



UNIVERSITY OF CALICUT

Abstract

General and Academic- Faculty of Journalism -Syllabus of Communication & Media part of B A Communication & Media and History (Double Main) programme under CBCSS UG Regulations 2019 with effect from 2021 Admission onwards - Approved subject to ratification by the Academic Council - Orders Issued.

G & A - IV - B

U.O.No. 9657/2022/Admn

Dated, Calicut University.P.O, 07.05.2022

- Read:-**
1. U.O.No.4368/2019/Admn dated 23.03.2019
 2. U.O.No.10662/2020/Admn Dated 13.11.2020
 3. U.O.No.20023/2021/Admn dated 07.12.2021
 4. Minutes of the meeting of the BoS, Journalism UG held on 04.04.2022 (Item No.1)
 5. Remarks of the Dean, Faculty of Journalism dated 23.04.2022
 6. Orders of Vice Chancellor in the even No. file on 26.04.2022

ORDER

1. The Regulations for Choice Based Credit and Semester System for Under Graduate (UG) Curriculum 2019 (CBCSS UG Regulations 2019) for all UG Programmes under CBCSS-Regular and SDE/Private Registration has been implemented w.e.f. 2019 admission, vide paper read (1), and the same was modified vide paper read (2) above.
2. The scheme and syllabus of "Communication & Media" part of First and Second Semester B A Communication & Media and History (Double Main) programme under CBCSS UG Regulations 2019 has been implemented with effect from 2021 Admission onwards, subject to ratification by the Academic Council vide paper read (3) above.
3. The meeting of the Board of Studies in Journalism (UG) held on 04.04.2022, vide paper read (4) above, has approved the syllabus of the Journalism part (Communication & Media) of the syllabus of B A Communication & Media and History (Double Main), under CBCSS UG Regulations 2019.
4. The Dean, Faculty of Journalism has approved, vide paper read (5) above, the minutes of the meeting of the Board of Studies in Journalism UG held on 04.04.2022
5. Considering the urgency in implementation of the syllabus, sanction has been accorded by the Vice Chancellor on 26.04.2022 to implement the syllabus of "Communication & Media" part of B A Communication & Media and History (Double Main) programme, in tune with the new CBCSS UG Regulations 2019, with effect from 2021 Admission onwards, subject to ratification by the Academic Council.
6. The scheme and syllabus of "Communication & Media" part of B A Communication & Media and History (Double Main) programme under CBCSS UG Regulations 2019 is therefore implemented with effect from 2021 Admission onwards, subject to ratification by the Academic Council.
7. Orders are issued accordingly. (Syllabus appended).

Ajitha P.P

Joint Registrar

To

The Principals of all Affiliated Colleges

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

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Section Officer

BOARD OF STUDIES (UG)
IN
JOURNALISM
Syllabus for
COMMUNICATION AND MEDIA
Part of the dual core
B.A. COMMUNICATION & MEDIA AND HISTORY
as per
CBCSSUG Regulations 2019

(2021 Admission onwards)

GENERAL SCHEME OF THE PROGRAMME

B. A. COMMUNICATION & MEDIA AND HISTORY

Sl No	Course	No of Courses	Credits
1	Common Courses (English)	6	22
2	Common Courses (Additional Language)	4	16
3	Dual Core Courses (Communication & Media)	9	38
4	Dual Core Course (History)		38
5	Project (Linked to any of the Core Courses)	1	3
6	Open Courses	1	3
TOTAL			120
Audit Course		4	16
Extra Credit Course		1	4
Total			140

B.A. COMMUNICATION & MEDIA AND HISTORY (DUAL CORE)

(CHOICE BASED CREDIT SEMESTER SYSTEM –CBCSS UG)

General Programme Outcomes

By studying B.A. Communication & Media and History (Dual Core), the student will be able to

- Select and interpret the sources and content for better understanding of the society
- Develop a perspective of the different working atmospheres related to communication and journalism
- Practice to construct historical narratives and formulate arguments based on historiographical engagement
- Demonstrate the different themes and perspectives related to communication
- Equip one to emerge as a world-citizen as s/he will familiarize the basic developments from Global to regional perspectives
- Develop an understanding of the transitional process of present society and locate his/her place in emerging social situation
- Inculcate an interest towards conducting research in the fields of communication, media and history
- Equip the student to become an individual with critical thinking who understands that communication has prime role in every phase of human life and who adapts to the environment, eco system and sustainable development.

Programmes Specific Outcomes

The student will be able to

PSO1: Attain an understanding of the different streams of communication

PSO 2: Articulate factual and contextual knowledge of specific places and times to make careful comparisons

PSO3: Acquire the skills to write news and features for different media including new media

PSO4: Advance and update the existing knowledge base and engage in critical evaluations and interpretations

PSO5: Master the ability to plan, develop and execute advertising ideas and copies

PSO4: Gain a good understanding of the scope of public relations as well as corporate communication

PSO 6: Attain ability to write and produce different Radio, TV and New media programmes

PSO7: Engage with scholarly writings and presentations, participating in field trips, social interface and attain practical knowledge on various life situations.

PSO8: Develop a research aptitude for a deeper understanding of mass communication.

PSO9: Equip with developing historical research, develop proper methodology, frame arguments and debate with regards to past and present.

Credit & Mark Distribution for Dual Core Programmes BA Communication & Media and History

Semester	Common Course English	Common Course Additional Language	Dual Core Communication & Media	Dual Core History	Open	Project	Total
I			5				
II			5				
III			4+4				
IV			4				
V	0	0	4+4		3		
VI	0	0	4+4			3	
	22	16	38	38	3	3	120

As per CBCSS-UG 2019, the project shall be chosen by the student from any of the core subject (either from Communication & Media or from History) in accordance with the regulation, subject to the condition that the number of students should not be less than 40% in each of the two core subjects.

Ability Enhancement course/ Audit course

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

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

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

Extra Credit Activities

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

SCHEME FOR BA COMMUNICATION & MEDIA AND HISTORY (DUAL CORE):**SCHEME OFFERED BY BOS JOURNALISM (U.G.)**

COURSE CODE	TITLE	SEMESTER	CREDITS	CONTACT HOURS
JCM 1B01	Introduction to Communication, Media and Journalism	I	5	6
JCM2B02	Newspaper Journalism and Print Media Production	II	5	6
JCM3B03	Radio Journalism and Audio Media Production	III	4	5
JCM3B04	Media Laws, Ethics and Issues	III	4	5
JCM4B05	Television Journalism and Visual Media Production	IV	4	5
JCM5B06	Online Journalism and Convergent Media Production	V	4	5
JCM 5B07	Advertising and Public Relations	V	4	5
JCM6B08	Theories, Themes and Perspectives in Communication	VI	4	5
JCM 6B09	Communication and Media Research	VI	4	5

JCM 6B 10	Dissertation/Project Every student of a UG degree programme shall have to work under the supervision of a faculty member on a project of 3 credits relevant to the areas of communication and mass media. Evaluation is based on a dissertation (approximately 25--40 pages typescript in standard dissertation format)	VI	3	2+3 The course starts in the V semester with 2hours and continues in the VI semester with 3 hours
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* Dissertation/Project JCM 6B 10 will start from the Fifth Semester and will continue in Sixth Semester; evaluation will be done at the end of Sixth Semester.

Open Course (For students from other departments)

Students from *other disciplines* can choose the Open course in the FIFTH semester.

COURSE CODE	TITLE	SEMESTER	CREDITS	CONTACT HOURS
JCM5D 01	Media Literacy	V	3	3

SCHEME OF EXAMINATION

Core courses offered by Journalism board consist of 9 theory papers and a project work. The evaluation scheme for each course including the project work shall contain two parts. There will be TWO types of scheme of examinations.

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

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

Section A

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

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

Essay type that carries 10 marks (2 out of 4)	2X10=20 marks
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Question Paper Type 2 for the papers having 2 or 3 credits:

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

Section A

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

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

Ceiling – 30

Section C

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

1X10=10 marks

For further details:

See University of Calicut Regulations for CBCSSUG – 2019.

Evaluation of Project

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

SAMPLE/ MODEL table worked out for 75 marks

COMPONENTS	INTERNAL in MARKS Total in 15 Marks	EXTERNAL in MARKS Total in 60 Marks
Originality – Relevance of the topic, statement of the objectives	3	12
Methodology- Reference/Bibliography, Presentation, quality of analysis/use of statistical tools	3	12
Scheme/ Organisation of report- Findings and Recommendations	4.5	18
Viva-Voce	4.5	18

Ability Enhancement Course/ Audit Course

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

For further details:

See University of Calicut Regulations for CBCSSUG – 2019.

B A COMMUNICATION & MEDIA AND HISTORY

Semester I Course I Code: JCM 1 B 01

INTRODUCTION TO COMMUNICATION, MEDIA AND JOURNALISM

Credits: 5

Contact hours: 6

COURSE OBJECTIVES

1. To introduce the concept of communication
2. To make the students aware of different media
3. To introduce the concept of journalism

COURSE OUTCOMES

The students shall be able to

1. Obtain the ability to assimilate the importance, functions and scope of communication and mass media.
2. Get a good understanding of the theories and concepts of communication and media.
3. Grasp the principles of journalism required for a mass media professional

MODULE I

Introduction to Communication- Need for Communication- Definitions of Communication- Elements of Communication- Barriers of Communication- Functions of Communication- Types of Communication- Mass Communication: Definitions, Characteristics, Functions and Dysfunctions of Mass Communication.

MODULE II

Definition and Functions of Models- Scope of Communication Models- Basic Communication Models: Aristotle, Harold Lasswell, David Berlo's SMCR Model, Shannon & Weaver, Osgood & Schramm, Dance's Helical Model, Westley & Maclean Model.

MODULE III

Traditional media, Folk media, Mass Media- Evolution of Mass Media- Types of Mass Media: Print, Radio, TV and Film- New Media- Characteristics of Different Media.

MODULE IV

Introduction to Journalism- Principles of Journalism- Journalism as a Profession- Responsibilities of a Journalist- Ethics in Journalism- Genres of Journalism: Print, Broadcast, New Media/Online Journalism

Special areas in reporting: Advocacy Journalism, Sensationalism: Tabloidisation, Yellow Journalism, Investigative Journalism, Sting operations, Citizen Journalism, Participatory Journalism, Cheque Book Journalism, paid reporting, Data Journalism; Freelance Journalism.

Books for Reference

1. Chandler, Daniel & Munday, Rod. (2008). *A Dictionary of Media and Communication*. London: Oxford University Press.
2. Harcup, Tony. (2014) . *A Dictionary of Journalism*. London: Oxford University Press.
3. Abercrombie, Nicholas. & Langhurst, Brian. (2007). *Dictionary of Media Studies*. London: Penguin Books.
4. Vivian, John. (2013). *The Media of Mass Communication*. London: Pearson Education.
5. Vilanilam, J. V. (2014). *Mass Communication Basics: A Reader for Students and Practitioners*. Kochi: Kerala Press Academy.
6. Turow, Joseph. (2020). *Media Today: An Introduction to Mass Communication*, 7th Edition. Routledge.
7. Dominick, Joseph R. (1996). *The Dynamics of Mass Communication*. McGraw-Hill.
8. Denis McQuail McQuail, D. (2010). *McQuail's mass communication theory*. London: Sage Publications.
9. Vilanilam, J. V. (2005). *Mass communication in India: A sociological perspective*. New Delhi: Sage Publications.

10. Kumar, Keval J. (2005). *Mass Communication in India*. New Delhi: Jaico Publishing House.

For Further reading

1. Mehta, D.S. (2006). *Mass Communication and Journalism in India*. Mumbai: Allied Publishers Private Ltd.
2. Aswathy, G. C. (1965). *Broadcasting in India*. Bombay: Allied Publishers.
3. Yadava, J.S. & Mathur, Pradeep (2008). *Issues in Mass Communication: The Basic Concepts*. Delhi: Kanishka Publishers.
4. Bhattacharjee, Shymali. (2005). *Media and Mass Communication: An Introduction*. Delhi: Kanishka Publishers.

I. Continuous Assessment: 20 Marks

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

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

II. Semester end examination: 80 Marks

Model question paper
First Semester B.A. Communication & Media and History (DUAL CORE)

JCM1B01

Introduction to Communication, Media and Journalism

Time : 2.5 Hours

Max. Marks: 80

PART A

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

1. Transpersonal communication
2. Semantic Noise
3. New Media
4. Embedded Journalism
5. Mass-line communication
6. SMCR Model of Communication
7. Agenda Setting
8. Media Syndicate
9. Persuasive Communication
10. 2G Spectrum Scam
11. Helical model of communication
12. Page 3 Journalism
13. Aristotle's Rhetoric
14. Sting Operation
15. Cheque book Journalism

SECTION B

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

16. What are the principles of journalism?
17. The need to communicate is basic for all living beings. Explain.
18. What are the functions of mass communication?
19. Explain the Lasswell Model of Communication.
20. What are characteristics of Radio as a mass medium?
21. Write a note on Aristotle's views on communication.
22. Write a note on your understanding about Paid News.
23. Write a short note on Tabloidisation.

SECTION C

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

24. Explain the characteristics of Print Media as a mass communication medium.
25. Define communication. Elaborate the various elements of communication.
26. Elaborate the different functions and dysfunctions of mass media.
27. Trace the evolution of mass communication with special reference to India.

(10x2=20)

B A COMMUNICATION & MEDIA AND HISTORY

Semester II Course II Code: JCM 2 B 02

NEWSPAPER JOURNALISM AND PRINT MEDIA PRODUCTION

Credits: 5

Contact hours: 6

COURSE OBJECTIVES

1. To give a detailed understanding of print media journalism
2. To give hands on training on news reporting, news writing and news editing
3. To give an understanding on news sense and the concept of news sources

COURSE OUTCOMES

1. The students shall be able to
2. Gain a thorough understanding of the features and characteristics of different print media platforms.
3. Develop the skills of news sense.
4. Acquire practical skills in news reporting and editing for print media.

MODULE I

Print Media: Types, Characteristics - Organizational Structure of a Newspaper, Editorial hierarchies - Responsibilities and Qualities of Chief Editor, News Editor, Chief Sub-Editors, Sub Editor, Bureau Chiefs, Reporters, Stringers, Freelancers, Photographers, Cartoonists, Designers/Layout Artists and Illustrators.

MODULE II

Definitions and Types of News - News Determinants or News Values - News Story Structure: Inverted Pyramid Style, Hour Glass Style - Elements of a News Story - Types of Leads / Intros - Principles of Reporting - Types of Reporting - News Sources: Beats, Press Conferences, Meet the Press, News Releases.

MODULE III

Beat Reporting - Reporting Accidents, Scandals, Speeches, Crime, Court, Legislature, Business, Science and Technology, Agriculture and Sports - The Art of Interviewing - Writing Features, Reviews - Types of Magazines - Writing for Magazines.

MODULE IV

Principles of Editing - Style Book - Editing Process : Checking Facts, Correcting Language, Condensing Stories, Rewriting News Stories, Preventing Slanting of News - Headline Writing: Functions of Headlines, Principles of Writing Headlines, Types of Headlines – Infographics - Editorial Page: Editorial, Columns, Middle, Letters to the Editor

MODULE V

Principles of Page Design - Types of Lay-outs - Newspaper Formats: Broadsheet, Tabloid, and Berliner - Newspaper Page Make-up: Designing General Pages and Specialised Pages - Designing Magazines.

Books for reference

1. Neelamalar, M. (2010). *Media Law and Ethics*. PHI Learning Private Limited.
2. McKay, Jenny. (2013). *The Magazines Handbook*. London: Routledge.
3. Burns, Lynette Sheridan. (2002). *Understanding Journalism*. Thousand Oaks, CA: SAGE Publications.
4. Harcup, Tony. (2004). *Journalism principles and practice* (Cet.1). New Delhi: SAGE Publications.
5. Evans, Harold. (1972). *Newsman's English*. London: Heinmann Publication.
6. Krishnaswami, KV. (2015). *Writing and Editing News*. New Delhi: Orient Blackswan.
7. Itule, Bruce D. Anderson, Douglas A. (2008). *News Writing and Reporting for Today's Media*. Boston : McGraw-Hill.

8. Harriss, Julian; Leiter, Kelly; Johnson, Stanley. (2000): *The Complete Reporter: Fundamentals of News Gathering, Writing, and Editing*. Needham Heights: Allyn & Bacon.
9. Baskette, Floyd K., Sissors, Jack Z. Brooks, S. (1996). *The Art of Editing*. Macmillan Publishing Co. Inc.
10. Stein, M.L. & Paterno, Susan. (2003). *The News Writer's Handbook*, New Delhi: Surjeet Publications.

For Further reading

1. Shrivastava, K. M. (1991). *News reporting and Editing*. New Delhi: Sterling Publishers Pvt. Ltd.
2. Kamath, M.V. (2018). *Professional Journalism*. New Delhi. Vikas Publishing House.
3. Aggarwal, Vir Bala. (2006). *Essentials of Practical Journalism*. Concept Publishing Company.
4. **Continuous Assessment: 20 Marks**

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

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

II. Semester end examination: 80 Marks

Model question paper
Second Semester B.A. Communication & Media and History (DUAL CORE)

JCM 2 B 02

Newspaper Journalism and Print Media Production

Time : 2.5 Hours

Max. Marks: 80

PART A

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

1. Stringer
2. Editorial
3. Correspondent
4. Inverted Pyramid Style
5. Sub Editor
6. Five Ws and One H
7. Deadline
8. Vox Pop
9. DTP
10. Photojournalism
11. Credit line
12. Beat
13. Embargo
14. Stylebook
15. Middle

SECTION B

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

16. Interviews are an important source of news for reporters. Clarify.
17. What is news? Explain.
18. What is the difference between an article and editorial?
19. List the functions of news headlines.
20. Differentiate between Press Meet and Meet the Press.

21. Explain the stage involved in the process of editing.
22. Describe different types of feature stories.
23. Differentiate between Hard and soft news

SECTION C

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

24. What is news? Define. Illustrate in detail the criteria for deciding news values.
25. Enumerate the various departments and their functions of a newspaper establishment.
26. Writing a good Lead or Intro is the biggest challenge of a reporter. Why? Enlist various kinds of leads.
27. Write an essay on different types of Headlines.

(10x2=20)

B A COMMUNICATION & MEDIA AND HISTORY

Semester III Course III Code: JCM 3 B 03

RADIO JOURNALISM AND AUDIO MEDIA PRODUCTION

Credits: 4

Contact Hours: 5

COURSE OBJECTIVES

1. To have a deeper understanding on the role of radio in our lives.
2. To develop Audio Literacy skills.
3. To familiarize with the aesthetics of sound and its applications.

COURSE OUTCOMES

By the completion of this course the student is able to

1. Produce content for different radio programmes.
2. Prepare Scripts for various audio productions.
3. Produce radio programmes from the concept to the final output obeying broadcasting codes.

MODULE I

Introduction to Radio Journalism -History of radio in the World, India & Kerala – Radio broadcasting technology-AM,FM,SW -Organisational structure of a radio station- Types and formats of radio programmes - Stages of programme production-Scripting for different formats-Broadcasting codes.

MODULE II

Radio news reporting-News production techniques-Live news-Writing radio news-Structure of a news bulletin-News headlines-Other media-Radio anchoring-Qualities of a good radio presenter-Voice modulation and On-air Techniques -7Ps-Art of Interviewing.

MODULE III

Introduction to Audio Media-Guglielmo Marconi-Edwin Howard Armstrong-Characteristics of sound -Features of sound waves-Reflection Refraction and Diffraction-Acoustics-Designing sound production-Special effects in audio production.

MODULE IV

Introduction to Audio Recording process-Audio recording equipments-Analogue and digital recording-Microphones -Types and functions-Recording using mobile phones and computers.

MODULE V

Introduction to Audio Recording and editing softwares - Single track and multi- track recording-Audio recording formats-Audio enhancing tools-Mono and stereo editing-Amplitude -Channel mixing and levelling-Normalizing audio-Audio trimming-Noise reduction-Mixing-Exporting output-Output file formats.

Books for Reference

1. Macleish, Robert & Link, Jeff. (2016). *Radio Production (6th edition)*. London: Routledge.
2. Chantler, Paul & Stewart, Peter. (2003). *Basic Radio Journalism*. London: Focal Press.
3. Baruah, U.L. (1983). *This is All India Radio: A Handbook of Radio Programming in India*. New Delhi: Publication Division (MIB).
4. De Fossard, Esta (2005) *Writing and Producing Radio Dramas*. New Delhi: Sage Publications.
5. Hausman, Carl. Philip Benoit & Lewis Donnel (2016). *Modern Radio Production- Programming and Performance*. Boston, MA: Cengage Learning.
6. Boyd, Andrew (2008). *Broadcast Journalism Techniques for Radio and Television News (5th edition)*. Focal Press.
7. Smith, Michael Talbot. (2001). *Sound Engineering Explained, (2nd Edition)*. Routledge

I. Continuous Assessment: 20 Marks

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

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

II. Semester end examination: 80 Marks

Model question paper
Third Semester B.A. Communication & Media and History (DUAL CORE)

JCM 3B03

Radio Journalism and Audio Media Production

Time : 2.5 Hours

Max. Marks: 80

PART A

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

1. Writing for the ear
2. Vividh Bharathi
3. *Vellarikkapattanam*
4. Sound Effects
5. Signature tune
6. Radio Jockey
7. Radio Drama
8. Radio Commercials
9. Newscaster
10. Microphone
11. Jingle
12. DAW
13. Audio Console
14. Acoustics
15. Stereo Sound

SECTION B

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

16. Differentiate between AM and FM stations.
17. Explain the working principle of a dynamic microphone with the help of diagram.
18. Radio drama is a story told in sound alone. Put your views.
19. Explain the stages of a radio programme production.
20. Write a short note on the structure of a news bulletin.
21. What are the qualities of sound?
22. What you mean by the term Noise Reduction?
23. Explain All Music Programme format.

SECTION C

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

24. Radio uses different programme formats to reach its audience. Explain the common programme formats seen in India radio stations.
25. Write an essay on different types of microphones.
26. Elaborate the organizational structure and editorial hierarchy of a medium size radio station.
27. Elucidate in detail the guidelines for determining order of stories in a newscast or radio news reel.

(10x2=20)

B A COMMUNICATION & MEDIA AND HISTORY

Semester III Course IV Code: JCM 3 B 04

MEDIA LAWS, ETHICS AND ISSUES

Credits: 4

Contact hour: 5

COURSE OBJECTIVES

1. To provide basic knowledge in media law
2. To enable students to become responsible media consumers
3. To provide them an understanding in fake news

COURSE OUTCOMES

On completion of the course, the student should be able to:

1. Understand the basic laws governing press and media in the country
2. Illustrate an understanding of recent amendments in media laws
3. Illustrate responsibilities in consuming media.
4. Detect and identify fake news and mis-information

MODULE I

Indian Constitution - Salient Features – Fundamental Rights and Duties – Directives
Principles of State Policy – Judicial System in India – Indian penal Code 1860 (Section 124
A, 153 AB, 292, 293) - Criminal Procedure Code 1973 (Section-93, 95, 96, 108, 144, 196,
327) - Right to Information - Right to Privacy.

MODULE II

Freedom of the Press – Evolution of the Concept of Freedom of the Press – Freedom of
Speech and Expression in Indian Constitution – Article 19 (1) (a) and Reasonable
Restrictions – Provisions of Declaring Emergency and their Effects on Media – Laws of
Defamation – Libel - Slander – Defences of Media Professional – Whistle Blower’s
Protection Act – Fairness Doctrine.

MODULE III

Press Laws in India – Official Secrets Act – Press & Registration of Books Act – Copyright Act – Contempt of Court Act – Young Person’s Harmful Publication Act – Indecent Representation of Women’s Act – Drug & Magic Remedies Act – Film Certification Rules – Intellectual Property Rights - Prasar Bharti Act 1990 – Cable TV Network Regulation Act 1995 – Information Technology Act 2000 – The AIR/DD Broadcast Code – Advertising Standards Council – Privacy and Cyber laws.

MODULE IV

Code of Ethics - Code of Ethics for Media Personnel – Press Council of India — Ethical Issues in Media - Press Censorship Vs Self-Regulation – Privacy Vs Public Good – Embedded Journalism – Sting Journalism – Sensational or Yellow Journalism – Paid Journalism – Corporatization of Media – Media Ombudsmen.

MODULE V

Online Journalism and Cyber Ethics – Misinformation - Disinformation - Fake News - Hoaxes - Fact-Checking and Data Verification – Fake News and Political Propaganda - Fact-Checking Methods, Tools and Techniques – Barriers, Challenges and Impact of recognizing Fake News – Media Literacy and Digital Literacy – Fact-Check Initiatives in India and the World.

Books for Reference

1. Rao, Naresh & Suparna. (2008). *Media Laws: An Appraisal*. Bangalore: Premier Publishing Company.
2. Kundra, S. (2005). *Media Laws & Indian Constitution*. New Delhi: Anmol Publications Ltd.
3. Sharma, Vakul. (2002). *Handbook of Cyber Laws*. Delhi: Macmillan.
4. Sandars, Karen. (2003). *Ethics & Journalism*. Sage Publications.
5. Singhal, Aravind & Rogers, Everett M. (2001). *India’s Communication Revolution*. London: Sage Publications.

6. Herman, E. S., & Chomsky, N. (1988). *Manufacturing Consent: The Political Economy of the Mass Media*. New York: Pantheon Books.
7. Hakemuldar, Jan R. (1998). *Principles & Ethics of Journalism*. Anmol Publications.
8. Ireton, Cherilyn & Posetti, Julie. (2018). *Journalism, 'Fake News' and Disinformation: A Handbook for Journalism Education and Training*. Paris: UNESCO.
9. Dice, Mark. (2017). *The True Story of Fake News: How Mainstream Media Manipulates Millions*. Resistance Manifesto
10. Sinha, P. (2019). *India Misinformed: The True Story*. Delhi: Harper Collins India.

II. Continuous Assessment: 20 Marks

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

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

II. Semester end examination: 80 Marks

Model question paper
Third Semester B.A. Communication & Media and History (DUAL CORE)

JCM 3B04

Media Laws, Ethics and Issues

Time : 2.5 Hours

Max. Marks: 80

PART A

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

1. IPC
2. Libel
3. Directive Principles
4. UA
5. Fake news
6. Slander
7. Sting Journalism
8. Cognizable Offense
9. CBFC
10. PIL
11. Defamation
12. Censor Board
13. Article 19 (1)a
14. 'Factshala'
15. Misinformation

SECTION B

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

16. Illustrate in detail the contempt of Court Act, 1971.
17. What are the fundamental rights of an Indian citizen?
18. Explain Cable TV regulation act.
19. Write your thoughts on the Freedom of Press in India.
20. What are the reasonable restrictions for the freedom of speech and expression?
21. Explain the relevance of Indecent Representation of Women's Act.
22. A journalist must be aware of the danger of contempt of court while performing his duty. Do you agree? Substantiate your views.
23. What are the potential dangers of fake news?

SECTION C

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

24. Trace the evolution of press freedom in India and explain the Freedom of Speech and Expression. What are the reasonable restrictions for the freedom of speech and expression?
25. Explain about various laws governing the Press in our country.
26. Enumerate the basic characteristics and salient features of Indian Constitution.
27. Write a note on the powers and functions of the Press Council of India.
Explain the Code of ethics by PCI.

(10x2=20)

B A COMMUNICATION & MEDIA AND HISTORY

Semester IV Course V Code: JCM 4 B 05

TELEVISION JOURNALISM AND VISUAL MEDIA PRODUCTION

Credits: 4

Contact hours: 5

COURSE OBJECTIVES

- To impart training in producing various television programmes.
- To familiarize students with the basic concepts of television broadcasting and technology.
- To familiarize students with the process, work flow and methods of television production.

COURSE OUTCOMES

At the completion of the course learners shall be able to

- Have through understanding of the concepts, technology and methods of television broadcasting.
- Prepare scripts for television news programmes.
- Independently produce television programmes.
- Demonstrate the significant knowledge about the various types of video formats and television production methods
- Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production.
- Develop the capability of making TV News bulletins, documentaries and other programmes.

MODULE I

Characteristics of Television - Organizational Structure of a TV Station - Television Programme Formats

MODULE II

Introduction to Television Journalism – Bureau and Desk Operations – Qualities and Responsibilities of a Broadcast Journalist – Characteristics of Television News - Television News Formats – ENG – DSNG – Internet Live – PTC – Live Reporting – Scoops – Exclusive and Investigative Stories.

MODULE III

Writing for Television News – Structure of a Television News Bulletin – News Rundown – Techniques of News Cast – Roles and Responsibilities of News Production Crew – MCR-PCR Operation – Visuals and Graphics for TV News – News Anchoring and Presentation – Roles and Responsibilities of News Anchor – Aesthetics of Presentation – Speed, Breath, Gesture, Posture, Facial Expressions, Pitch, Pace, Pause and Duration – News Anchor as a Broadcast Journalist.

MODULE IV

TV Programme Production –pre –production- production and post-production- basics of Visual Language – Elements of Visual Language – Building Blocks of a Video – Colour and Depth - Rule of Third and Composition – Basics of Video Recording – Equipment – Camera Shots, Angles and Movements – Digital Video File Formats – Video Settings and Quality – Indoor and Outdoor Video Recording – Lighting for videography

MODULE V

Introduction to Visual Editing – Need for Editing - Stages of Visual Editing - Types of Editing – Editing for different formats - Adobe Premiere Pro – Basic Video Settings – Video Dimensions – Aspect Ratio – Video Resolution – Frame Rate – Sample Rate – Bit Rate – Video File Formats and Compatibility – Sequence Settings – Structuring Scenes and Programmes – Mixing Sound – Rendering and Exporting – Output File Formats – Introduction to Advanced Visual Editing Platforms.

Books for Reference

1. Zettl, Herbert & Wadsworth. (2012). *Television Production Handbook*. USA: Cengage Learning.
2. Dancyger, Ken. (2007). *The Technique of Film and Video Editing, History, Theory and Practice*. London: Focal Press.

3. Hilliard, R. L. (2004). *Writing for Television, Radio, and New Media*. 8th ed. Belmont, Calif.: Wadsworth.
4. Arthur, A. Berger (1991). *Scripts: Writing for Radio and Television*. Delhi: Sage Publications.
5. Donald, Ralph. & Spann, Thomas. (2004). *Fundamentals of Television Production*. Surjeet Publications.
6. Friedmann, Anthony. (2006). *Writing for Visual Media*. Elsevier 2006.
7. Cury, Ivan. (2007). *Directing and Producing for Television*. Focal Press.
8. Stewart, Peter, Alexander R. & Boyd A. (2016). *Broadcast Journalism, Techniques of Radio and Television News*. New York: Routledge, Taylor & Francis Group.
9. White, Ted. (1996). *Broadcast News Writing, Reporting and Production*. USA: Focal Press.
10. Gormly, Eric K. (2005). *Writing and Producing Television News*. Delhi: Surjeet Publications.
11. Dancyger, Ken. (2007). *The Technique of Film & Video Editing, History, Theory & Practice*. USA: Focal Press.
12. Millerson, Gerald. (2009). *Television Production*. London: Focal Press.
13. Anderson, Gary H. (1998). *Video Editing and Post Production*. London: Focal Press.

I. Continuous Assessment: 20 Marks

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

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

II. Semester end examination: 80 Marks

Model question paper
Fourth Semester B.A. Communication & Media and History (DUAL CORE)

JCM 4B05
Television Journalism and Visual Media Production

Time : 2.5 Hours

Max. Marks: 80

PART A

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

1. News Channel
2. DSNG
3. PCR
4. MCR
5. HDTV
6. Tele-prompter
7. Aspect Ration
8. FCP
9. ENG
10. EFP
11. PTC
12. News Package
13. Rundown
14. Anchor Link
15. Infotainment Channel

SECTION B

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

16. Compare among News Channels, Entertainment Channels and Infotainment Channels.
17. What are the qualities of broadcast journalist?
18. A news anchor doesn't read the content, but presents it – Explain.
19. Explain different types of Television Interviews.
20. Compare between studio production and field production with examples.
21. Explain the technique of Chroma Keying.
22. Explain the characteristics of television news.
23. Explain the stages of visual editing.

SECTION C

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

24. Elaborate different genres of Television programmes.
25. Explain in detail the organizational structure of a Television channel with diagrammatic representation.
26. Explain in detail the various stages of a television programme production.
27. Write an essay on the characteristics of television as a mass communication medium.

(10x2=20)

B A COMMUNICATION & MEDIA AND HISTORY

Semester V Course VI Code: JCM 5 B 06

ONLINE JOURNALISM AND CONVERGENT MEDIA PRODUCTION

Credits: 4

Contact Hours: 5

COURSE OBJECTIVES

1. To understand the effective use of new media and internet for journalistic activities
2. To understand the concept of Convergence and applications in the field of Journalism.
3. To understand the concept of social media

COURSE OUTCOMES

On completion of the course, the student should be able to:

1. Create content and circulate in the form of text, image, audio or video to be published over an online platform.
2. Design and Produce content for various Online Media Platforms.
3. Critically evaluate social media platforms as fifth estate
4. Illustrate basic knowledge in web designing

MODULE I

Internet as a Mass Medium - Potentials and Limitations - History of Internet - Internet and Culture – Information Society – Digital Divide – ICT – Computer Networking – ISP – Browsers – Search Engines – SEO – Types of Websites – Interactive and Non- Interactive Websites – Responsive Websites - Webcasting and Narrowcasting – Live Streaming Media Platforms, Video Conferencing- a tool for news gathering and conducting interviews and discussion.

MODULE II

Online Journalism: Evolution - Characteristics - Strengths and Limitations of Online Journalism - Websites, Portals and Blogs – Elements of Web News – Writing and Editing for Web - Audio Visual Media for Online Journalism – Traditional Vs Online Journalism –

Online Journalism Tools and Terminology - Generating Story Ideas - Reporting Methods for Online - Story Construction for Online - Copy Editing - Layout and Design for Online.

Online Writing and Editing – Annotative Reporting – Recent Trends in Online Journalism in Kerala.

MODULE III

Internet for Citizen Journalism – Pros and Cons of Fifth Estate – Social Media for Information Dissemination – Facebook – Whatsapp – Instagram - Twitter – Blog – Social Media Management –

Ethics in Online Journalism – Issues of credibility, Privacy and Security - Fake News on Social Media - Cyber Crimes and Cyber Laws – Hacking and Ethical Hacking- Role and Impact of Social Media as an Alternative Media.

MODULE IV

Concept and Significance of Convergence – Types of Convergence - Models of Media Convergence – Network Society –Need for Multimedia/Multi-skilled Journalists - Digital Storytelling - Scrollytelling - Wiki Journalism - Backpack Journalism - Elements of Digital Storytelling - Multimedia, Interactivity, Linking -

MODULE V

Elements and Principles of Web Designing – Basics of HTML and CSS – Introduction to Adobe Dream Weaver – Aesthetics of Web Designing – Content and Design Navigation on Web – User Interface Design and Instructional Design – Interactive Elements – Designing Convergent/Interactive News Portals - Analysis of Online Portals of leading Media Organizations.

Books for Reference

1. Kurt, Lancaster (2012). *Video Journalism for the Web*, Routledge

2. Dewolk, Ronal. (2001), Introduction to Online Journalism, Allyn & Bacon
3. Pavlik, John Vernon (1998). *New Media Technology*. Allyn & Bacon
4. Mirabito, Michael M. , Barbara L. Morgenstern (2004). *New Communication Technologies: Application, Policy and Impact*. Taylor and Francis
5. Whittaker, Jason (2002) *Web Production for Writers and Journalists*, Routledge.
6. Everett , A & John T. Caldwell (2003) *New Media Theories and Practice of Digitextuality*, Routledge, 2003.
7. Quinn, Stephen (2001) *Digital Sub-Editing and Design*, Focal Press.
8. Saxena, Sunil (2004) *Breaking News: Craft and Technology of Online Journalism*, Tata MCGraw Hill.
9. Quinn, Stephen and Vincent Filak (Ed, 2014) *Convergent Journalism: An Introduction. Writing and producing across media* Routledge.
10. Kolodzy, Janet (2006), *Convergence Journalism: Writing and Reporting across the News Media*, Rowman & Littlefield Publishers
11. Grant, August E, Jeffrey S. Wilkinson (Ed, 2009). *Understanding Media Convergence*. OUP USA

12. Continuous Assessment: 20 Marks

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

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

II. Semester end examination: 80 Marks

Model question paper
Fifth Semester B.A. Communication & Media and History (DUAL CORE)

JCM 5B06
Online Journalism and Convergent Media Production

Time : 2.5 Hours

Max. Marks: 80

PART A

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

1. Internet
2. ISP
3. Media Convergence
4. Interactive Media
5. Web Browser
6. Search Engine
7. Live Stream
8. Interactive Website
9. Responsive Website
10. Cyber Crime
11. Hyperlink
12. Website Navigation
13. Annotative Reporting
14. Fact Check Websites
15. Scrollytelling

SECTION B

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

16. What are the major components used in preparing an online news story on the web?
17. Differentiate between traditional journalism and online journalism.
18. Define online journalism. List down its advantages and limitations.
19. Differentiate between web browsers and search engine with examples.
20. Differentiate between interactive and non-interactive websites. Mention examples.
21. Which are the different types of websites and their functions?
22. What is meant by media convergence? What is the relevance of the term in internet era?

23. What are the major components used in preparing an online news story on the web?

SECTION C

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

24. Internet is a mass media having wide reach. Explain the advantages and disadvantages of Internet as a medium for communication.
25. Websites can be classified in to different types according to their purposes. What are the different types of websites and their purposes? Explain.
26. Define online journalism. Explain in detail the growth and future of online journalism in India.
27. A good website is noted on its appearance, and evaluated by its content. Illustrate the elements of web design and major tools used.

(10x2=20)

B A COMMUNICATION & MEDIA AND HISTORY

Semester V Course VII Code: JCM 5 B 07

ADVERTISING AND PUBLIC RELATIONS

Credits: 4

Contact hours: 5

COURSE OBJECTIVES

1. To introduce the basic concepts and fundamental theoretical framework of advertising
2. To enable students to gain an understanding of the role of public relation and advertising in the broader societal context
3. To help learners develop skills for creative solutions to address contemporary challenges in advertising and public relation.

COURSE OUTCOMES

On completion of the course, the student should be able to:

1. To understand the scope of advertising and public relation
2. Design and develop content for various advertising media.
3. Evaluate the effectiveness and ethics of advertising and public relation initiatives.

MODULE I

Advertising - Definition and evolution of Advertising – brief overview of past and present
Indian advertising scenario- Types, features and functions of advertising – DAGMAR theory-
AIDA formula- Advertising agencies, structure and functions – Advertising campaigns -
Advertising appeals

MODULE II

Opportunities and challenges of advertising in different media- Principles and components of
Print and Digital advertising – Principles, components and production of Television and
Radio Advertising – Out-of-home advertising (OOH) - Copy writing for Print, Radio,
Television and Digital media

MODULE III

Effects of advertising – Ethics and socio economic aspects of advertising – Professional organizations and Code of ethics – ABC, ASCI, AAAI.

MODULE IV

Public Relations, concept and definitions – Origin and development of Public relations – Objectives and functions of Public relations – Qualities of a PRO – Internal and external public – Corporate communication.

MODULE V

Propaganda, publicity, public opinion, lobbying – PR tools and strategies – PR and Crisis management - PR Campaigns and any two case studies – Code of ethics for PR – IPRA and PRSI – PR in public sector and private Sector – PR and Corporate Social Responsibility- PR and social auditing.

Books for Reference

1. Vilanilam, J.V., Varghese, A.K.(2004). *Advertising basics! Resource guide for beginners*, Response books
2. Jefkins,F.(1985), *Advertising Made Simple*. Rupa &Co.Frank Jefkins Advertising Prentice Hall
3. Valladares, J.A. (2000) *The Craft of Copywriting*, New Delhi Response Books
4. Sharma, Sangeeta & Raghuvir Singh (2006), *Advertising; Planning and Implementation*: Prentice Hall.
5. S.A. Chunnawalla, (2020) *Advertising: An Introductory Text*. Mumbai, Himalaya Publishing House.
6. Subrata Banerjee, (1996)*Advertising as a Career*, New Delhi: National Book Trust
7. Ogilvy, D.(1983). *Ogilvy on Advertising*, New York: Crown

8. Belch George, Michael Belch, Keyoor Purani (2009), *Advertising and Promotion*, Tata McGraw-Hill.
9. Theaker Alison (2020), *The Public Relations Handbook*, Routledge.
10. Rayadu , and K. R. Balan (2010). *C.S., Principles of Public Relations*, Himalaya Publishing house
11. Ahuja B N, & Chabra S S. (2004). *Advertising and Public Relations*. Surjeet Publications, NewDelhi.
12. Wells, Burnett & Moriarty(1995) *Advertising: Principles and Practice*, Pearson Education.

III. Continuous Assessment: 20 Marks

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

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

II. Semester end examination: 80 Marks

Model question paper
Fifth Semester B.A. Communication & Media and History (DUAL CORE)

JCM 5B07
Advertising and Public Relations

Time : 2.5 Hours

Max. Marks: 80

PART A

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

1. Transit advertising
2. AAAI
3. Service advertising
4. AIDA
5. Full agency
6. Fringe time
7. Jingles
8. Lobbying
9. Publicity
10. IPRA
11. Press Agents
12. Ivy Lee
13. Grapevine
14. DAGMAR
15. Emotional appeal

PART B

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

16. Explain the functions of advertising
17. P.R. is a deliberate, planned and sustained effort. Explain this statement
18. What are the different types of Corporate advertising
19. Explain any three appeals with examples
20. Do you think professional organisations have a great role in the public relations sector? Substantiate your opinion.
21. Explain the publics in public relations
22. Advertisements play on our hidden fears. Put your views and explain those using examples.
23. Explain the basic components of a print ad

PART C

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

24. Explain the evolution of advertising in India
25. Political P.R. has become an important reality in Indian elections and politics. Explain your opinion with examples
26. Exemplify the socio economic impacts of advertising
27. What is corporate communication? How does it differ from public relations?

(2X10=20)

B A COMMUNICATION & MEDIA AND HISTORY

Semester VI Course VIII Code: JCM 6 B 08

THEORIES, THEMES AND PERSPECTIVES IN COMMUNICATION

Credits: 4

Contact Hours: 5

COURSE OBJECTIVES

1. To cultivate an understanding of basic mass communication theories.
2. To have a critical perspective on the theories of mass communication
3. To prepare the students to approach the subject with a theoretical approach.

COURSE OUTCOMES

On completion of the course, the student should be able to:

1. Develop an understanding of the strengths and limitations of basic theories of mass communication.
2. Apply those theories in research and practice.
3. Critically evaluate theories as applied to practical mass communication problems.

MODULE I

Origin of Communication Studies – Communication Studies as Social Science – Psychological Perspectives of Communication – Concepts of Non-Verbal Communication – Attitudinal Change through Communication – Communication and Language – Basics of Semiotics.

MODULE II

Media as a Cultural Institution – Media and Mass Audience – Public and the Public Opinion – Public Sphere – Persuasion and Propaganda – Gate Keeping – Hypodermic Needle Theory – Flow Theories of Communication – One Step, Two Step and Multi Step flow – Individual Difference Theory – Agenda Setting Theory – The Spiral of Silence

MODULE III

Normative Theories of Media: Authoritarian Media Theory, Soviet-Communist Media Theory, Libertarian or Free Press Media Theory, Social Responsibility Media Theory, Democratic Participant Media Theory, Development Media Theory – McLuhanism – Cognitive Dissonance Theory – Concept of Selectivity – Framing and Priming – Media Credibility – Cultural Integration – Cultural Pollutions.

MODULE IV

Effects of Mass Communication, Violence and Obscenity in Media - Media and Children – Cultivation Theory – Social Learning Theory – Catharsis Theory, Narcosis Theory – Uses and Gratification Theory – Active Theory of Television Viewing – The Third-Person Effect – Technological Determinism

MODULE V

Models of Communication, Scope and Limitations of Models in understanding Theories – Development of Communication Models and Thoughts – Different Models: Aristotle's Rhetoric, Harold Lasswell, Shannon and Weaver, Osgood and Wilbur Schramm's Models, David Berlo, Dance's Helical Spiral, Newcomb's ABX Model, Westley and MacLean Model etc.

Books for Reference

1. Fiske, John. (1996). *Introduction to Mass Communication Studies*. Routledge.
2. Mc Quail, Dennis. (2010). *Mc Quail's Mass Communication Theory*. New Delhi: Sage.
3. Chaturvedi, B. K. & S. K. Mittal. (2011). *Mass Communication Principles and Practices*. New Delhi: G V Publishing House.
4. Hasan, Seema. (2010). *Mass Communication: Principles and Concepts*. New Delhi: CBS Publishers.
5. Narula, Sumit. (2011). *Mass Communication: Theory and Practice*. New Delhi: Regal Publishers.
6. Naqvi, Hena. (2017). *Journalism and Mass Communication*. UKAIN.

I. Continuous Assessment: 20 Marks

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

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

II. Semester end examination: 80 Marks

Model question paper
Sixth Semester B.A. Communication & Media and History (DUAL CORE)

JCM6B08
Theories, Themes and Perspectives in Communication

Time : 2.5 Hours

Max. Marks: 80

PART A

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

1. Semiotics
2. Gate Keeping
3. Two Step Flow
4. Marshall McLuhan
5. Rhetoric
6. Technological Determinism
7. Communication model
8. Global Village
9. Information Overload
10. Cultural Pollution
11. Catharsis Theory
12. Narcosis Theory
13. Cultural imperialism
14. Mass Society
15. Wilbur Schramm

SECTION B

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

16. Differentiate between Persuasion and Propaganda.
17. Explain Hypodermic Needle Theory.
18. What you mean by agenda setting theory?
19. Explain the flow theories of communication.
20. Define Authoritarian Media Theory
21. What you mean by Libertarian or Free Press Media Theory.

22. Comment about the Social Responsibility Media Theory
23. What are the features of Newcomb's ABX Model?

SECTION C

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

24. Write an essay on effects of mass communication with the help various media theories.
25. Write an essay on Normative Theories of Media.
26. Explain in details various communication models with diagram.
27. Write an essay on various flow theories of communication.

(2x10=20)

B A COMMUNICATION & MEDIA AND HISTORY

Semester VI Course IX Code: JCM 6 B 09

COMMUNICATION AND MEDIA RESEARCH

Credit: 4

Contact Hours: 5

Course Objectives

1. To introduce a general overview of research and its various aspects
2. To develop the basic understanding of communication research
3. To present the research procedures appropriate to communication and media
4. To introduce the scope and methods of research in media
5. To present how to report research findings professionally following ethics.

Course Outcomes

After successful completion of the course, the learners will be able to:

1. Develop a clear understanding of the basic concepts of research in general and communication research in particular
2. Identify the scope and limitation of communication research
3. Develop constructs, concepts, variables, topics and procedures for minor research work in communication
4. Identify the specific methods for communication and media research
5. Apply academic writing principles and research ethics

MODULE I

Meaning and Definition of Research. Role and Significance of Research. Characteristics of Good Research. General Types of Research: Basic Research, Applied Research, and Action Research. Research Approaches: Qualitative, Quantitative and Mixed Approaches.

MODULE II

Research in Communication Studies: Need and Significance.

Scope of Communication Research: Control Analysis, Content Analysis, Media Analysis, Audience Analysis and Effect Analysis

Steps in the Development of a Communication Research Project.

Identification of Research Elements: Concepts, Constructs, Variables and their Types.

MODULE III

Data Collection Methods: Census, Sampling and Survey, Case Study, Interview, Participatory and Non-Participatory Observation, Content Analysis.

Data Collection Tools and their Preparation: Interview Schedules, Code Sheets, and Questionnaires.

Data Analysis: Basic Statistics for Quantitative Data Analysis: Mean, Mode and Median and Standard Deviation.

MODULE IV

Historical research, Historiography, Methods of doing research in media history.

Media as a source for historical research.

MODULE V

Reporting Research Findings: Basics of Academic Writing. Characteristics of a Good Research Report. Report Format and Elements. Citation and Reference Styles. Research Ethics: Objectivity. Authenticity. Issues of Plagiarism, Copyright, Creative Commons, and Conflict of Interests.

1. Wimmer, R. D., & Dominick, J. R. (2015). *Mass media research: An introduction*. Belmont Calif.: Wadsworth Pub.
2. Kerlinger, F. N. (1973) *Foundations in Behavioural Research*. New York: Holt, Rhinchar and Winston.
3. Kumar, Ranjit. (2008), *Research Methodology*. New Delhi: Pearson Education.

Useful Web Links

https://en.wikipedia.org/wiki/Advertising_research

<https://egyankosh.ac.in/bitstream/123456789/7250/1/Unit-7.pdf>

<https://aef.com/>

<https://www.youtube.com/watch?v=ABLHV5Ce6TI>

<http://www.begbiecontestsociety.org/historicalmethod.htm>

I. Continuous Assessment: 20 Marks

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

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

II. Semester end examination: 80 Marks

Model question paper
Sixth Semester B.A. Communication & Media and History (DUAL CORE)

JCM6B09
Communication and Media Research

Time : 2.5 Hours

Max. Marks: 80

PART A

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

1. Content Analysis
2. Constructs
3. Variables
4. Census
5. Sampling
6. Case Study
7. Mean
8. Questionnaire
9. Plagiarism
10. Literature Review
11. Independent variable
12. Ethnography
13. Creative Commons
14. Copyright
15. Hypothesis

SECTION B

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

16. Explain interview as a technique of data collection.
17. What is the relevance of literature review in research
18. Write a note of media as a source for historical research.
19. What is a research problem?
20. What is Historical Survey?
21. Define Mean, Mode and Medium.
22. Differentiate between experimental research and pure research
23. Explain content analysis and its uses in research.

SECTION C

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

24. Define the Mass Communication research and describe about its nature and scope.
25. Define Research and enumerate different types of research and research approaches.
26. Write on different Data Collection Methods and Data Collection Tools used in research.
27. Define Sampling and list out the relevance of sampling in communication research. Explain different types of sampling.

(10x2=20)

B A COMMUNICATION & MEDIA AND HISTORY

Semester V Open Course Code: JCM 5 D 01

JCM5D01 MEDIA LITERACY

Credits: 3

Contact hours: 3

COURSE OBJECTIVES

1. To understand the basics of communication and media.
2. To get a basic idea about the different types of media and able to critically analyse media messages.

COURSE OUTCOMES

On completion of the course, the student should be able to:

1. Illustrate a knowledge in communication, its evolution and characteristics
2. Detect and differentiate between news, fake news, mis-information and dis-information.

MODULE I

Introduction to Communication – Definitions, Elements and Barriers– Types of Communication – Concept of Mass – Mass Communication – Characteristics of Mass Communication - Functions and Dysfunctions of Mass Communication.

MODULE II

Types of Mass Media: Print, Radio, TV, Film, Traditional, Folk and New Media - Characteristics of Different Media - Introduction to Journalism – Principles of Journalism – Role and Responsibilities of a Journalist – News: Definitions, Types - News Determinants or News Values – Structure of a News – Elements of a News Story – Types of Leads / Intros – Principles of Reporting.

MODULE III

Ethics & Issues in Journalism - Mis-information - Disinformation - Fake News - Hoaxes - Fact-Checking and Data Verification – Fake News and Political Propaganda - Fact-Checking Methods, Tools and Techniques – Impact of recognizing Fake News – Fact-Check Initiatives in India and the World.

Books for Reference

1. Vilanilam, J V(2005) *Mass Communication in India: A sociological Perspective*. Sage India
2. James Potter, W. 9th Edition (2019). *Media Literacy*, Sage Publications
3. Joshi, Uma. (1999). *Textbook of Mass Communication and Media*, Anmol Publications New Delhi.
4. Kumar, Keval J (2005). *Mass Communication in India*, Jaico Publishing House, New Delhi.
5. Mehta, D.S.(2011). *Mass Communication and Journalism in India*, Allied Publishers Pvt Ltd
6. Shrivastava, K M (2015). *News reporting and Editing*, Sterling Publishers Pvt. Ltd.
7. Kamath, M.V. (1980). *Professional Journalism*, Vikas Publishing House.
8. Aggarwal, Vir Bala (2006) *Essential of Practical Journalism*, Concept Publishing Company.
9. Hakemuldar, Jan R. et.al *Principles & Ethics of Journalism* Anmol Publications.
10. Journalism, 'Fake News' and Disinformation: A Handbook for Journalism Education and Training, UNESCO.

I. Continuous Assessment: 15 Marks

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

1. Class Tests: 6

2. Assignment: 3

3. Seminar Presentation: 3

4. Class room participation based on attendance: 3

II. Semester end examination: 60 Marks

Model question paper (OPEN COURSE)
Fifth Semester B.A. Communication & Media and History (DUAL CORE)

JCM5D01
MEDIA LITERACY

Time : 2 Hours

Max. Marks: 60

PART A

Answer any number of questions each not exceeding 50 words. Each question carries 2 marks. Ceiling of marks for Part A is 20.

1. Feedback
2. Noise
3. Intrapersonal communication
4. De-coding
5. Sender
6. Watchdog function
7. Fourth Estate
8. Inverted Pyramid
9. Lead
10. Hoax
11. Propaganda
12. New Media

SECTION B

Answer any number of questions each not exceeding 100 words. Each question carries 5 marks. Ceiling of marks for Part B is 30.

13. What you mean by linguistic and cultural barriers of communication?
14. The need to communicate is basic for all living beings. Explain.
15. Elaborate the elements of a news story.
16. Explain the characteristics of New Media.
17. Differentiate between Mis-information and Dis-information.
18. Write a note of the dangers of fake news and mis-information.
19. What are the principles of journalism?

SECTION C

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

20. Define Mass Communication. What are the functions and dysfunctions of mass communication?
21. Define News. Explain in detail the different types of news values.

(10x1=10)