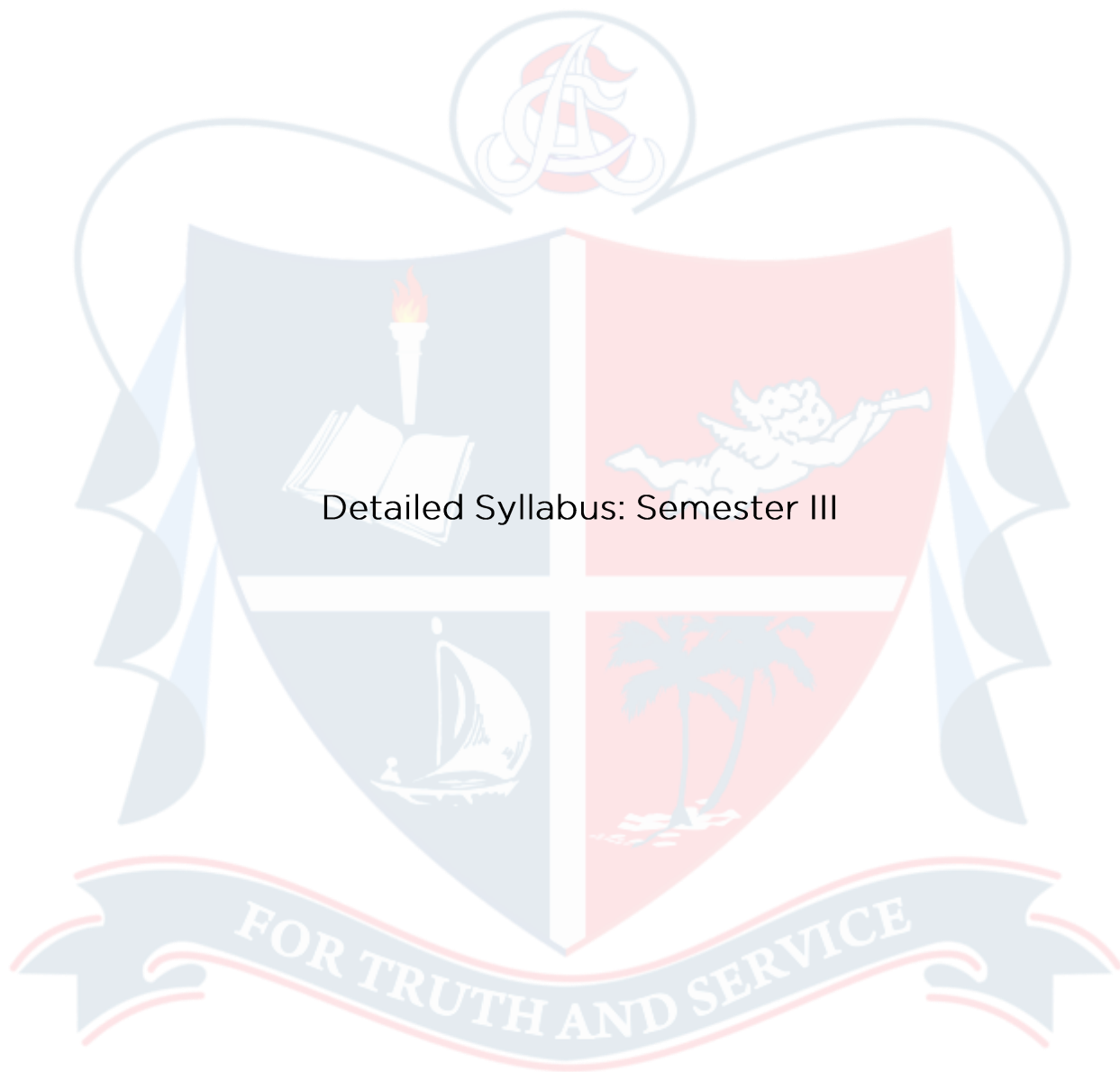
Skill Component: Internship I (JMC2CPR0123)**Course Outcomes****6 Credits**

- Understand the concept of Internet architecture such as networking, types of websites, videoconferencing, and webcasting.
- Students will demonstrate knowledge of the components of multimedia story packages.
- Students will be able to write a report for online media organizations.

Internship at Online Media

The student will attach himself to an online media organisation for a period of 2 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization as guided by the concerned authority. On completing the on-the-job training, the student should prepare a comprehensive report and submit to the corresponding teachers. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.





Detailed Syllabus: Semester III

General Component: Environment Science and Human Rights (JMC3CMT0123)

60 Hours

4 Credits

Course Outcomes

- Understand the basic concept of environment and analyse various complex environmental issues.
- Understand the relationship between people and environment.
- Illustrate the importance of environmental laws.
- Explain the relevance of the environment and sustainable development in the contemporary scenario.
- Interpret the important concepts related to human rights.

Module I**(15 Hours)**

Multidisciplinary nature of environmental studies Definition, scope, and importance need for public awareness.

Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. Ecosystem- Concept, Structure, and Function. Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

Module II**(15 Hours)**

Biodiversity and its conservation Biodiversity, Environmental Pollution, Definition, Causes, effects, and control measures of: Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, nuclear hazards, Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in the prevention of pollution.

Module III**(10 Hours)**

Laws on Environment - Environment Protection Act - Air (Prevention and Control of Pollution) Act -

Water (Prevention and control of Pollution) Act - Wildlife Protection Act - Forest Conservation Act - Issues involved in the enforcement of environmental legislation -Public awareness.

Module IV**(10 Hours)**

Sustainable Development - Organic farming for sustainable development, Eco-friendly constructions and green certification process, Rainwater harvesting, Recycling for maximising utility, Clean Natural energy sources and its utilisation for development, social forestry. Role in Environmental Protection- Role of corporates in environmental protection: CSR initiatives, Role of NGOs in environmental protection, Role of individuals groups and communities in environmental protection: case studies Role of media in promoting awareness on the need of environmental protection, Role of international organisations in environmental protection

Module V**(15 Hours)**

Human Rights- An Introduction to Human Rights, Meaning, concept, and Development, Three Generations of Human Rights (Civil and Political Rights; Economic, Social, and Cultural Rights).

Human Rights and United Nations - contributions, main human rights-related organs - UNESCO, UNICEF, WHO, ILO, Declarations for Women and Children, Universal Declaration of Human Rights. Human Rights in India - Fundamental rights and Indian Constitution, Rights for children and women, Scheduled Castes, Scheduled Tribes, Other Backward Castes and Minorities. Conservation of natural resources and human rights: Reports, Case studies, and policy formulation. Conservation issues of western Ghats- mention Gadgil committee report and Kasthurirangan report. Over-exploitation of groundwater resources, marine fisheries, sand mining etc.

Internal: Field study

Visit a local area to document environmental grassland/ hill /mountain

Visit a local polluted site - Urban/Rural/Industrial/Agricultural Study of common plants, insects, birds, etc.

Study of simple ecosystem-pond, river, hill slopes, etc (Fieldwork Equal to 5 lecture hours)

Pedagogical Tools

- Lecture
- Fieldwork
- Case studies

Expected Skills, Proficiencies, and Values

- Employability enhancement
- Professional Ethics and standards

- Environmental issues
- Sustainable development

Internal Evaluation Methods

- Attendance
- Assignments
- Seminar
- Credit for merit

References

- Environmental Studies
- Bharucha, Erach, Text Book of Environmental Studies for undergraduate Courses. University Press, 11nd Edition 2013
- Clark.R.S. Marine Pollution, Clarendon Press Oxford
- Cunningham, W.P.Cooper, T.H.Gorhani, E & Hepworth, M.T.2001 Environmental Encyclopedia, Jaico Publ. House. Mumbai.
- Dc A.K. Environmental Chemistry, Wiley Eastern Ltd
- Down to Earth, Centre for Science and Environment
- Heywood, V.H & Watson, R.T. 1995. Global Biodiversity Assessment, Cambridge University Press
- Jadhav.H, Bhosale.V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi
- Mekinney, M.L, Schock.R.M. 1996 Environmental Science Systems & Solutions. Web-enhanced edition
- Miller T.G. Jr., Environmental Science, Wadsworth Publishing Co.
- Odum. E.P 1971. Fundamentals of Ecology. W.B. Saunders Co. USA)
- Rao.M.N,Datta. A.K. 1987 Waste Water treatment Oxford & IBII Publication Co.Pvt.Ltd.
- Rajagopalan. R, Environmental Studies from crisis and cure, Oxford University Press, Published:2016
- Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication
- Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA)

- Human Rights
- Amartya Sen, The Idea Justice, New Delhi: Penguin Books, 2009.
- Chatrath, K. J.S., (ed.), Education for Human Rights and Democracy (Shimla: Indian Institute of Advanced Studies, 1998)
- Law Relating to Human Rights, Asia Law House, 2001.
- Shireesh Pal Singh, Human Rights Education in 21st Century, Discovery Publishing House Pvt.Ltd, New Delhi,
- S.K.Khanna, Children And The Human Rights, Common Wealth Publishers, 1998. 2011.
- Sudhir Kapoor, Human Rights in 21st Century, Mangal Deep Publications, Jaipur, 2001.
- United Nations Development Programme, Human Development Report 2004: Cultural Liberty in Today's Diverse World, New Delhi: Oxford University Press, 2004



General Component: Radio Journalism (JMC3CMT0223)

60 Hours

4 Credits

Course Outcome

- Define the history of radio journalism.
- Compose radio scripts.
- Distinguish different types of radio stations.
- Outline the working of radio stations.
- Classify different types of radio program formats

Module I**(10 Hours)**

Introduction Radio journalism, History of Radio Journalism, Radio in India, writing for the ear, sound and sound bites, writing for radio programmes.

Module II**(15 Hours)**

Types of radio broadcasting, Radio terms; On Air, FM, AM, MW, modulation, mobile station, decibel, hertz, duplex, control operator, soundproof, UHF, UHF-T, Ad-libbing, Airwaves, Announcer, phone interface, pitch, potentiometer, podcast, promo, programme director, band, Radio: Types of microphones; Mixers, speakers.

Module III**(10 Hours)**

Radio Stations based on their transmission and purpose, Community radio, military radio, spiritual/religious radio, Commercial radio, private radio, pirate radio, Amateur radio stations, Satellite Radio, Digital Radio

Module IV**(10 Hours)**

How does a radio station work? Radio Studio, Radio Signal Types, Script Writing for Radio, Elements of the radio programme, and Process of radio production.

Module V**(15 Hours)**

New Trends in Radio Broadcasting, Radio program formats, Radio advertisements, and Radio as a tool for cultural preservation and, social development. Radio broadcasting equipment. Radio broadcast technology, Types of news bulletin, talk shows, features for radio, develop Radio features and advertisements.

Practical / Assignment

- Writing the script for advertisement for five different products for radio.

- Preparing a radio jingle for the FM channel.
- Writing script for short news bulletins.

Pedagogical Tools

- Lecture
- Organisational Visit

Expected Skills, Proficiencies, and Values

- Technical skills for radio broadcasting, radio script writing skills, radio jingle composing skills development
- Employability enhancement
- Professional Ethics and standards

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Organisational study
- Seminar
- Internships

References

- Musani Mehra, Broadcasting & People NBT, New Delhi 1985
- Akas Bharti, Vol. I & II Publication, Division. New Delhi
- Broadcasting in India - S. R. Joshi, ISRO, June 1997, Ahmadabad
- Andrew Boyd Broadcast Journalism
- Mitchell Stephon Holt, Broadcast News - Radio Journalism, Rinehart Winston NY 1980
- While T. Broadcast, News writing MacMillian NY, 1984
- Wills Edgar and Holt, Writing TV and radio programmes R & W Publication 1967.
- Rivers Williams and work Alison Writing for the Media.
- Carl Warren, Radio News Writing and Editing
- Report L. Hillard Radio Broadcasting.

General Component: Perspectives in Media History (JMC3CMT0323)**60 Hours****4 Credits****Course Outcomes**

- Explain the history of the press.
- Classify different types of Indian folk media.
- Examine the impact of Indian folk media and explain media culture.
- Explain the evolution and growth of electronic media.
- Identify the role of the government in the development of media.

Module I**(10 Hours)**

Precursors of newspapers, developments of printing in the world, Role of the press in World War, struggle for freedom of the press at international levels (different conferences, conventions colonial press newspapers and American Revolution (partisan press, penny press, yellow journalism, jazz journalism), history of press in different countries (Britain, West Germany, China, Russia)

Module II**(20 Hours)**

Different phases of the history of the press from 1770 till today: the beginning of a new era, early periodicals, Indian language newspaper's role in social reform the role of important personalities and regional press in the development of journalism in India: Raja Rammohan Roy, Gandhiji, Bal Gangadhar Tilak, Narmad, 1857 war of independence and gagging of the press, the role of the press in the era of 1900 to 1947. Modern India and the role of the press; press under emergency, magazine boom, the impact of structural reforms on media, development, and history of Gujarati journalism.

Module III**(20 Hours)**

Folk media: as communication and culture; concept, definitions, evolution, elements, functions, and significance. Indian folk forms (jatra, Tamasha, Nautanki, PattaChitra, wall painting, puppet show, etc). Folk media vs. electronic media, media blending, use of folk form by – government (Song and Drama Division, Information Department), folk media and rural development, in product, services and social communication, case studies of the use of folk media in development programmes and advertising campaigns.

Module IV**(10 Hours)**

Overview of the government policy regarding print media, radio, television, and film after 1947 including in the context of the economy and polity and structural reforms, Ministry of I&B, central and state level information units, (DAVP, PIB, etc), Press Commissions, Wage boards and their recommendations, (Press Consultative Committee, Enquiry Committee on Small newspaper, Newsprint Advisory Committee, Fact-finding Committee on newspaper economics, Majithia committee). Setting up of Akashwani, Doordarshan, Prasar Bharati, Committees: Chanda, Verghese, Joshi, Sengupta. SITE, Kheda, HETV, and Broadcasting Policy, Cinema; Khosla committee, Central Board for Film Certification.

Pedagogical Tools

- Lecture
- Case studies

Expected Skills, Proficiencies, and Values

- Employability enhancement
- Professional Ethics and standards
- Entrepreneurship

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- Basic Journalism, Parthasarthy, 1997, Macmillan India Pvt. Ltd., New Delhi.
- News Reporting & Editing, K.M. Srivastava, 1987, Sterling Pub. House, New Delhi.
- The Complete Reporter by Jullian Harris and others Macmillan Publishing Co., New York.
- The Professional Journalist by John Hobenberg Oxford IEH Publishing Company, New Delhi
- Good News Bad News by Tharyan
- Issues in Mass Communication by J. S. Yadava and Pardeep Mathur
- News Writing by Haugh George A.

Skill Component: Photography (JMC3CRT0223)

75 Hours

5 Credits

Course Outcomes

- Understand the basic elements of photography
- Use the camera for photography
- Make use of the technical aspects of photography.
- Create different types of photography.
- Analyse the legal and ethical aspects of creating a photograph.

Module I**(20 Hours)**

Nature and Scope Photography – Definition -- Elements and Principles – Practical Analysis of Visual Language – Early Experiments– Photography as an art form and Composition – Elementary Rules of Creative Composition – Subject and Light– How to take Aesthetically Pleasing Photographs.

Module II**(10 Hours)**

Introducing Camera – Types of Cameras, Digital SLR and Various Digital Cameras – Parts of the Camera – Types of Lenses – Filters – Lighting Devices.

Module III**(15 Hours)**

Learning techniques of Photography – Understanding ISO, Shutter speed, Aperture, and Depth of Field – Concept of Exposure –Creative use of Exposure – Attributes of a Good Picture – Composing Different Types of Subjects such as Portrait, Still, Landscape, and Action– Digital Photography.

Module IV**(20 Hours)**

Practicing different types of Photography – Nature, Architecture, Life, Landscape, Wildlife, Sports, Environment, Candid, Aerial, Travel Industry, Fashion, Performance, Industrial, Disasters, Press Photography, Social Photography and Photography for Advertising, Mobile photography, and its related applications and device.

Module V**(10 Hours)**

Professionalism in Photography – Photo journalist, News Photographs – Photo Agencies – Photo Editing –Photo Features – Computerised Photography–Understanding Legal and Ethical Aspects of Photography – Practical Assignments in Photography, Photographing News Events. Marriage and party, Accidents. Cultural Events. Human Interests Stories.

Pedagogical Tools

- Lecture
- Camera
- Workshops
- Studio

Expected Skills, Proficiencies, and Values

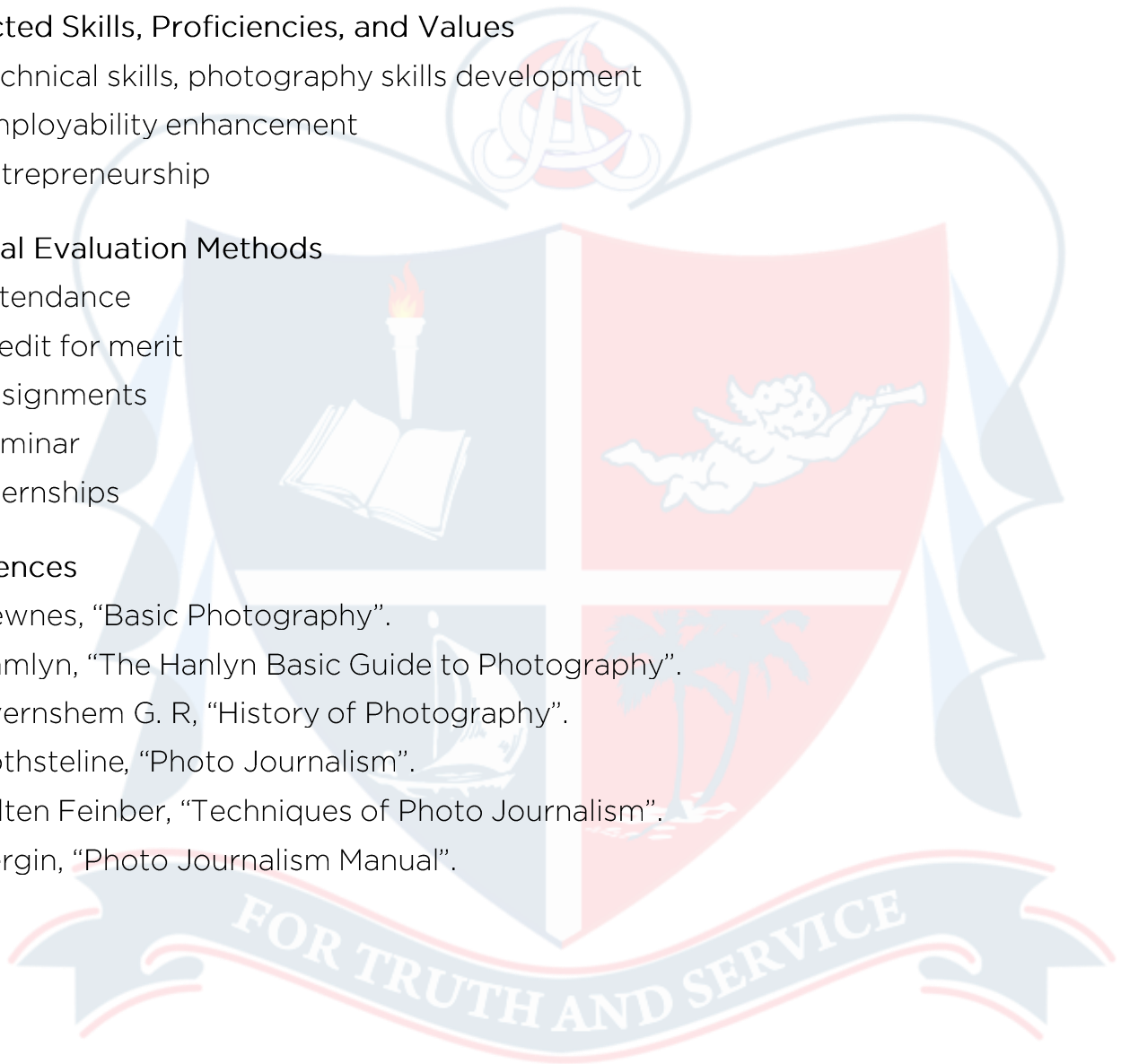
- Technical skills, photography skills development
- Employability enhancement
- Entrepreneurship

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- Newnes, "Basic Photography".
- Hamlyn, "The Hamlyn Basic Guide to Photography".
- Cyernshem G. R, "History of Photography".
- Rothsteline, "Photo Journalism".
- Milten Feinber, "Techniques of Photo Journalism".
- Bergin, "Photo Journalism Manual".



Skill Component: Film Appreciation (JMC3CRT0323)

75 Hours

5 Credits

Course Outcomes

- Writing actual film reviews as per professional benchmarks.
- Understand the basic techniques of filmmaking.
- Understand the working of the film industry and create films in different formats.
- Analyse and evaluate different cultural representations in films.
- Explore the celebrated works of renowned national and international filmmakers.

Module I**(15 Hours)**

Practical lab work on Film review, Appreciation, Criticism, and Definitions. Collecting and analyzing different types of films and their reviews. Practical exploration of different types of film journals, articles, and write-ups. Write reviews for selected films.

Module II**(20 Hours)**

Practical analysis of the impact of technical elements in filmmaking like Shot, scene, and sequence. Camera movements and subject movements. Lighting. Setting. Sound. Understand the techniques like montage and mise-en-scene. Deep focus, jump cut, etc.

Module III**(10 Hours)**

Study the audience's manners. Conducting surveys and collecting data about major studios and distribution networks.

Module IV**(10 hours)**

Watch and evaluate classic films made from different cultures around the world.

Module V**(20 Hours)**

Study and appreciate the works of filmmakers like Satyajit Ray, Adoor Gopalakrishnan, Akira Kurosawa, Pier Paolo Pasolini, Alfred Hitchcock, Federico Fellini, Andrei Tarkovsky, Robert Bresson, and Ingmar Bergman etc.

Practical/Assignment

- Conceptualize, Create, and Edit a short telefilm or documentary film.

Pedagogical Tools

- Lecture

- Watching film

Expected Skills, Proficiencies, and Values

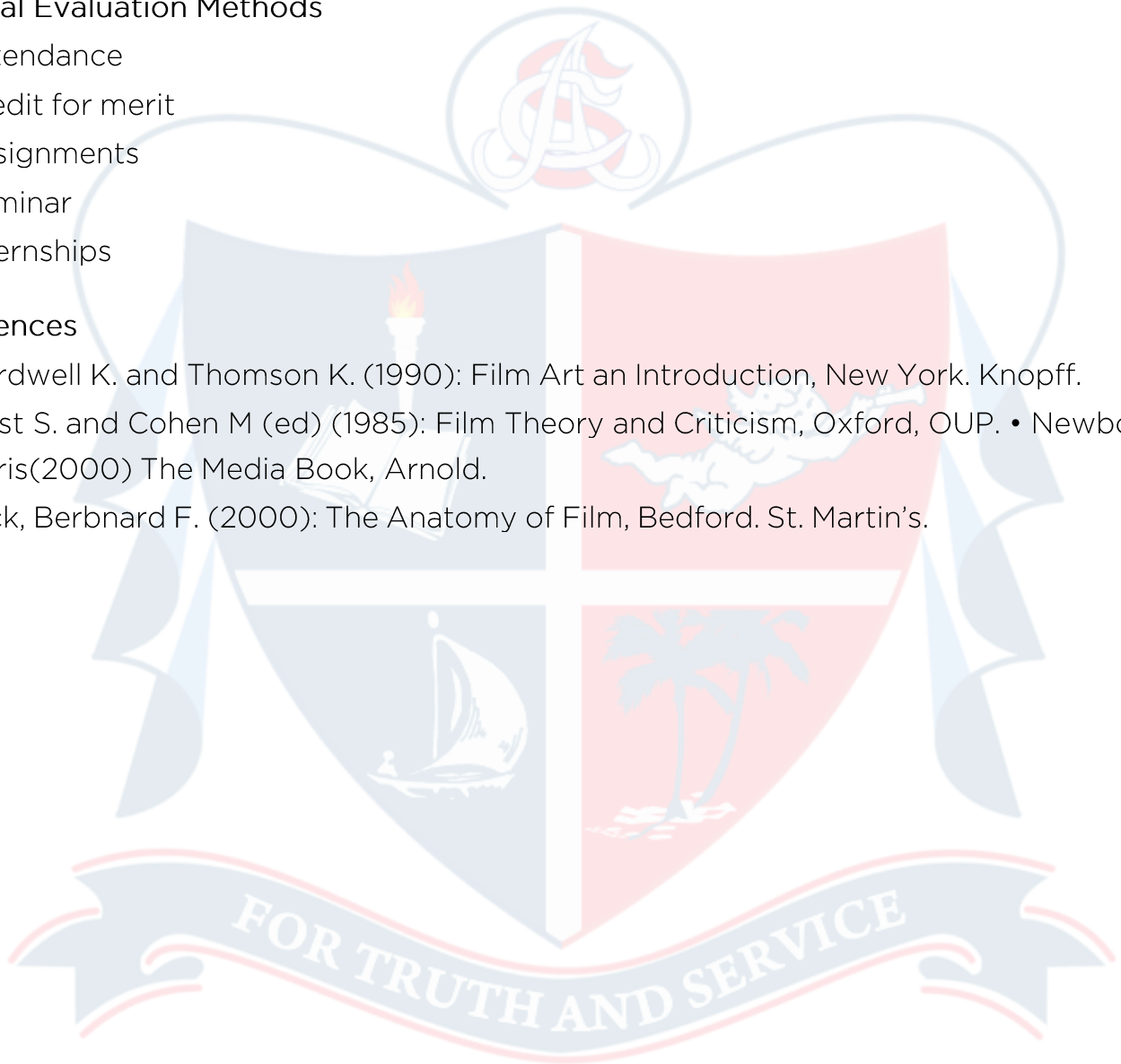
- Film analysing skills, Critical skills, filmmaking skills
- Employability enhancement

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- Bordwell K. and Thomson K. (1990): Film Art an Introduction, New York. Knopff.
- Mast S. and Cohen M (ed) (1985): Film Theory and Criticism, Oxford, OUP. • Newbold, Chris(2000) The Media Book, Arnold.
- Dick, Berbnard F. (2000): The Anatomy of Film, Bedford. St. Martin's.



Skill Component: New Media Lab (JMC3CRP0123)

75 Hours

5 Credits

Course Outcomes

- Create and manage blog accounts.
- Write HTML structural semantic markup.
- Create a website effectively.
- Do web publishing.
- Earn from online platforms.

Module I

(20 Hours)

To create and maintain blogs.

Module II

(10 Hours)

Analyse different elements and content of a news website. Distinguish between news, views, opinions, and advertisements.

Module III

(25 Hours)

Web publishing, learning HTML, creating a simple web page with links to text documents, graphics, and audio & video document.

Module IV

(20 hours)

Students in groups should create a dynamic website with each one given a different assignment regarding the components of the website.

Pedagogical Tools

- Lecture
- Practical Lab

Expected Skills, Proficiencies and Values

- Blog writing skills, digital media skills.
- Employability enhancement
- Entrepreneurship

Internal Evaluation Methods

- Attendance
- Credit for merit

- Assignments
- Seminar
- Internships

References

- Prof. Jain Sathish, M. Iyer Chethan. Web Designing and Publishing, BPB Publications.



On-the-Job-Training II (JMC3OJT0123)

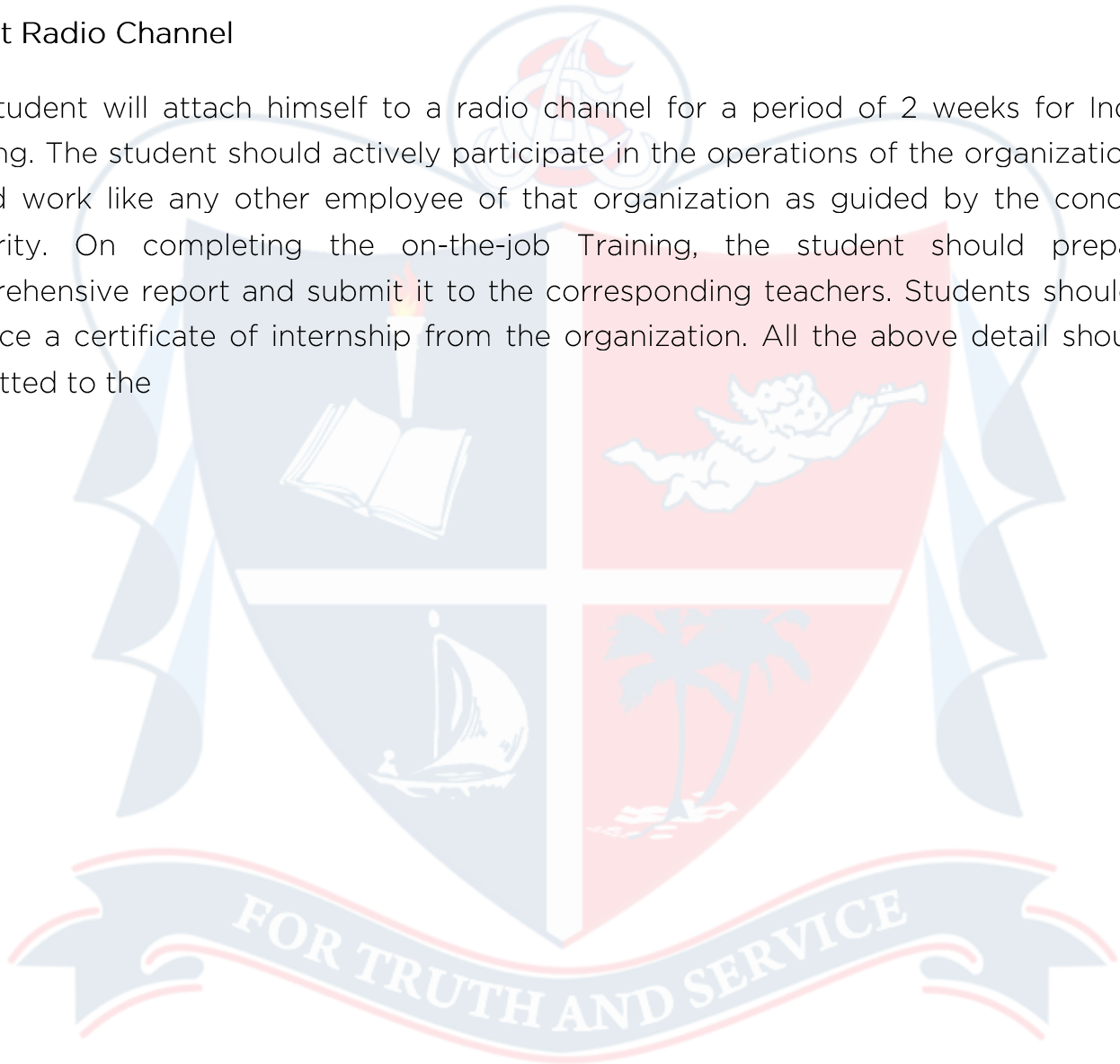
3 Credits

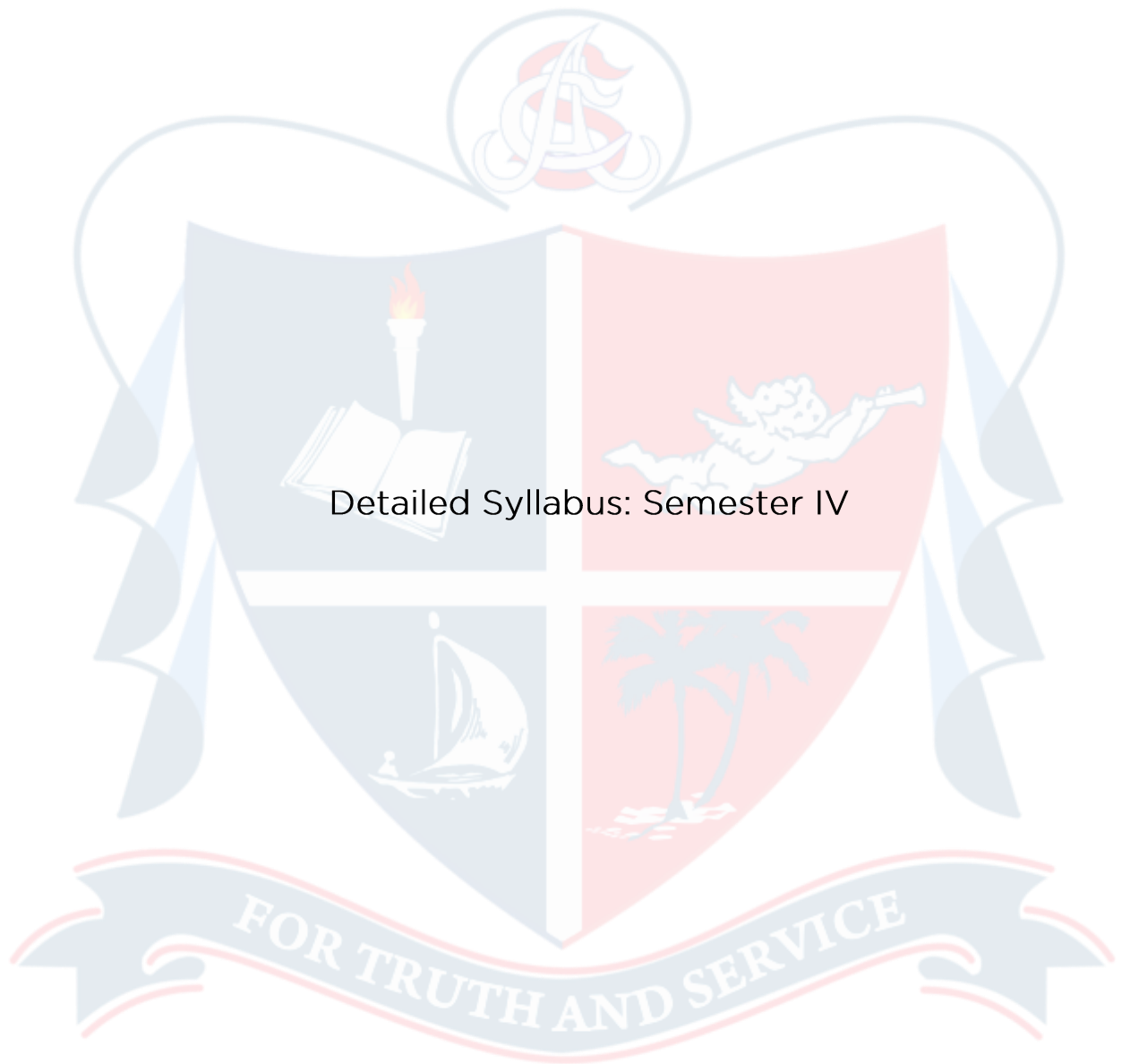
Course Outcomes

- Understand the workings of a radio station.
- Create radio scripts.

OJT at Radio Channel

The student will attach himself to a radio channel for a period of 2 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization as guided by the concerned authority. On completing the on-the-job Training, the student should prepare a comprehensive report and submit it to the corresponding teachers. Students should also produce a certificate of internship from the organization. All the above detail should be submitted to the





Detailed Syllabus: Semester IV

General Component: Media Laws and Ethics (JMC4CMT0123)

60 Hours

4 Credits

Course Outcomes

- Explain the basic aspects of the Indian constitution.
- Identify the laws related to the Journalism profession.
- Interpret the rights, restrictions, and responsibilities of media houses.
- Distinguish the objectives and functioning of various professional bodies of the Ministry of Information and Broadcasting.
- Make use of media laws to practice ethics in the journalistic profession

Module I

(10 Hours)

Indian Constitution- Preamble – Characteristics- Basic legal concepts - Judicial system in India – Media systems-Constitutional Provisions for Freedom of speech and expressions- Article 19(1) (a) Reasonable restrictions- Article 19(2) – freedom of the press in India – Supreme Court Cases related to Article 19 – Indian Penal Code

Module II

(15 Hours)

Acts for Media – Working Journalist Act – Official Secrets Act 1923 – Law of Defamation – Copyright Act – Contempt of Court Act – Legislative privileges and Contempt of Legislature – Obscenity – Cinematography Act -RTI

Module III

(15 Hours)

Laws for Media – press, and registration of book act – AIR and DD codes for commercial advertising – Prasar Bharathi Act – Cable TV Network Act – Intellectual property rights – Right to Information Act – Human Rights and Media – Cyber laws in India – Right to Privacy

Module IV

(10 Hours)

Council for Media – First Press Commission – Second Press Commission- Recommendations – Structure and functions of Press Council of India – Professional code of conduct for media persons- PIB, RNI, TRAI

Module V

(10 Hours)

Media Ethics, Pressures on Media- Political, Corporate, Religious, Social – Press during Emergency- Press as a Fourth Estate – Advertisers and Lobbies- Censorship v/s Self-Regulation- Issues relating to FDI – Case Studies

Pedagogical Tools

- Lecture
- Case studies

Expected Skills, Proficiencies, and Values

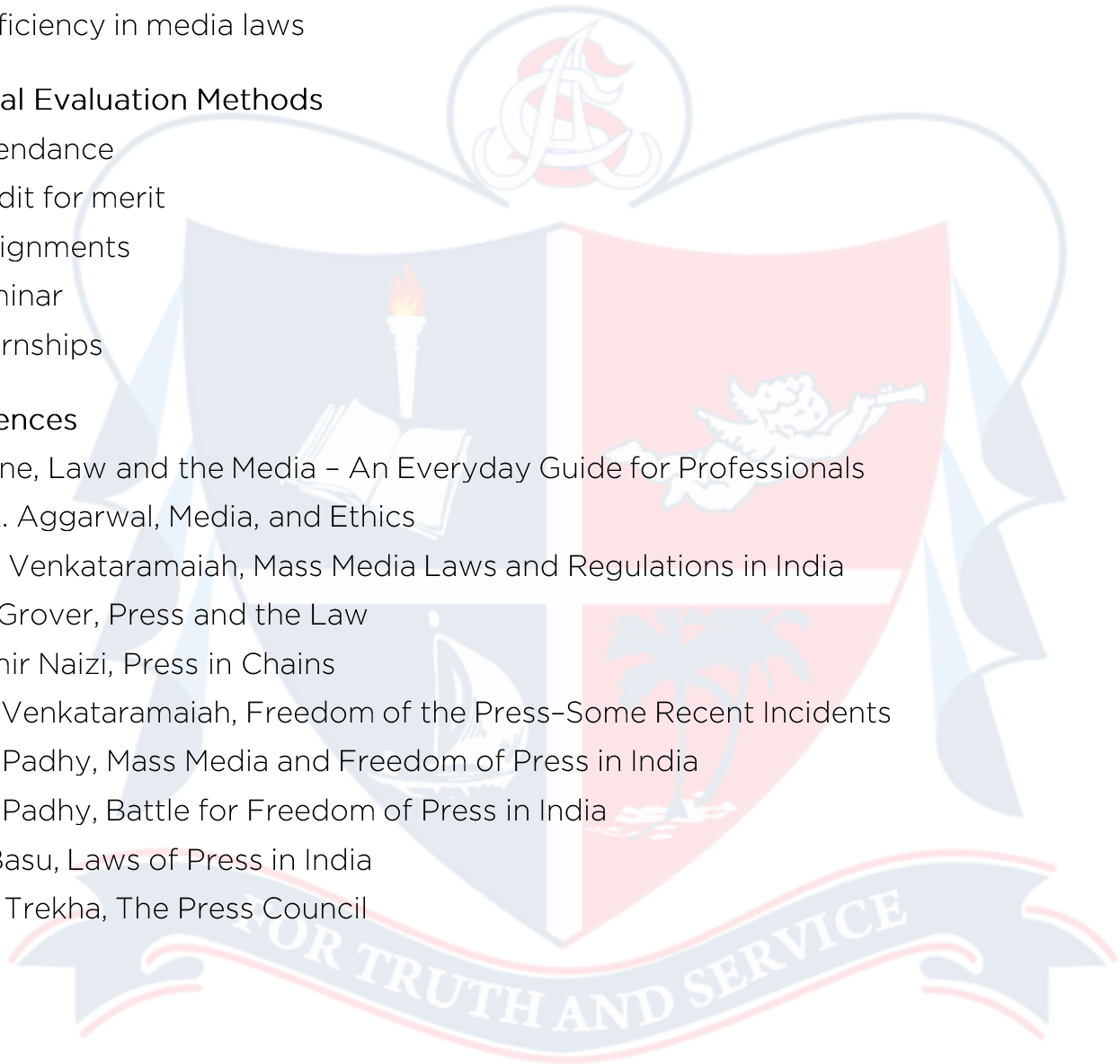
- Professional Ethics and standard
- Proficiency in media laws

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- Crone, Law and the Media – An Everyday Guide for Professionals
- S. K. Aggarwal, Media, and Ethics
- K.S. Venkataramaiah, Mass Media Laws and Regulations in India
- An Grover, Press and the Law
- Zamir Naizi, Press in Chains
- K.S Venkataramaiah, Freedom of the Press–Some Recent Incidents
- K.S Padhy, Mass Media and Freedom of Press in India
- K.S Padhy, Battle for Freedom of Press in India
- B. Basu, Laws of Press in India
- T.N Trekha, The Press Council



General Component: Statistics
(JMC4CMT0223)

60 Hours

4 Credits

Course Outcomes

- Define and use the basic terminology of statistics.
- Provide a reasonable idea of basic statistical methods needed for a statistical investigation and forecasting.
- Able to prepare census and hospital-related statistical reports on inpatient and outpatient care.
- Calculate and interpret the various measures of central tendency and dispersion.
- Develop analytical and critical thinking skills in students to prepare them to logically analyze and critically evaluate problem situations through basic mathematics.

Module I**(10 Hours)**

Statistics: Introduction Origin, Meaning, Scope, and Limitations of Statistics. Relationship with business and industry. Collection of Data Collection, classification, and tabulation of statistical data. Pie diagrams. Graphic representation.

Module II**(10 Hours)**

Frequency Distribution, Measures of Central Tendency: Meaning, Scope, and Limitations; its relationship with other sciences; Statistics as a subject; Descriptive Statistics - compared to Inferential Statistics. Presentation of Uni-variate Data: Construction of a frequency distribution.

Module III**(10 Hours)**

Measures of variation: Measures of Central tendency, Dispersion, and their measures - range, Standard Deviation, uses-co-efficient of variation

Module IV**(20 Hours)**

Inferential statistics: Correlation: Pearson's Coefficient of correlation, Spearman's Rank correlation. Significance tests: Parametric and Nonparametric test Pearson's chi-square, t-test, analysis of variance-one-way - Relevance, application, and interpretation.

Module V**(10 Hours)**

Hospital Statistics: Definition, Use, Limitation, Definition of important hospital terms (Inpatient, outpatient, admission, discharge, length of stay, live birth, fetal death, unit, hospital bed, transfer, etc), inpatient census, Calculation of Bed occupancy rate, birth rate, bed turnover rate, length of stay, etc

Pedagogical Tools

- Lecture
- Exercise

Expected Skills, Proficiencies, and Values

- Data Analytical skill
- Employability enhancement

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- Thukral, J K (2008) Business Mathematics; Mayur Publications, New Delhi.
- Nag, N.K (2001) Business Mathematics & Statistics; Kalyani Publishers, New Delhi.
- Soni, R.S (2009) Essentials of Business Mathematics and Statistics; Ane Books Pvt. Ltd, NewDelhi.
- Sharma AK (2005), Business Statistics, Discovery Publishing House, New Delhi
- Kapoor, V.K (2004) Business Mathematics; Sultan Chand & Sons, Delhi.
- Allen R.G.D (2003) Basic Mathematics; Macmillan, New Delhi.
- Dowling, E.T (2002) Mathematics for Economics; Schaum Series, McGraw Hill, London.
- Sharma J K (2010), Business Statistics, Pearson Education India, New Delhi



General Component: Malayalam Journalism (JMC4CMT0323)

60 Hours

4 Credits

Course Outcomes

- Summarise the history of the Malayalam press.
- Interpret the prominent personalities in the Malayalam press.
- Explain different beats in Malayalam journalism.
- Summarise the evolution and growth of electronic media in Kerala.
- Compare different contents in Malayalam mainstream magazines.

Module I

(10 Hours)

Origin, growth, development, characteristics of Malayalam Print Media in Kerala. Beginning of Printing & Publishing in Kerala-contributions of Missionaries.

Herman Gundert, Swadeshabhimani Ramakrishna Pillai, Kesari Balakrishna Pillai, Kandathil Varghese Mappillai, C.V. Kunniraman, K.P.Keshava Menon, - Malayalam Journalism and Literature. Socio-Political Movements in Kerala.

Study and Reference the following books: Thettillatha Malayalam, Prof. Panmana Ramachandran Nair, Current Books. Nallezhuthu, Prof. M. Leelavathy, Kerala Media Academy. SasthramezhuthuMalayalathil, Dr. Anil Kumar Vadavathoor, Cochin University of Science and Technology. Nalla Bhasha, Prof. Panmana Ramachandran Nair.

Module II

(20 Hours)

Practical analyses of the following books: Nattuvishaesham T. Venugopalan & Thomas Jacob, Kerala Media Academy. Varthayudae Shilpashala, N. N. Sathyavrathan: Kerala Media Academy

Magazines and Tabloids-specialised publications for Women, Sports, Film, Health, and Automotives. Cartooning, Column writing, Internet and foreign editions. Read Malayalam Mainstream Magazines and analysis the contents, Conduct weekly based news analysis and discussions. Daily-based news book.

Module III

(10 Hours)

The emergence of Broadcasting & Electronic Media in Kerala-AIR/ Doordarshan, Satellite Channels- FM Radio & Commercials. Provide content for preparing news reports on various topics on crime, sports, art and culture, accidents and politics, etc.

Module IV

(10 Hours)

Preparing Budget Report/ Magazine/ News Paper

Contemporary Trends in Malayalam Journalism. Regional & Local Newspapers Problems & Prospects

Module V

(10 Hours)

Writing Obituary and Reporting of day-to-day events, Personal Profiles, preparing a list of questions for interviews, Interviewing personalities preparing reports.

Pedagogical Tools

- Lecture
- Case studies
- Internship

Expected Skills, Proficiencies, and Values

- Regional reporting skills
- Employability enhancement
- Professional Ethics and standards

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- Malayala Pathra Charitram- Chummar Chundal & Sukumaran Pottekkadu
- Vrithanta Pathra Pravarthanam- K.Ramakrishna Pillai
- Patrabhasaha- Kerala Press Academy
- Kandathil Varghese Mappila- A. D. Harisharma

Skill Component: Scriptwriting for media (JMC4CRT0123)

90 Hours

6 Credits

Course Outcomes

- Write script for broadcasting media
- Demonstrate the basic concepts and techniques of modern script writing.
- Comprehend, analyze, and produce original creative writing.
- Demonstrate a sense of storytelling, particularly through cinematic techniques.
- Write a script for current affairs.

Module I**(15 Hours)**

Practical knowledge on Script-writing: Creative thinking -the creative process -Stages in the craft of script-writing. Basic story idea - Narrative synopsis outline - scene breakdown and full-fledged script. Build a storyline on a social theme

Module II**(20 Hours)**

Practical Understanding of the Narrative structure: Beginning - middle - end, Conflict, development, climax, and denouement. Story, storyline, plot, and treatment. Principles of suspense and surprise. Write an audio-visual script for television news or an audio script for a radio talk show.

Module III**(20 Hours)**

Understanding the elements of a narrative: Point of attack, exposition, planting, point of view, pace, tone, subject matter, title, openings, contrast, coincidence, tension, release, laughter, etc. Write a shooting script for a documentary.

Module IV**(15 Hours)**

Characterisation: Character biography, tags, stereotyping, two-dimensional versus three-dimensional characters, guiding principles for evolving effective and credible characters. Write a shooting script for a short film.

Module V**(20 Hours)**

Writing for current affairs for TV and radio - news, sports, cultural, and documentaries converting the narrative into a video script, Students have to maintain a journal. Extra classes will be held for viewing films reading and reviewing scripts

Pedagogical Tools

- Lecture
- Practical – scriptwriting

Expected Skills, Proficiencies, and Values

- Technical skills, script writing skills development
- Employability enhancement
- Entrepreneurship

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- Serger, Linda (1994): Making a Good Script, Samuel French Trade.



Skill Component: Videography (JMC4CRT0223)**90 Hours****6 Credits****Course Outcomes**

- Explain the role of different technical aspects in video production.
- Understand the working of video cameras and other related equipment.
- Make use of different techniques of the camera.
- Make use of different techniques of videography.
- Demonstrate different stages of video production.

Module I**(15 Hours)**

Basic concepts and characteristics of Videography: learning the job of Cast and crew, Producer, Director, and Associate. Stage or floor manager, Cameraman, Tele prompter, Lighting Director, Audio Operator, Technical Director, Graphics artist.

Module II**(20 Hours)**

Practical workshop on Lighting and camera: Using digital photographic equipment. Camera types, camera setting up, using a Tripod, Types of light, usages of other lighting instruments, adjusting colour and contrast, Basic lighting, Lens characteristics, and Field of view. Camcorder functions- aperture and exposure, depth of field, focusing, panning, tilting, and zooming of objects. Picture composition, Camera movement.

Module III**(15 Hours)**

Creative videography- shot sizes and types, composition, visual sense, visual flow, editing in-camera

Module IV**(20 Hours)**

Pre-production. Idea generation, Budgeting and planning, paperwork, discussion, casting, storyboard, screenplay, blocking, and location sound recording.

Post-production: Video Editing: Types of editing, Preparation for editing, non-linear editing, editing aesthetics, preparing and logging graphics, virtual and traditional, transition and effects, titling, subtitling, overlay, and merging. Finalizing the disc

Module V**(20 Hours)**

Indoor and Outdoor Shooting methods. Shooting ceremonies and weddings, special occasions, sports, and action, theatre performances, natural scenes, informal parties, family outings, classroom lectures, group discussions, and quiz programmes. Adventure shooting,

Innovative methods of shooting, Camera angles, and movements. Shooting Micro objects. Wide angle shooting, trolley and crane shots.

Pedagogical Tools

- Lecture
- Practical lab
- Internship

Expected Skills, Proficiencies, and Values

- Technical skills, videography skills, editing skills development
- Employability enhancement
- Professional Ethics and standards
- Entrepreneurship

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- Belavadi V, Video Production, 2008, Oxford University Press, New Delhi
- Millerson G, Lighting for Video, 3rd Edition, Focal Press, 2000
- Millerson G, Video Camera Techniques, 2nd Edition, Focal Press, 2000
- Chater K., Research for Media Production, 2nd Edition, Focal Press, 2001
- Robert B. Musburger, Single-Camera Video Production, 4th Edition

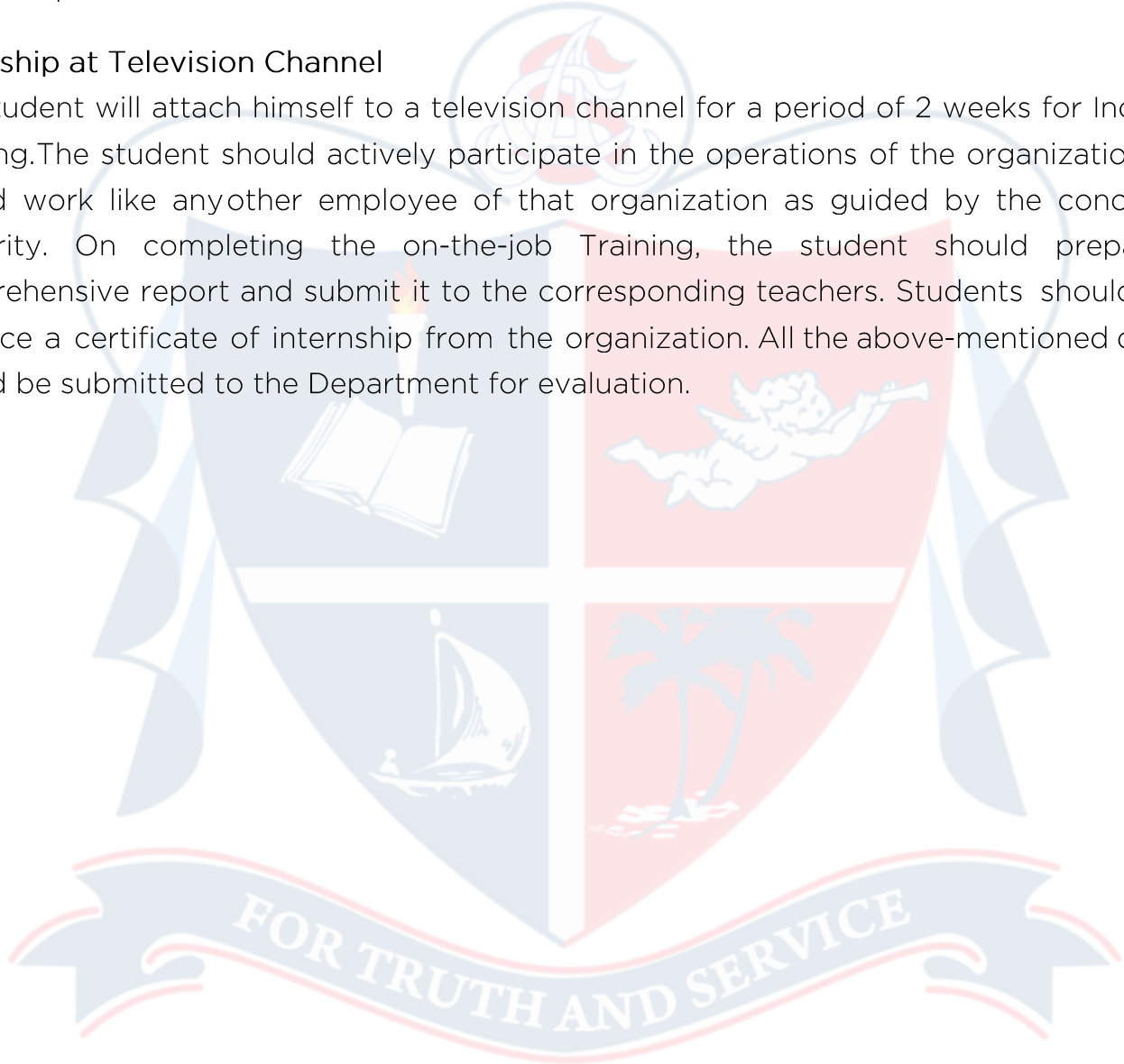
Skill Component: Internship - II (JMC4CPR0123)**6 Credits****Course Outcomes**

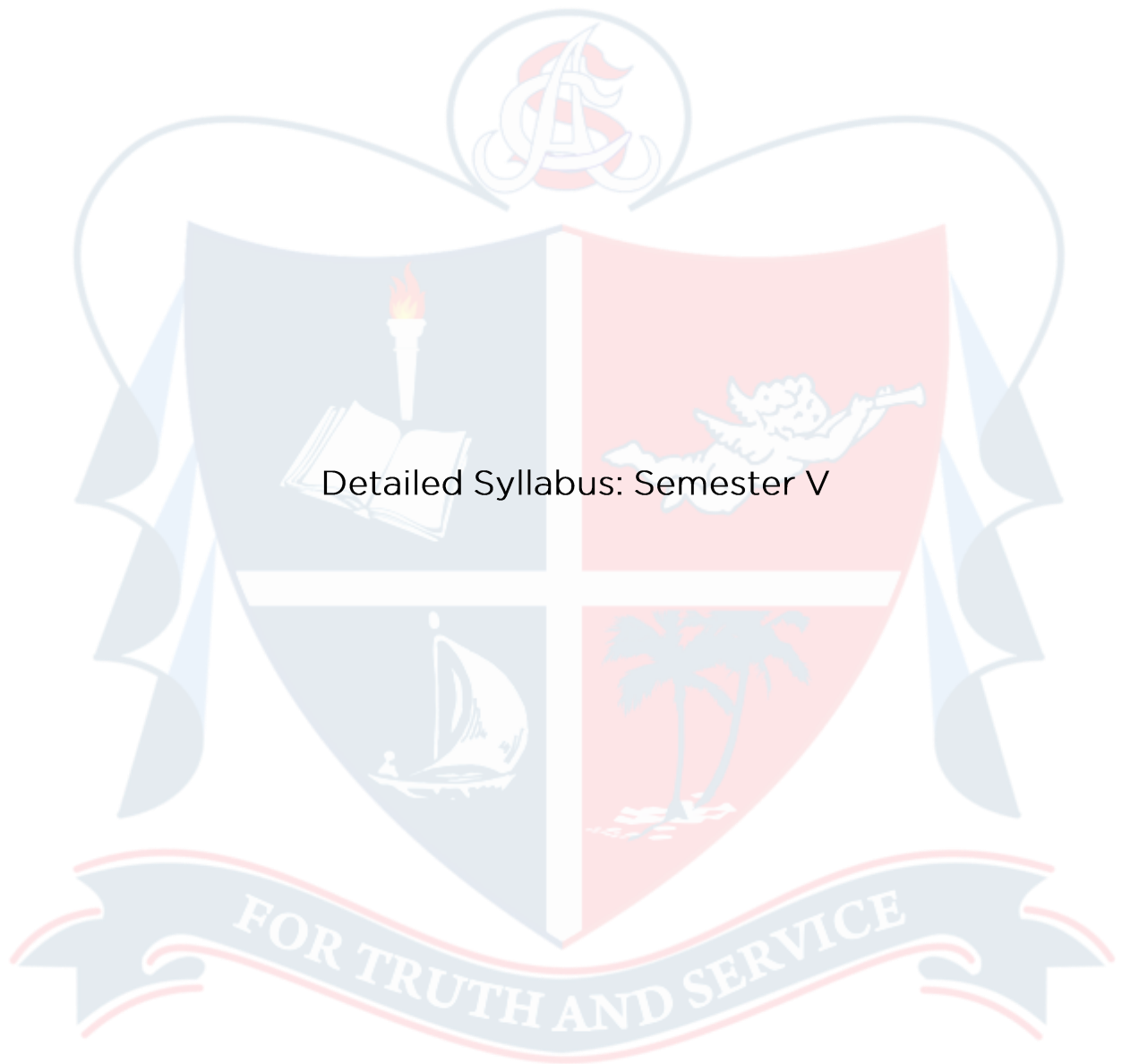
Develop skills to work in the television industry.

- Develop the capability of making news bulletins.
- Develop creative content for television media.

Internship at Television Channel

The student will attach himself to a television channel for a period of 2 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization as guided by the concerned authority. On completing the on-the-job Training, the student should prepare a comprehensive report and submit it to the corresponding teachers. Students should also produce a certificate of internship from the organization. All the above-mentioned details should be submitted to the Department for evaluation.





Detailed Syllabus: Semester V

General Component: Research Methodology (JMC5CMT0123)

60 Hours

4 Credits

Course Outcomes

- Interpret the scientific approach in human inquiry.
- Identify and develop the skills to implement the research methods and techniques in social research.
- Demonstrate skills in the literature search.
- Design research proposals.
- Make use of appropriate statistical analysis in social work research.

Module I

(10 Hours)

Research methodology- meaning. Research, meaning, objectives, significance. Research process- different steps, and criteria for good research. Types of research - descriptive, analytical, applied, fundamental, quantitative, qualitative, empirical, and conceptual.

Module II

(10 Hours)

Selection of research problem-sources-technique involved in defining a problem.

Module III

(10 Hours)

Research design-meaning-need, concepts-elements Sampling design-steps criteria of selecting a sampling procedure-sampling process

Module IV

(10 Hours)

Types of data-primary data -meaning-advantages-disadvantages-methods of collecting primary data sources. Secondary data- meaning, advantages disadvantages-sources.

Module V

(20 Hours)

Interpretation-meaning-techniques-of interpretation. Report writing-significance types of reports; (technical and popular) steps-layout-oral presentation. Note on coursework. This course should not be taught in the conventional lecture method alone. Every lecture should be complemented by an appropriate activity (For example, references, assignments, project reports, etc.).

Pedagogical Tools

- Lecture

- Case studies

Expected Skills, Proficiencies, and Values

- Research skills, analytical skills, data collection skills, research writing skills
- Professional Ethics and standards

Internal Evaluation Methods

- Attendance
- Assignments
- Seminar
- Credit for merit

References

- Krishnamoorthi, Research methodology, Himalaya publishing house, Mumbai
- Kumar, Ranjith, Research Methodology Pearson, 2nd edition 2
- Kothari, C.R., Research Methodology. methods and techniques, New Age International publishers
- Ahuja, Ram Research Methods Rawat publications
- Sharma, K.R., Research Methodology National Publishing House



General Component: Corporate Communication (JMC5CMT0223)

60 Hours

4 Credits

Course Outcomes

- Define organizational communication.
- Describe effective corporate communication strategies.
- Classify the functional areas of corporate communication.
- Develop strategies for corporate communication.
- Identify solutions for institutional crises.

Module I**(20 Hours)**

Corporate communication- definition, historical perspective, contemporary relevance
Communication in organizations: Types - internal and external, downward, upward, horizontal and diagonal communication. Principles of effective communication.

Module II**(10 Hours)**

Facets of corporate communication-organizational communication, marketing communication, management communication.

Module III**(10 Hours)**

Functions of corporate communication - Employee Relations (ER) Investor Relations (IR), Media Relations (MR), Government Relations (GR), Customer Relations (CR), and Public Relations (PR). Audiences, objectives, functions, principles and tools of communication in ER, IR, MR, GR, CR, and PR.

Module IV**(10 Hours)**

Corporate Reputation and Image building: Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity, corporate image, and corporate brands. Building a distinct corporate identity, Corporate social responsibility. Comparative Case study on CSR Initiatives of Multinational cooperations.

Module V**(10 Hours)**

Corporate communication professionals: Qualities, qualifications, duties and responsibilities.

Pedagogical Tools

- Lecture
- Case studies

- Internship

Expected Skills, Proficiencies, and Values

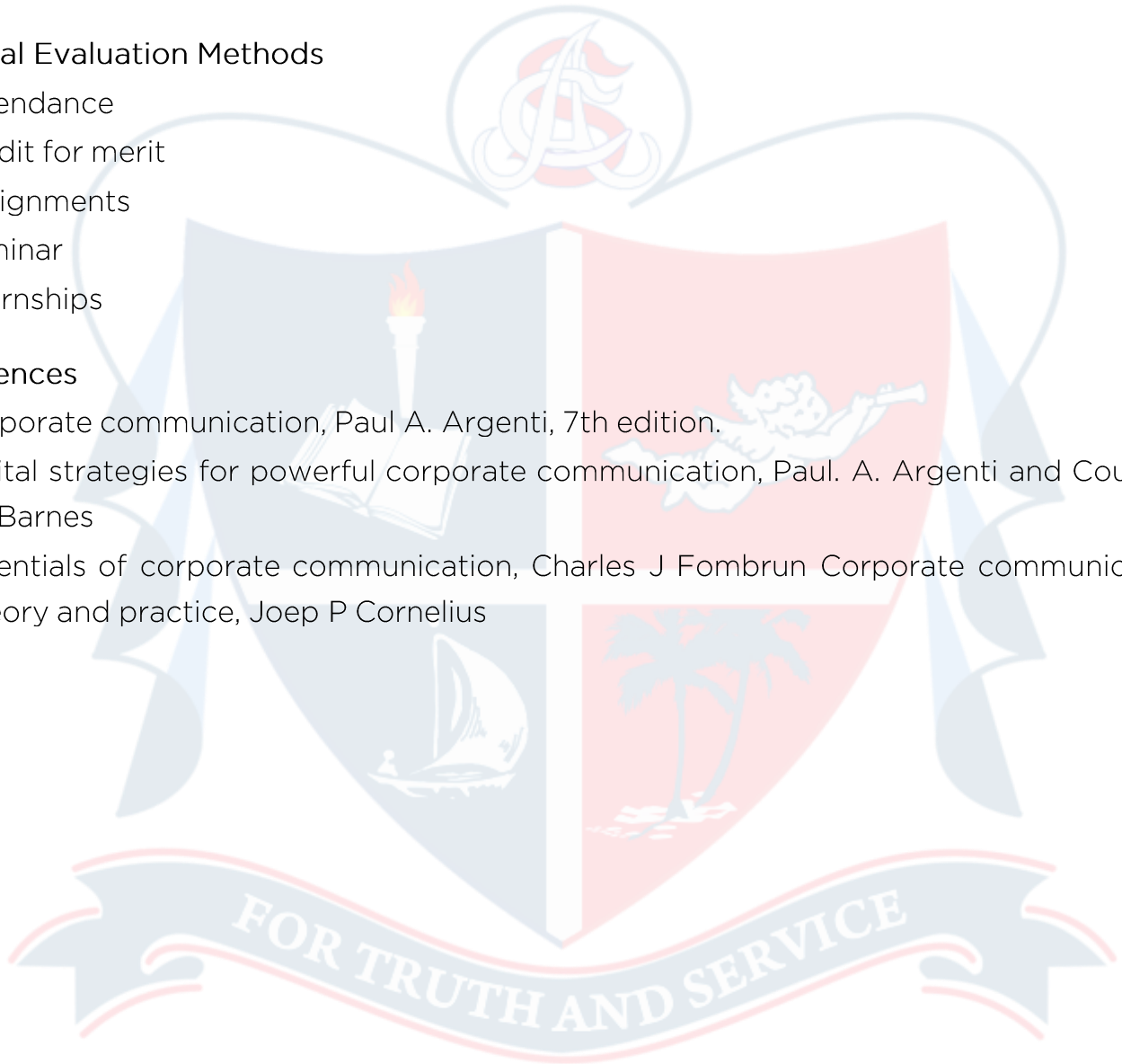
- Corporate communication skills, marketing skills
- Employability enhancement
- Professional Ethics and standards

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- Corporate communication, Paul A. Argenti, 7th edition.
- Digital strategies for powerful corporate communication, Paul. A. Argenti and Courtney M. Barnes
- Essentials of corporate communication, Charles J Fombrun Corporate communication: theory and practice, Joep P Cornelius



General Component: Media Management and Economics (JMC5CMT0323)

60 Hours

4 Credits

Course Outcomes

- Explain media as a business organization.
- Recognize the financial aspects of the print media house.
- Identify the income generation pattern and commercial aspects of the radio and music industry.
- Interpret the income generation pattern and commercial aspects of Television.
- Infer the impact and future of global media markets and media technology.

Module I

(10 Hours)

Media and the business world, Media as a Business Media ownership patterns, Indian scenario, Global scenario.

Module II

(10 Hours)

Print media industry- Various types of print media and their income generation pattern and management principles.

Module III

(10 Hours)

Radio & Music industry, Commercial aspects of radio and music. Income generation patterns and management principles.

Module IV

(10 Hours)

Television – Various types of television. Commercial aspects of television. Income generation patterns and management principles.

Module V

(20 Hours)

New trends in the media industry. Organizations related to the media industry- Wan-Ifra, INS, Editors guild, etc. Diversification for business development- examples from various media houses.

Pedagogical Tools

- Lecture
- Case studies

Expected Skills, Proficiencies, and Values

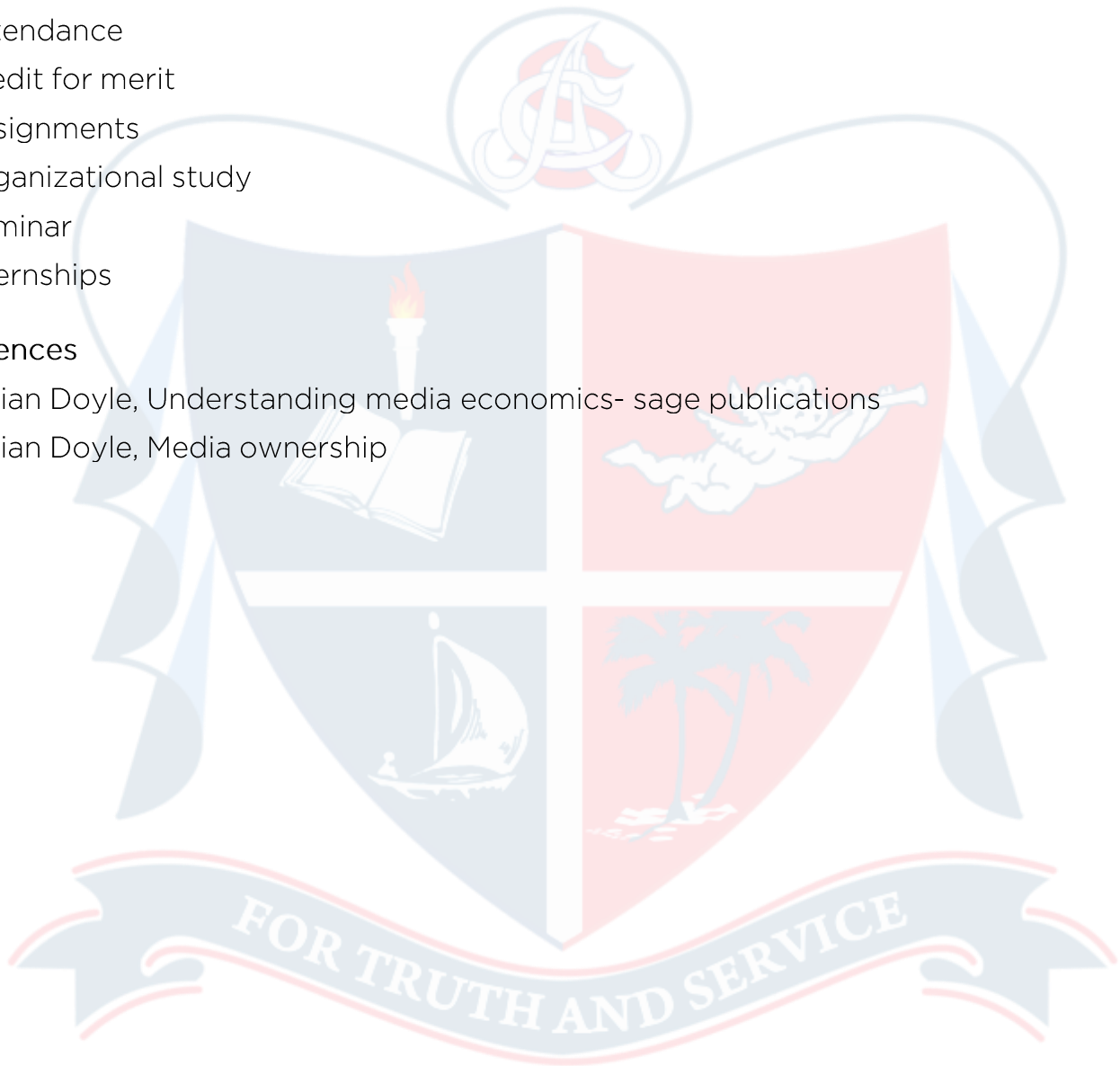
- Media management skills
- Employability enhancement
- Professional Ethics and standards
- Entrepreneurship

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Organizational study
- Seminar
- Internships

References

- Gillian Doyle, Understanding media economics- sage publications
- Gillian Doyle, Media ownership



Skill Component: Advertising (JMC5CRT0123)

75 Hours

5 Credits

Course Outcomes

- Explain the basic concepts of advertising and its development.
- Identify the communication process happening with advertising.
- Compose advertisement content
- Explain the working of advertising agencies.
- Classify advertising agencies based on the services

Module I**(20 Hours)**

Definition & Meaning of Advertising, Role and Functions of Advertising, Nature & Scope of Advertising, Growth & Development of Advertising in India & World, Global Scenario of Advertising, Ethical & Regulatory Aspects of Advertising.

Module II**(20 Hours)**

Advertising as a communication tool, communication process & advertising, Models of Advertising Communication. AIDA model, DAGMAR model, Maslow's Hierarchy Model, Advertising as a social process- consumer welfare standard of living and cultural values.

Module III**(10 Hours)**

Classification of Advertising on the Basis of Target Audience. Geographical Area. Medium. Purpose, Advertising Creativity- Definition & importance. Elements of Print advertising - Copy, slogan, identification mark, clashing illustrations.

Module IV**(15 Hours)**

Characteristics, Advantages & Disadvantages of Broadcast Media - Television, Radio, Audio-Video Cassettes & CDs, Cybermedia Print Media - Newspaper, Magazines. Support Media - Out-of-home, in-store, transit, Yellow Pages, and Movie theatre, in flight. Direct marketing.

Module V**(10 Hours)**

Concept of advertising agencies, Ad Agency, Types, Structure & functions, The advertisers; Client-agency relationship, Criteria to select an ad agency.

Pedagogical Tools

- Lecture
- Case study
- Internship

Expected Skills, Proficiencies and Values

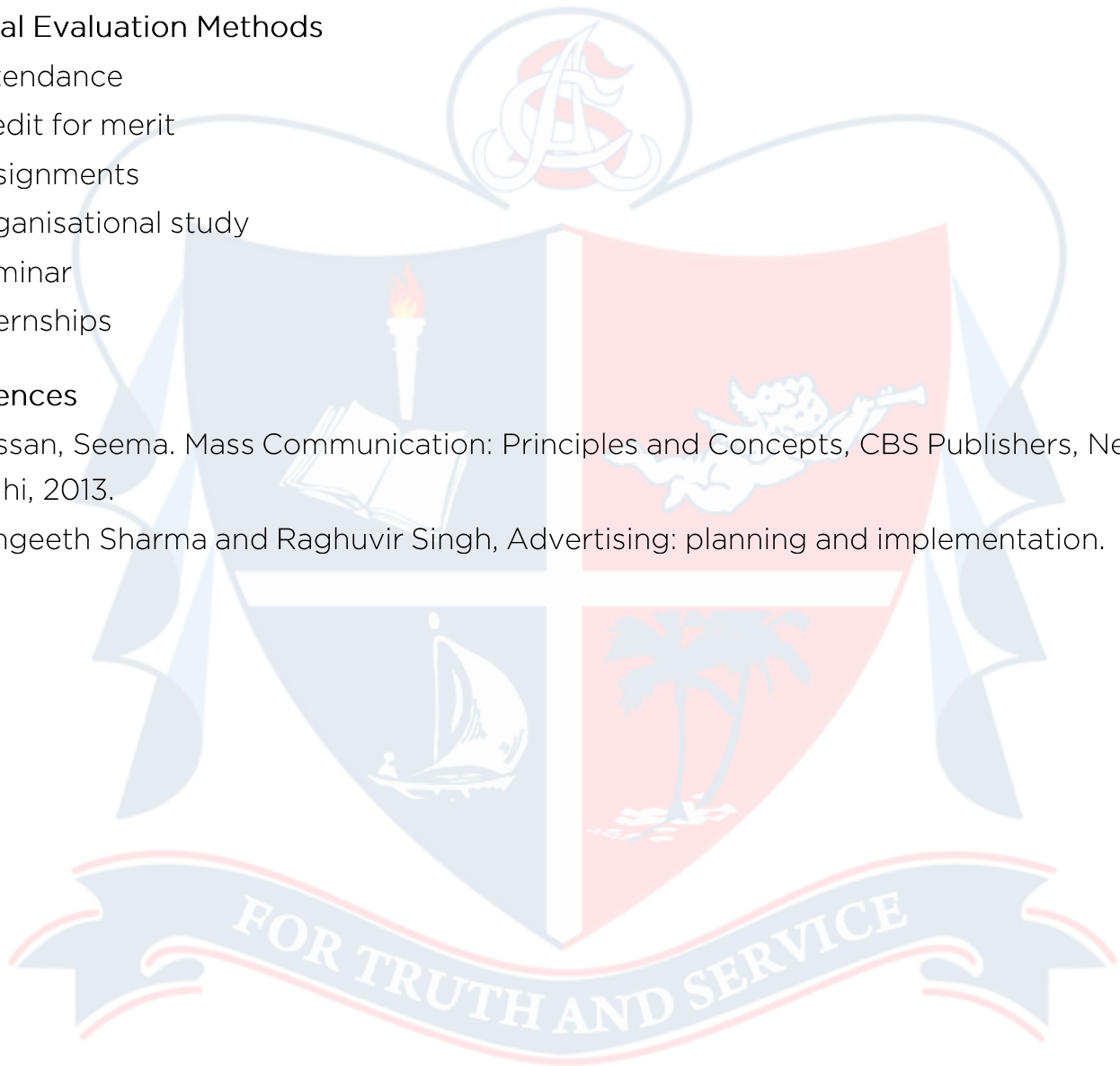
- Technical skills, content writing skills, ad film making skills development
- Employability enhancement
- Professional Ethics and standards
- Entrepreneurship

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Organisational study
- Seminar
- Internships

References

- Hassan, Seema. Mass Communication: Principles and Concepts, CBS Publishers, New Delhi, 2013.
- Sangeeth Sharma and Raghuvir Singh, Advertising: planning and implementation.



Skill Component: Introduction to Professional Publishing (JMC5CRT0223)

75 Hours

5 Credits

Course Outcomes

- Outline the history and procedures of publishing.
- Identify and make use of tools and techniques for editing.
- Explain the printing aspects of a book.
- Interpret the marketing aspects of a book.
- Create, edit, and publish manuscripts, magazines, brochures, and booklets.

Module I**(20 Hours)**

Practical understanding of the publishing industry – attending intensive practical workshops from publishing groups. Learning the History and culture of Book Publishing in India – understanding the job of Central and State Sahitya Academy Publishing group, National Book Trust, and State Publication Division – Meeting with Various stakeholders in the publishing industry – collaborating with Organizations engaged in publishing in Kerala – attending book fairs – Understanding ISBN and Barcoding- ISSN, etc.

Module II**(15 Hours)**

Book Editing – Practical Learning of the Role of Editor- Tools, and Techniques of Editing – Checking Plagiarism – Blurbs – Developing Manuscripts – Preparation of brochures Notices – Production of Magazines, Weeklies, Monthlies, and booklets – Basics of DTP – Fonts – Page designing – Photo Editing. Proof correction.

Module III**(15 Hours)**

Making of books, periodicals, brochures, etc. – Market study – Types and quality of paper- Various printing processes, Pre & Post-press operations – Binding – Introduction to essential software – Dummy preparation – Embossing – Varnish – Printing of books, Lamination of Book cover.

Module IV**(15 Hours)**

Various tools of book marketing – Understanding Marketing strategies and distribution channels – Online book publishing – Liaison with authors – contract with authors – Royalty- Copyright.

Module V**(10 Hours)**

Visit various types of printing presses and Publishing Houses and submission of Reports.

Pedagogical Tools

- Lecture
- Practical lab

Expected Skills, Proficiencies, and Values

- Book editing skills
- Employability enhancement
- Entrepreneurship

Internal Evaluation Methods

- Attendance
- Assignments
- Seminar
- Credit for merit
- Organisational study

References

- Hodgson, F. W. (1987). Sub-editing: A Handbook of Modern Newspaper Editing & Production, Focal Press.
- Joseph M.K. "Outline of Editing", Anmol Publications, New Delhi, 2002.
- Hassan, Seema. Mass Communication: Principles and Concepts, CBS Publishers, New Delhi, 2013



Skill Component: Video editing (JMC5CRP0123)

75 Hours

5 Credits

Course Outcomes

- Understand the editing process.
- Practice different editing software.
- Do video editing projects.
- Apply editing techniques to develop a project.
- Create a video using editing techniques.

Module I

(20 Hours)

Practical learning of the fundamentals of editing. Elements of videos: Sound, Visuals, Graphics, and Texts. Linear and Non-Linear editing. Editing in Digital World.

Module II

(15 Hours)

Introduction to editing Tools- Adobe Premiere Pro, Final Cut Pro, etc. or Open Software.

Module III

(20 Hours)

Working in the Timeline, Transitions, Key Framing, Applying Filters, and Ingesting.

Module IV

(20 Hours)

Practicing Visual Editing, NLE Compositing, Colour Correction and color Grading, Working on Audio, Titling, Final Review, and Project.

Practical/ Assignment

- Editing assignments.

Pedagogical Tools

- Lecture
- Practical lab
- Internship

Expected Skills, Proficiencies, and Values

- Employability enhancement
- Entrepreneurship
- Videography skills

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- Hassan, Seema. Mass Communication: Principles and Concepts, CBS Publishers, New Delhi, 2013.
- Alan Bermingham, The Video Studio, 3rd Edition, Focal Press, 1994.
- Bruce Bartlett with Jenny Bartlett, On location recording techniques, Focal Press, 1999.
- John Watkinson, The Art of Digital Audio, 3rd edition, Focal Press, 2001.



OJT: On-the-Job-Training III (JMC5OJT0123)

3 Credits

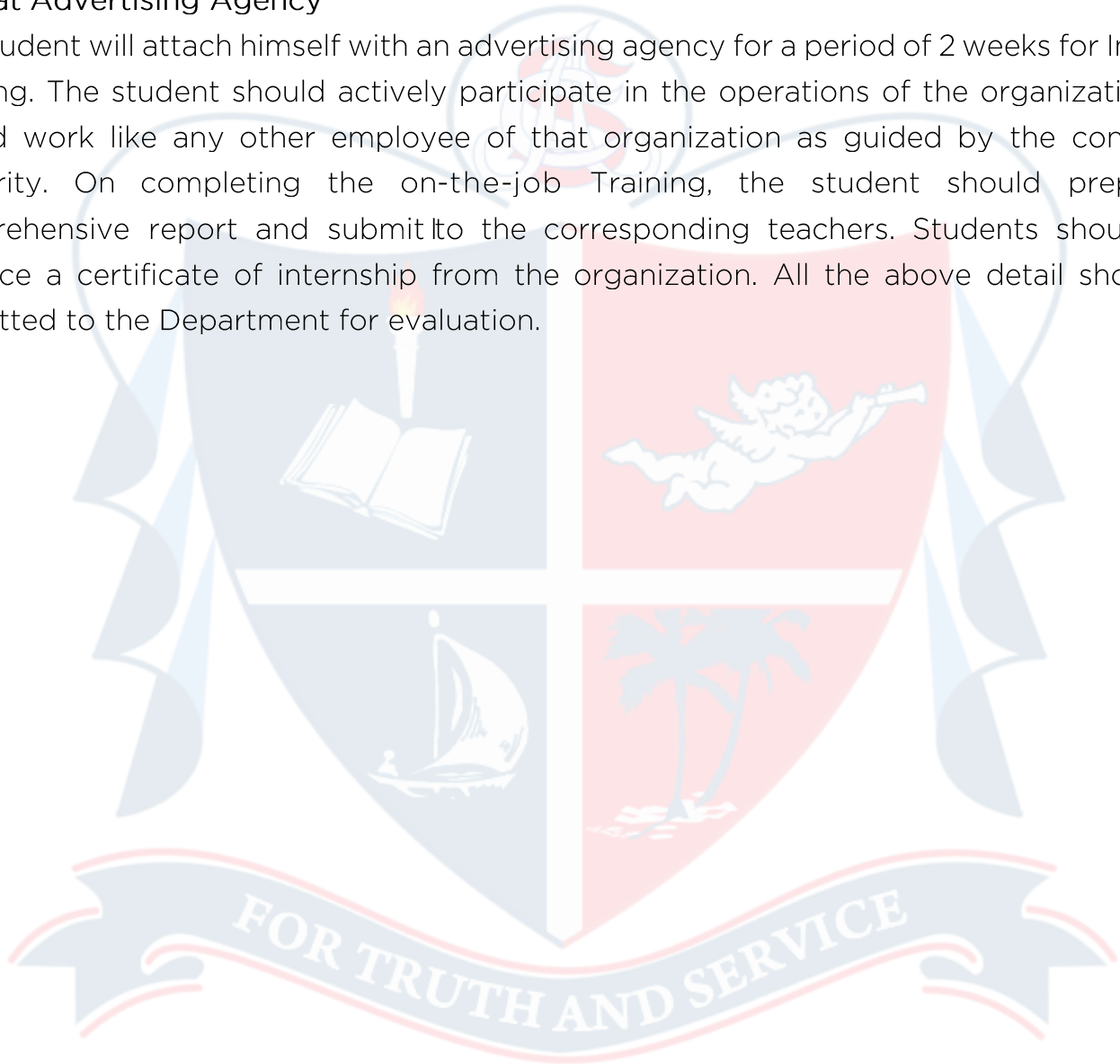
Course Outcomes

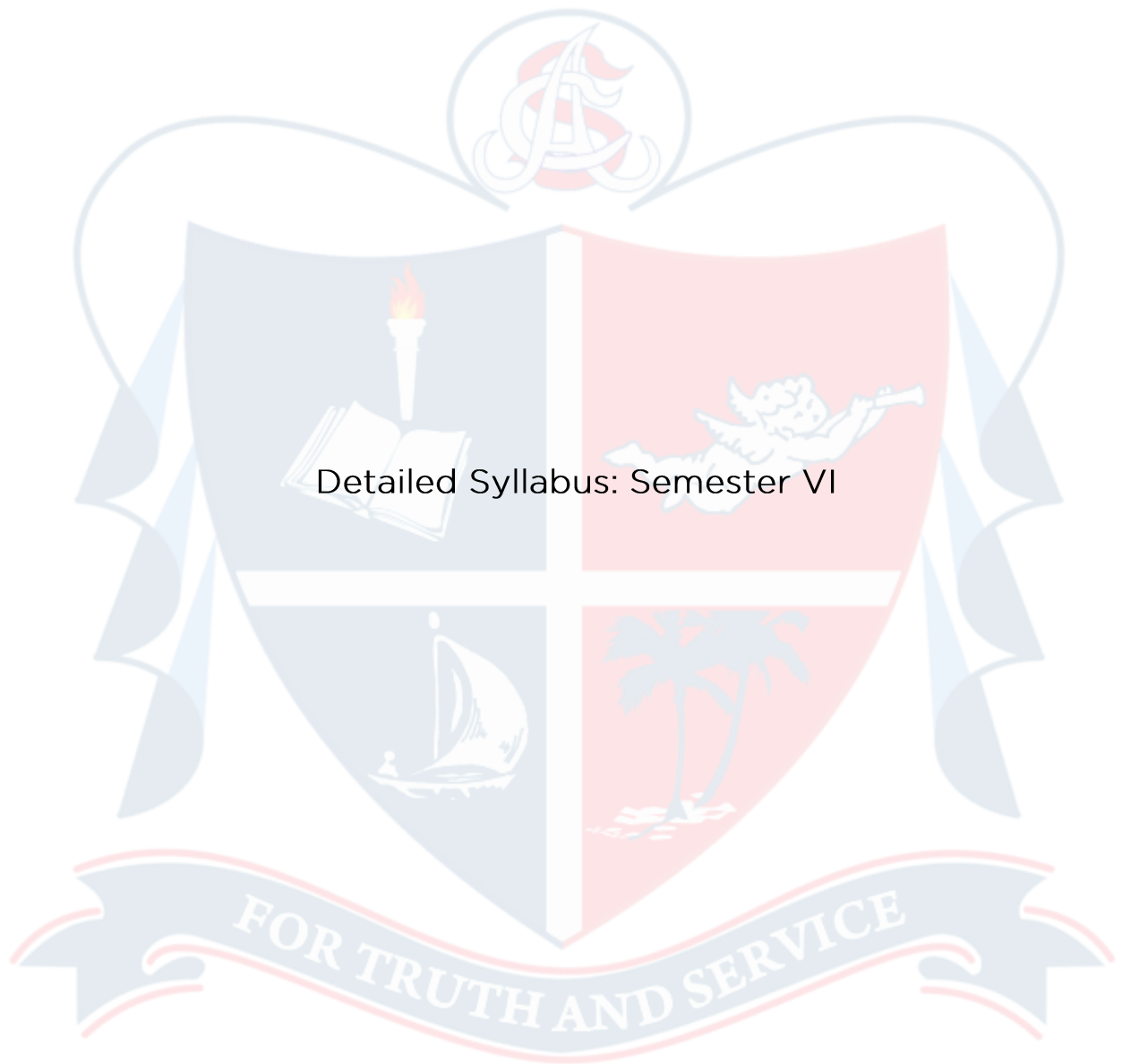
Construct content for an advertising agency

Design an interesting advertisement

OJT at Advertising Agency

The student will attach himself with an advertising agency for a period of 2 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization as guided by the concerned authority. On completing the on-the-job Training, the student should prepare a comprehensive report and submit to the corresponding teachers. Students should also produce a certificate of internship from the organization. All the above detail should be submitted to the Department for evaluation.





Detailed Syllabus: Semester VI

General Component: Public Relations (JMC6CMT0123)

60 Hours

4 Credits

Course Outcomes

- Compare Advertising, PR, and other publicity tools practiced in organizations.
- Explain the basic concepts, theories, and models of PR.
- Identify various tools of PR practice.
- Outline the working practices of PR agencies.
- Design campaigns for PR initiatives.

Module I**(15 Hours)**

PR-Definitions, historical overview of the discipline, PR as a Management function, Image Management; Public Relations versus Advertisement; Non-PR issues: Publicity, Propaganda, Public Opinion and Marketing; Publics: Definition, types; Integrated Marketing Communication.

Module II**(15 Hours)**

PR Theories and principles: Research, planning, implementation, and evaluation; James Grunig's Four PR models: Publicity model, Public Information model, Two-way asymmetrical model, Two-way symmetrical model; Strategic Communication; PRO: Role, Qualities and Functions.

Module III**(15 Hours)**

Tools of PR: Press Release, Annual Report, House Journal, Press Conference and Press Tour, Corporate Film; Relationship Management: Media Relations, Community Relations and CSR, Internal or Employee Relations.

Module IV**(15 Hours)**

Financial PR; Crisis PR: Issue-emergency-crisis, Crisis PR strategies; PR Agency: New Trends, In-house PR vs Agency, Client Agency relationship.

Pedagogical Tools

- Lecture
- Organisational Visit
- Internship
- Case studies

Expected Skills, Proficiencies, and Values

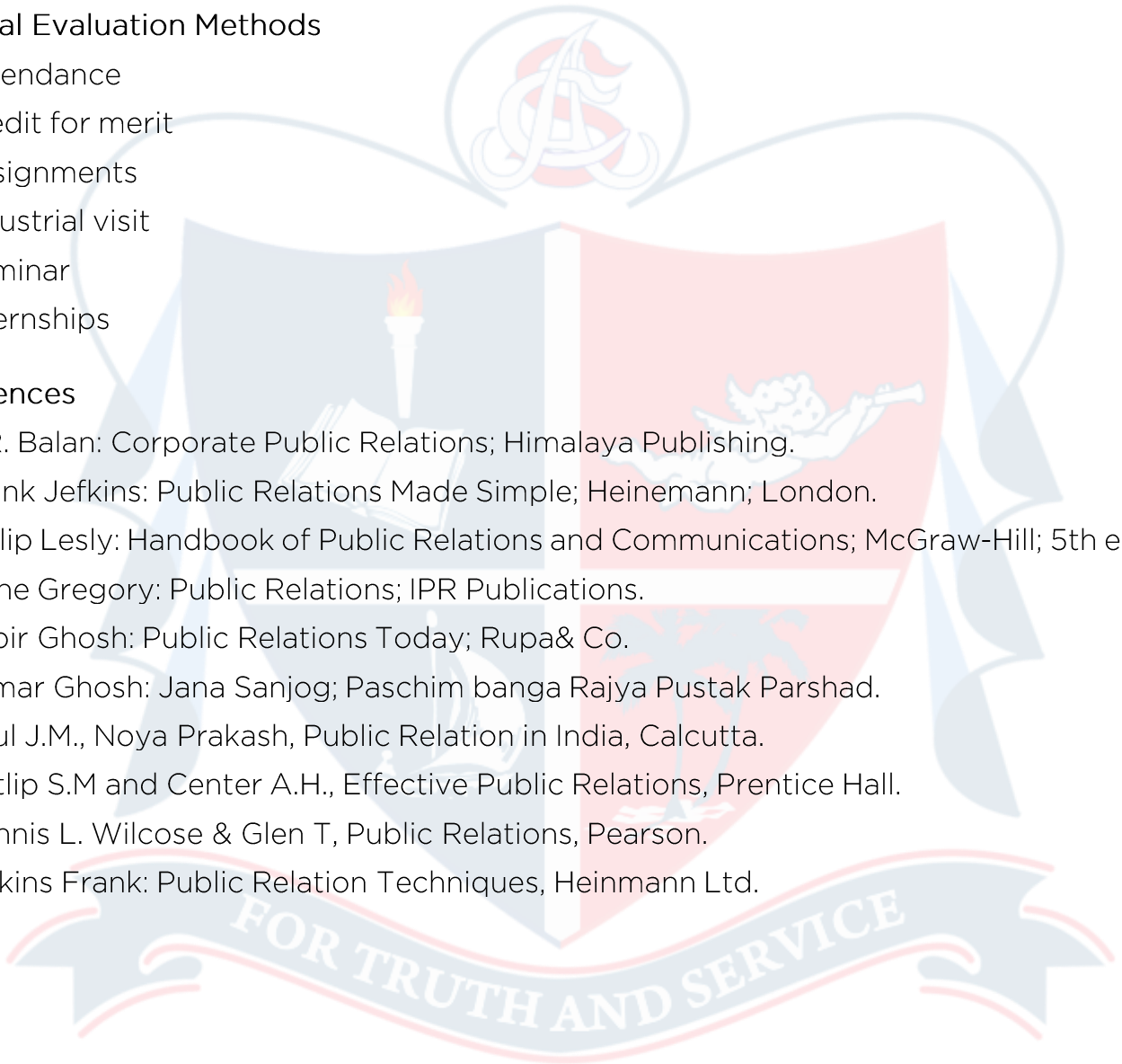
- Industry skill development
- Employability enhancement
- Professional Ethics and standards
- Entrepreneurship skills

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Industrial visit
- Seminar
- Internships

References

- K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition
- Anne Gregory: Public Relations; IPR Publications.
- Subir Ghosh: Public Relations Today; Rupa & Co.
- Samar Ghosh: Jana Sanjog; Paschim banga Rajya Pustak Parshad.
- Kaul J.M., Noya Prakash, Public Relation in India, Calcutta.
- Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall.
- Dennis L. Wilcoxe & Glen T, Public Relations, Pearson.
- Jefkins Frank: Public Relation Techniques, Heinmann Ltd.



General Component: Media management (JMC6CMT0223)

60 Hours

4 Credits

Course Outcomes

- Explain the concept and system of management.
- Interpret the management system practiced in media organisations.
- Illustrate the economics of media houses.
- Compare the ownership patterns of different media.
- Explain the functions of different media bodies.

Module I

(10 Hours)

Management concept – Principles of Management – Functions –Nature of leadership – Understanding Motivation – Decision-Making–Factors influencing good management –Flow of communication in an organization – Bottom step, top-down vertical and horizontal – Management decision in media.

Module II

(15 Hours)

Media Organization – Structure and Characteristics of Media Organizations –Newspapers, Cinema, Radio, Television, Magazines, and Online Media – Ownership Patterns of Print and Electronic Media
Merits and demerits –Media as an industry and profession.

Module III

(10 Hours)

Economics for Media – News gathering, Processing, Advertising, Printing, and Circulation – Management Problems of Small, Medium, and Large newspapers –Advertisement v/s circulation– Media Promotion. –Professionalism –Trade Unionism–Public Relations for Newspaper Organization.

Module IV

(15 Hours)

Electronic Media – Principles of Television and Radio Management in India –Economics and Administrative concerns of government owned electronic media – Present Status Electronic Media inIndia – Private Channels – Social Commitment v/s Profit making – Quality Control and Cost-EffectiveTechniques.

Module V

(10 Hours)

Media Bodies– DAVP, INS and ABC – News agencies and syndicates –Ownership and Organizationstructures – Various Committees to study the problems of media in India–

Global Competition on Indian Media.

Pedagogical Tools

- Lecture
- Organisational Visit
- Internship

Expected Skills, Proficiencies and Values

- Media management skills
- Employability enhancement
- Professional Ethics and standards

Internal Evaluation Methods

- Attendance
- Credit for merit
- Assignments
- Seminar
- Internships

References

- Mehra, Newspaper Management.
- Rucker & Williams, Newspaper Organization and Management.
- Sindhvani, Newspaper Economics and Management.
- Herbert Williams Newspaper Organization and Management
- Ra Yudu C S, Media and Communication Management.
- Mocavatt & Pringle, Electronic Media Management



General Component: Sound Editing (JMC6CMP0323)

60 Hours

4 Credits

Course Outcomes

- Understand the nature and characteristics of sound waves, human hearing mechanisms, and various acoustics methods and treatments.
- Demonstrate the working of microphones.
- Develop a radio script using different technical skills.
- Do recordings in the lab.
- Demonstrate audio recording and editing console and its workflow and reproduction formats and also do sound editing projects

Module I

(20 Hours)

Practical learning to understand the characteristics of sound waves and their propagation like Pitch, Acoustics, echo RT decibels, etc. Quality of sound, frequency reference, S/N ratio diversions. Mechanism of human speech and hearing physiology, psychology thresholds of hearing and feeling.

Module II

(10 Hours)

Usages of Microphones – different types: wireless, lapel, shotgun. Directional response and polar diagram. Factors governing the selection of mikes. Types of cables and connectors and their uses.

Module III

(10 Hours)

Writing for the ear, discussions on formats, voice modulation, presentation skills DJ techniques, and skills.

Module IV

(20 Hours)

Lab work on Recording techniques: digital and analog (old and new). Audio Production techniques: Microphone placement, monitoring, field/studio considerations, recording, equalising, noise reduction, location research, creating sound: sound effects, silence (functions of sound in relation to picture, sound parallel to picture, sound defines picture, picture defines sound, etc.) Mixing and editing: why; how "Studio manipulation" (editing, improving quality, construction) and making of a complete program.

Practical/ Assignment

Two periods a week covering sound waves and propagation, microphones and

accessories, magnetic recording, tape-recorders, DVDs, mixing of sound, audio sweetening, synthesizers, monitoring, and background music.

Practicals in Radio script writing formats- news reading, radio dramas, jingles, promos, and talk shows.

Pedagogical Tools

- Lecture
- Practical
- Studio

Expected Skills, Proficiencies, and Values

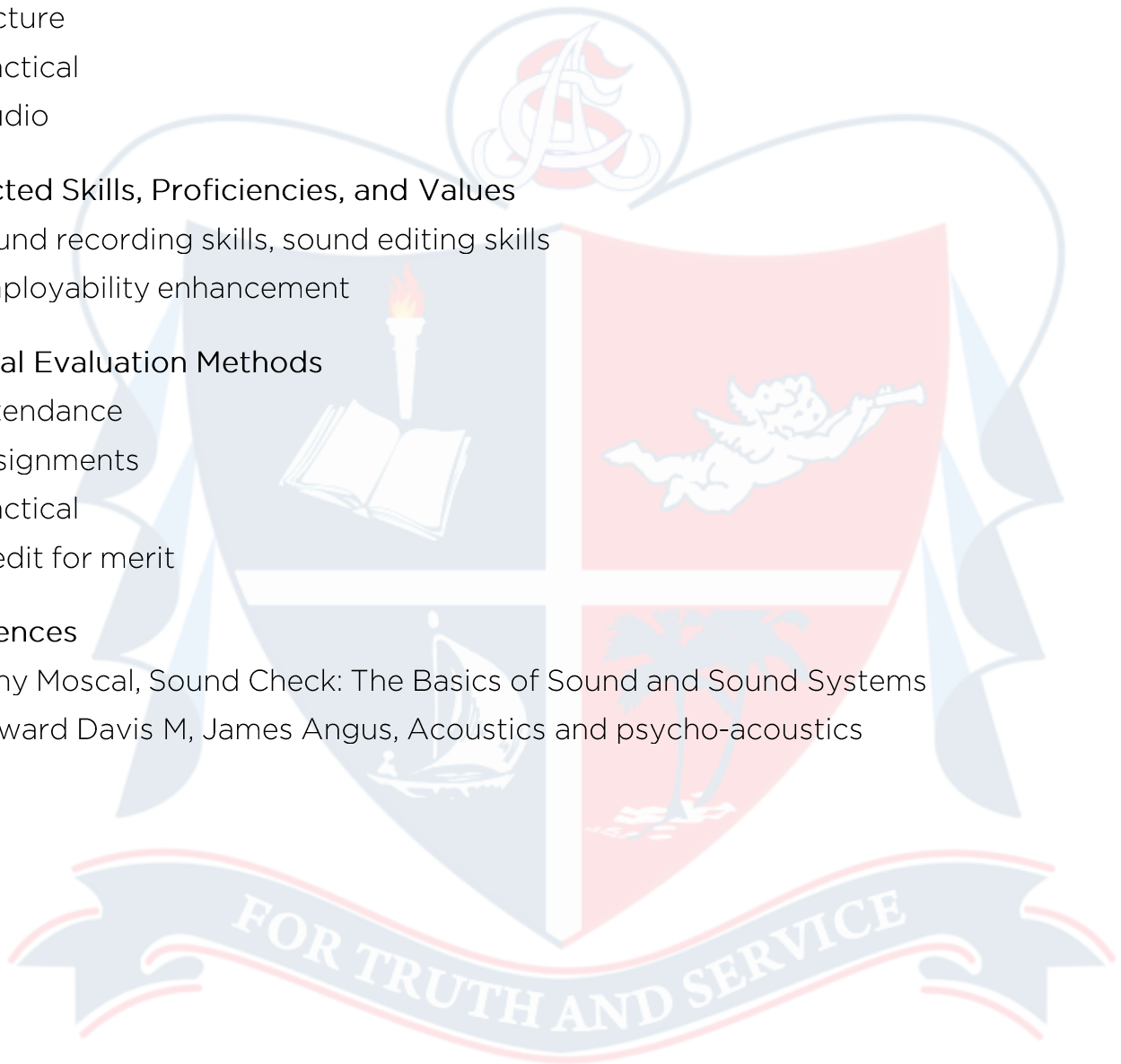
- Sound recording skills, sound editing skills
- Employability enhancement

Internal Evaluation Methods

- Attendance
- Assignments
- Practical
- Credit for merit

References

- Tony Moscal, Sound Check: The Basics of Sound and Sound Systems
- Howard Davis M, James Angus, Acoustics and psycho-acoustics



Skill Component: Video Production (JMC6CRT0123)

90 Hours

6 Credits

Course Outcomes

- Understand the techniques of short film production.
- Develop a script for a short film.
- Understand the pre-production stage of a short film.
- Understand the production stage of a short film.
- Application of theoretical knowledge of research, scripting, and budgeting into practically making a short film.

Module I

(20 Hours)

Concept mapping, discussion with experts, and outline writing techniques.

Module II

(20 Hours)

Making of Story, screenplay and storyboard

Module III

(10 Hours)

Casting, crew selection, budgeting, and allocating the production cost. Identifying the resources and location.

Module IV

(20 Hours)

Production stage: Shot division. Two and three-camera production. Rehearsal

Module V

(20 Hours)

Post-production, Censorship, Promotion, and Selling.

Pedagogical Tools

- Lecture
- Practical
- Studio
- Camera

Expected Skills, Proficiencies and Values

- Film production skills, planning skills
- Employability enhancement
- Entrepreneurship

Internal Evaluation Methods

- Attendance
- Assignments
- Seminar
- Credit for merit

References

Hassan, Seema. Mass Communication: Principles and Concepts, CBS Publishers, New Delhi,2013.



Skill Component: Travel Journalism (JMC6CRT0323)

90 Hours

6 Credits

Course Outcomes

- Understand travel journalism.
- Classify different types of travel reporting.
- Examine the qualities and essentials of a travel reporter.
- Write travel reports.
- Practice travel photography and videography.

Module I

(20 Hours)

Travel and Tourism – Definitions – Scope – Relevance – Features – Elements.

Module II

(20 Hours)

Types of tourists – traveler – excursionist. Forms of tourism – Inbound – international – domestic. Impact of journalism, economic – social-cultural – environment.

Module III

(20 Hours)

Travel reporting – types – pilgrimage – monuments – arts – sculptures – archaeological sites – adventure – climate – food – nature.

Module IV

(20 Hours)

Travel article and feature writing – Qualities of travel reporter – Essentials of travel reporter.

Module V

(10 Hours)

Practical reporting – write a travel article – write a travel feature
Make promotional video content for a tourist place.**Pedagogical Tools**

- Lecture
- Group discussion
- Practical

Expected Skills, Proficiencies and Values

- Writing skills
- Employability enhancement
- Professional Ethics and standards
- Indian Culture/Heritage

Internal Evaluation Methods

- Attendance
- Assignments
- Seminar

- Credit for Merit

References

- Sain Kumar, Sampad. Tourism principles and practices. Oxford higher education
- Sharpley, Richard. Travel and Tourism. Sage publications.
- Eberts, Linda. Brothers, Linda and Gisner, Ann. Careers in travel, tourism and hospitality. VGMProfessional Career Services.
- Molz, German Jennie. Travel Connections. Routledge.
- Cannel, Mac Dean. The tourist. Los Angeles: University of California Press.

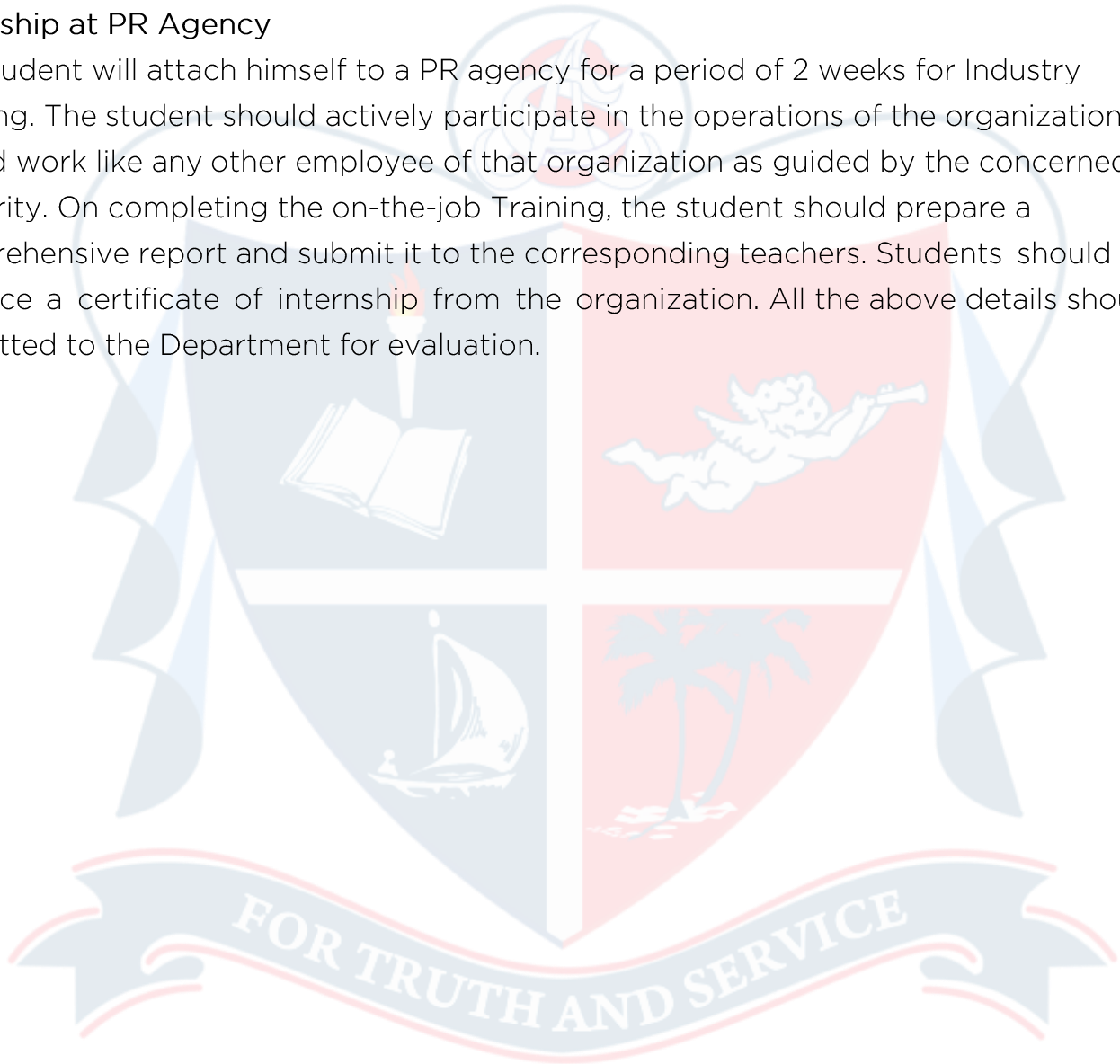


Skill Component: Internship with Project (JMC6CPR0123)**Course Outcomes****6 Credit**

- Compile and construct content for a Public Relations Agency and improve communication skills.
- Develop the ability to become a good PRO.
- Produce press releases and other public relations literature.

Internship at PR Agency

The student will attach himself to a PR agency for a period of 2 weeks for Industry Training. The student should actively participate in the operations of the organization and should work like any other employee of that organization as guided by the concerned authority. On completing the on-the-job Training, the student should prepare a comprehensive report and submit it to the corresponding teachers. Students should also produce a certificate of internship from the organization. All the above details should be submitted to the Department for evaluation.



Gist of Changes

Semester	Course Title	Existing	Proposed Change
1	Digital Media Skills	JMC1CRP0320 Theory Paper Module V Presentation Package: MS-PowerPoint: Advantages of Presentation Screen layout creating, presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals.	JMC1CRP0323 Theory + Practical Paper Module V Presentation Package: MS-PowerPoint: Advantages of Presentation Screen layout creating, presentation inserting slides adding sounds & videos-formatting slides -slide layout views in presentation -slide transition Custom animation Managing slide shows - using pen Setting slide intervals. Digital publishing – blogging, social media content creation etc.
1	Introduction to Print Media	JMC1CRT0120 Module II Issues of political freedom and press freedom in India. Pioneer publications in Europe and USA. Module III News Media Operations:	JMC1CRT0123 Two topics were deleted from Module II Module IV's Topics combined with Module III and new Topic to be incorporated to Module III.

		<p>Functioning of News Media (Newspapers and Magazines), Local, Regional and National Press. Press Organizations: PIB, RNI, DAVP and Press Council of India</p> <p>Module IV</p> <p>News Agency Journalism: History, functioning & role of PTI, UNI and International News Agencies: AP, UPI, Reuters. Syndicate.</p>	<p>Module III</p> <p>News Media Operations: Functioning of News Media (Newspapers and Magazines), Local, Regional and National Press. Press Organizations: PIB, RNI, DAVP and Press Council of India. News Agency Journalism: History, functioning & role of PTI, UNI and International News Agencies: AP, UPI, Reuters. Syndicate. Non-governmental press organisations: Editors Guild, Journalist's Unions, IBF, BCCCI etc.</p> <p>New topics to be included to Module IV</p> <p>Module IV</p> <p>Code of conduct for print media in India- PCI code, AINEC code and Parliament code.</p>
1	Reporting Skills and	JMC1CRT0120	JMC1CRT0123

	Techniques	<p>Module V</p> <p>Basics of Investigative Reporting- How to Cover a Crime Incident - Analytical Coverage of Crime - Complete Understanding of Rural-Urban Crime Pattern - Court Reporting.</p>	<p>Module V</p> <p>New topic is included to Module V</p> <p>Basics of Investigative Reporting- How to Cover a Crime Incident - Analytical Coverage of Crime - Complete Understanding of Rural-Urban Crime Pattern - Court Reporting. Legal and Ethical aspects of reporting.</p>
2	Constitution of India	<p>JMC2CMT0120</p> <p>Module IV</p> <p>Major Provisions in constitutions - Amendment and Amendment procedure article 368, Emergency Provisions, Elections and Election Commission, Constitutional Bodies. Union Public Service Commission, Attorney General, Comptroller and Auditor General, The Finance Commission, Election commission</p>	<p>JMC2CMT0123</p> <p>Module V topics is combined with Module IV</p> <p>Module IV</p> <p>Major Provisions in constitutions - Amendment and Amendment procedure article 368, Emergency Provisions, Elections and Election Commission, Constitutional Bodies. Union Public Service Commission, Attorney General, Comptroller and Auditor General, The Finance Commission, Election commission. Writs -</p>

			<p>Habeas Corpus, Mandamus, Quo warranto, Prohibition, Certiorari, Cases related to mediafreedom.</p> <p>New topics were included to Module V</p> <p>Module V Constitutional foundations of media in India and Constitutional values and violations. Laws of Defamation and Journalistic Defenses under Law of Defamation.</p>
3	Film Appreciation	<p>JMC3CRT0320 Module VI</p> <p>Conceptualize, Create and Edit a short telefilms or documentary film.</p>	<p>JMC3CRT0323</p> <p>Module VI has changed into the Practical/Assignment section.</p> <p>Conceptualize, Create and Edit a short telefilms or documentary film.</p>
3	Photography	<p>JMC3CRT0220</p> <p>Module IV Practicing different types of Photography - Nature,</p>	<p>JMC3CRT0223</p> <p>New topic is included in Module IV Module IV Practicing different types of</p>

		<p>Architecture, Life, Landscape, Wildlife, Sports, Environment, Candid, Aerial, Travel Industry, Fashion, Performance, Industrial, Disasters, Press Photography, Social Photography and Photography for Advertising.</p>	<p>Photography - Nature, Architecture, Life, Landscape, Wildlife, Sports, Environment, Candid, Aerial, Travel Industry, Fashion, Performance, Industrial, Disasters, Press Photography, Social Photography and Photography for Advertising. Mobile photography and its related applications and devices.</p>
4	Videography	<p>JMC4CRT0220</p> <p>Module II Practical workshop on Lighting and camera: Using digital photographic equipment. Camera types, camera setting up, using a Tripod, Types of light, usages of other lighting instruments, adjusting colour and contrast, Basic lighting, Lens characteristics, Field of view.</p> <p>Module III Camcorder functions, aperture and exposure, depth of field, focusing, panning, tilting, zooming of objects, picture composition and camera movements.</p>	<p>JMC4CRT0223</p> <p>Module III is combined with Module II.</p> <p>Module II Practical workshop on Lighting and camera: Using digital photographic equipment. Camera types, camera setting up, using a Tripod, Types of light, usages of other lighting instruments, adjusting colour and contrast, Basic lighting, Lens characteristics, Field of view. Camcorder functions, aperture and exposure,</p>

		<p>depth of field, focusing, panning, tilting, zooming of objects, picture composition and camera movements.</p> <p>Module IV Pre-production. Idea generation, Budgeting and planning, paperwork, discussion, casting, storyboard, and screenplay, blocking, location sound recording.</p> <p>Module VII Post- production: Video Editing: Types of editing, Preparation for editing, non-linear editing, editing aesthetics, preparing and logging graphics, virtual and traditional, transition and effects, titling, subtitling, overlay and merging. Finalizing the disc.</p>	<p>Module VII is combined with Module IV</p> <p>Module IV Pre-production. Idea generation, Budgeting and planning, paperwork, discussion, casting, storyboard, and screenplay, blocking, location sound recording. Post- production: Video Editing: Types of editing, Preparation for editing, non-linear editing, editing aesthetics, preparing and logging graphics, virtual and traditional, transition and effects, titling, subtitling, overlay and merging. Finalizing the disc.</p> <p>Module III and VII are to be cancelled and Module VI is changed into Module V.</p>
4	Malayalam	JMC4CMT0320	JMC4CMT0323

	Journalism	<p>Module I</p> <p>Origin, growth, development, characteristics of Malayalam Print Media in Kerala. Beginning of Printing & Publishing in Kerala-contributions of Missionaries. Herman Gundert, Swadeshabhimani Ramakrishna Pillai, Kesari Balakrishna Pillai, Kandathil Verghese Mappillai, C.V.Kunniraman, K.P.Keshava Menon, - Malayalam Journalism and Literature. Socio-Political Movements in Kerala. Study and Reference of the following books: Thettillatha Malayalam, Prof.Panmana Ramachandran Nair, Current Books. Nallezhuthu, Prof. M. Leelavathy, Kerala Media Academy. SasthramezhuthuMalayalathil , Dr. Anil Kumar Vadavathoor, Cochin University of Science and Technology.</p>	<p>New topic is included to Module 1</p> <p>Module I</p> <p>Origin, growth, development, characteristics of Malayalam Print Media in Kerala. Beginning of Printing & Publishing in Kerala-contributions of Missionaries. Herman Gundert, Swadeshabhimani Ramakrishna Pillai, Kesari Balakrishna Pillai, Kandathil Verghese Mappillai, C.V.Kunniraman, K.P.Keshava Menon, - Malayalam Journalism and Literature. Socio-Political Movements in Kerala. Study and Reference of the following books: Thettillatha Malayalam, Prof.Panmana Ramachandran Nair, Current Books. Nallezhuthu, Prof. M. Leelavathy, Kerala Media Academy. SasthramezhuthuMalayalathil , Dr. Anil Kumar Vadavathoor, Cochin University of Science and Technology. Nalla Bhasha, Prof. Panmana Ramachandran Nair.</p>
--	------------	---	---

		<p>Module II</p> <p>Practical analyses of the following books: Nattuvishaesham T. Venugopalan & Thomas Jacob, Kerala Media Academy. Varthayudae Shilpashala, N. N.Sathyavrathan, Kerala Media Academy. Magazines and Tabloids-specialised publications for Women, Sports, Film, Health, Automotives. Cartooning, Column writing, Internet and foreign editions.</p> <p>Module VI</p> <p>Read Malayalam Mainstream Magazines and analysis the contents, Conduct weekly based news analysis and discussions. Daily based news book.</p>	<p>Module VI is combined with Module II</p> <p>Module II</p> <p>Practical analyses of the following books: Nattuvishaesham T. Venugopalan & Thomas Jacob, Kerala Media Academy. Varthayudae Shilpashala, N. N.Sathyavrathan, Kerala Media Academy. Magazines and Tabloids-specialised publications for Women, Sports, Film, Health, Automotives. Cartooning, Column writing, Internet and foreign editions.</p> <p>Read Malayalam Mainstream Magazines and analysis the contents, Conduct weekly based news analysis and discussions. Daily based news book.</p> <p>Module VI is to be cancelled.</p>
5	Video Editing	Theory Paper JMC5CRT0320	Theory + Practical Paper JMC5CRP0323 -Credit 5

	<p>Module I (20 Hours) Practical learning of the fundamentals of editing, Elements of videos: Sound, Visuals, Graphics and Texts. Linear and Non-Linear editing. Editing in Digital World.</p> <p>Module II (15 Hours) Introduction to editing Tools- Adobe Premiere Pro, Final Cut Pro etc or Open Software.</p> <p>Module III (20 Hours) Working in the Timeline, Transitions, Key Framing, Applying Filters, and Ingesting.</p> <p>Module IV (20 Hours) Practicing Visual Editing, NLE Compositing, Colour Correction & Colour Grading, Working on Audio, Titling, Final Review, and Project.</p>	<p>Module I (20 Hours) Practical learning of the fundamentals of editing, Elements of videos: Sound, Visuals, Graphics, and Texts. Linear and Non-Linear editing. Editing in Digital World.</p> <p>Module II (15 Hours) Introduction to editing Tools- Adobe Premiere Pro, Final Cut Pro etc, or Open Software.</p> <p>Module III (20 Hours) Working in the Timeline, Transitions, Key Framing, Applying Filters, and Ingesting.</p> <p>Module IV (20 Hours) Practicing Visual Editing, NLE Compositing, Colour Correction & Colour Grading, Working on Audio, Titling, Final Review, and Project.</p>
--	--	--

		Module V Editing Assignments	Module V has changed into the Practical/Assignment Section. Editing Assignments
5	Introduction to Professional Publishing	JMC5CRT0220 Publishing	JMC5CRT0223 The course title changed into Introduction to Professional Publishing
5	Media Management and Economics	JMC5CMT0320 Media Economics	JMC5CMT0323 The course title changed into Media Management and Economics
5	Corporate Communication	JMC5CMT0320 Corporate Communication Corporate Reputation and Image building: Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity, corporate image, and corporate brands. Building a distinct corporate identity, Corporate social responsibility.	JMC5CMT0323 Corporate Communication Corporate Reputation and Image building: Concept of corporate personality, components of corporate personality, stakeholder perception. Role of communication in building corporate reputation, corporate identity, corporate image, and corporate brands. Building a distinct corporate identity, Corporate social responsibility. Comparative Case Study on CSR Initiatives of multinational cooperations

6	Video Production	JMC6CRT0120 Short film Production	JMC6CRT0123 The course title is changed into Video Production
6	Sound Editing	Theory Paper JMC6CMT0320 Module I (20 Hours) Practical learning to understand the characteristics of sound waves and its propagation like Pitch, Acoustics, echo RT decibels, etc. Quality of sound, frequency reference, S/N ratio diversions. Mechanism of human speech and hearing physiology, psychology thresholds of hearing and feeling.	Theory + Practical Paper JMC6CMP0323 - Credit 4 Module V is combined with Module IV and Module V is to be cancelled. Module I (20 Hours) Practical learning to understand the characteristics of sound waves and its propagation like Pitch, Acoustics, echo RT decibels, etc. Quality of sound, frequency reference,

		<p>Module II (10 Hours) Usages of Microphones – different types: wireless, lapel, shotgun. Directional response and polar diagram. Factors governing the selection of mikes. Types of cables and connectors and their uses.</p>	<p>S/N ratio diversions. Mechanism of human speech and hearing physiology, psychology thresholds of hearing and feeling.</p>
		<p>Module III (10 Hours) Writing for the ear, discussions on formats, voice modulation, presentation skills DJ techniques, and skills.</p>	<p>Module II (10 Hours) Usages of Microphones – different types: wireless, lapel, shotgun. Directional response and polar diagram. Factors governing the selection of mikes. Types of cables and connectors and their uses.</p>
		<p>Module IV (20 Hours) Lab work on Recording techniques: digital and analogue (old and new). Audio Production techniques: Microphone placement, monitoring, field/studio considerations, recording, equalizing, noise reduction, location research, creating sound: sound effects, silence (functions of sound in relation to picture, sound parallel to picture,</p>	<p>Module III (10 Hours) Writing for the ear, discussions on formats, voice modulation, presentation skills DJ techniques, and skills.</p>
			<p>Module IV (20 Hours) Lab work on Recording techniques: digital and analogue (old and new). Audio Production techniques: Microphone placement, monitoring, field/studio considerations, recording, equalizing, noise reduction, location research, creating sound: sound</p>

		sound defines picture, picture defines sound, etc.) Module V Mixing and editing: why; how "Studio manipulation' (editing, improving quality, construction) and making of a complete program.	effects, silence (functions of sound in relation to picture, sound parallel to picture, sound defines picture, picture defines sound, etc.) Mixing and editing: why; how "Studio manipulation' (editing, improving quality, construction) and making of a complete program.
4	Malayalam Journalism	Research Methodology	Malayalam Journalism
5	Research Methodology	Malayalam Journalism	Research Methodology

- The Regulations have been changed into MG University 2018 regulations.
- B.voc Programmes has changed into Credit Semester System.
- BOS has approved the gist of changes during the meeting that was held on March 10, 2023.
- Academic Council has approved the gist of changes during the meeting that was held on March 14, 2023

