

Complementary Course in Journalism

Semester I/II

Course I

Code JOU1(2)C01

JOU1(2) C01 Introduction to Communication and Journalism

Contact Hours 6

Credits 4

Course Outcome:

1. Make the students literate about the communication terms
2. Provide the students with an outlook of the history of the Print media

Module I: Fundamentals of communication

Definitions of communication, elements of communication, types of communication, functions and dysfunctions of mass communication; Models of Communication - Aristotle, Shannon and Weaver, Lasswell, Schramm and Berlo; Normative theories; Magic Bullet theory.

Module II: Different Media

Print media –advantages and limitations of print media, Challenges faced by Print Media.

Electronic media and film: characteristics of radio and television – strengths and limitations of radio and television, F.M radio, Community radio, radio on mobile; 24X7 News Channels in India. – Communication aspect of film.

New media: Definitions- characteristics of new media – evolution of internet – online media platform: blog – online newspapers – citizen journalism – social media- troll. Impact of New media on other media

Module III: Freedom of the press

Freedom of speech and expression in Indian Constitution – Article 19(1) (a) and reasonable restrictions – defamation; Right to Information Act, Media ethics; contempt of court, Film Censorship and CBFC, Plagiarism, sting operations.

Module IV: Evolution of Indian press

Evolution of Print Media world-wide; Evolution of Indian Press: James Augustus Hicky – James Silk Buckingham – Serampore missionaries – Raja Ram Mohan Roy – freedom movement and the press – Gandhi as a journalist – press in the post-independence period Press Commissions, Press Council of India, Press during the Internal Emergency, Contemporary Press in India: Paid News, Corporatisation of media.

Module V: History of Malayalam press

Rajya samacharam – Paschimodayam – Jnana Nikshepam Western Star and Paschima Tharaka; Deepika– Kerala Mithram – Kerala Patrika – Malayala Manorama – Mathrubhumi – Kerala Kaumudi – Al-Ameen – Deenabhandu; Early Literary publications in Malayalam; Early Women's publications in Malayalam; Publications by political and religious organizations, Malayalam press during the Freedom Struggle.

Module VI: Legends of journalism

Prominent personalities of Indian journalism- S.Sadanand, Ram Nath Goenka, Pothan Joseph, Kuldeep Nayyar, Leela Menon, Legends of Malayalam Journalism: Hermann Gundert – Kandathil Varughese Mappillai – Swadeshabhimani Ramakrishna Pillai – Kesari Balakrishna Pillai – K.P. Kesava Menon – V.K. Madhavan Kutty, C.V.Kunhiraman, K. Jayachandran, T N Gopakumar.

Books for Reference

1. James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Denis McQuail and Sven Windahl: Communication Models.
4. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. Dr. J V Vilanilam : Mass Communication in India.

6. GNS Raghavan, _The Press in India‘.
7. Robin Jeffrey, _India’s Newspaper Revolution‘.
8. Puthupally Raghavan, _Kerala Pathrapravarthana Charithram‘.
9. M.V.Thomas, _Bharathiya Pathracharithram‘, Bhasha Institute.
10. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York, 1985.

Books for Further Reading

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. O.M. Gupta and Ajay S. Jasra : Internet Journalism in India, Kanishka Publishers, New Delhi, 2002.
3. Kuppuswami : Communication and Social Change.
4. Rangaswami Parthasarathy, _Journalism in India‘.
5. Dr.Nadig Krishna Murthy, _Indian Journalism‘.
6. Mehra Masani, _Broadcasting and the People‘.
7. G.C.Aswathy, _Broadcasting in India‘.
8. Amanas Ramachandran Nair, _Chalachithra Padhanagal‘.

I. Continuous Assessment: 20 Marks

As per the CBCSSUG 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/SECOND SEMESTER BA DEGREE EXAMINATION
Complementary Course
JOU 1(2) CO1 INTRODUCTION TO COMMUNICATION

Time: 2.5 hours

Max. Marks: 80

SECTION A

The questions carry 2 marks each Ceiling : 25 Marks

1. Feedback
2. Aristotle's model of communication
3. Intrapersonal communication
4. The Hindu
5. Kerala Pathrika
6. Censor certificates given by Indian Censor Board
7. Bengal Gazette
8. Keralamithram
9. Troll
10. Young India
11. Benjamin Bailey
12. RTI
13. Community Radio
14. Citizen Journalism

15. Paid News

SECTION B

The questions carry 5 marks each Ceiling : 35 Marks

16. Explain Shannon and Weaver model with diagram.
17. Examine the relevance of Magic bullet theory
18. What is Right to Information Act?
19. What are the contributions of Mahatma Gandhi to Indian Journalism?
20. Explain the working of first Press Commission.
21. Explain the specialities that make Television unique.
22. Briefly describe the evolution of Mathrubhumi daily
23. Briefly describe major political publications published in Malayalam.

SECTION C

Answer any 2out of 4.

24. What are the functions and dysfunctions of mass communication?
25. Narrate the evolution of Malayalam Press
26. Explain Freedom of Expression in Indian Constitution.
27. Discuss the positive and negative impacts of New Media on other media

(2 x 10 = 20 marks)

Complementary Course 2 in Journalism

Semester III/ IV

Course 2 CODE JOU 4(3) CO1

JOU4(3)CO1 JOURNALISTIC PRACTICES

Contact Hours 6 Credits 4

Course Outcome:

- 27.1. Provide the students with practical knowledge in reporting and editing
- 27.2. Introduce them to the other journalistic practices like P.R. and advertising

Module I: Print Media Journalism: Organisational structure of a newspaper

Business, Mechanical and editorial departmental chart- responsibilities and qualities of chief editor – news editor, chief sub editors, sub editors, Bureau: bureau chief- chief reporter – reporters, stringers and freelancers; photo journalists.

Module II: Print Media Journalism: Contents and Reporting practices

News – definitions – types of news – news determinants(values) – News story structure – lead (intro) and body – inverted pyramid and hour glass, principles of news writing; features – articles – middles – interviews – reviews – profiles – columns – travelogues – cartoons. Reporting practices – basics of reporting – on the spot, beats assignments – types of reporting – straight, interpretative, investigative, crime. Sources for reporting; Principles of reporting – news sources – news agencies

Module III: Print Media Journalism: Editing

Editing for newspapers – line editing, creative editing and design editing; general rules of editing – headlines – writing Headline; writing editorials; condensing stories, News agencies and handling news agency copies; Design and page make-up; systems of page make-up.

Module IV: Public Relations

Introduction to PR: definitions, origin and evolution of public relations – external and internal publics- role and functions of PR – PR tools – qualities of a PRO – PRSI, IPRA, PR campaign,

PR campaign conducted by Central and State governments; Political P R, Ethics in Public relations; PRSI code of conduct; Corporate Communication and CSR.

Module V: Advertising

Definition – evolution of advertising – functions and effects of advertising – types of ads advertorial- ad agencies and functions of advertising agencies – ASCI and DAVP – Ad. Campaign.

Module VI: Copy writing practices

Ad copy – elements of copy: Principles of illustration, HL, display and caption, text, logo and baseline – copywriting for broadcast commercials – jingles and internet ads. Ethics of advertising: ethical issues of advertising – professional organizations and code of ethics.

Books for Reference

1. Shrivastava, K.M., News reporting and editing, Sterling publishers Pvt. Ltd, New Delhi, 2003.
2. Kamath M.V., Professional Journalism, Vikas publishing House, New Delhi.1980.
3. Bruce Westly, News Editing.
4. M.L. Stein. and Susan F Paterno,,The News Writer's Hand book, Surjeet Publications, New Delhi, 2003.
5. George A Hough,News Writing, Kanishka Publishers, New Delhi, 2006.
6. Joseph M.K., Outline of Reporting, Anmol Publications, News Delhi, 2002.
7. Franklin, et al., Key Concepts in Journalism Studies, Vistaar Publications, New Delhi, 2005. 8. Jan R. Hakemulder,News Reporting and Editing,Anmol Publications,New Delhi,1998.
8. Sandeep Sharma & Deepak Kumar, Advertising, Planning, implementations and control, Mangal Deep Publications, Jaipur.
9. Sanjay Kaptan & Akhilesh Acharya, Advertisement in Print Media, Book Enclave, Jaipur.
10. S.A Chunawalla, Advertisement an Introductory Text, Himalaya Publishing,
11. Chunnawalla etal, Advertising Theory and Practice, Himalaya Publishing, New Delhi.

12. Otto Klepner, *Advertising Procedures*, Atlanta Books. 6. Scott M Cutlip and Allan H. Centre, *Effective Public Relations*, Pearson Education Ltd. Delhi.
13. Sam Black, *Practical Public Relations*, UBS Publishers Distributors Pvt Ltd.
14. D.S. Mehta, *Handbook of PR in India*.

I. Continuous Assessment: 20 Marks

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1. **Class Tests: 8**
2. **Assignment: 4**
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II. Semester end examination: 80 Marks

Model Question Paper

III/ IV SEMESTER BA DEGREE EXAMINATION

Complementary Course

JOU4(3) CO1 JOURNALISTIC PRACTICES

Time : 2.5 Hours

Max. Marks: 80 marks

SECTION A

The questions carry 2 marks each Ceiling : 25 Marks

1. Bureau Chief
2. Editorials
3. ASCI
4. Desk Chief
5. Press Agents
6. Columns
7. Hourglass structure
8. House journal
9. Middle piece
10. Jingle
11. Reuters
12. IPRA
13. Advertorial
14. End product advertising

15. Public Service advertising

SECTION B

The questions carry 5 marks each Ceiling : 35 Marks

16. What are the essentials of an effective copy?

17. Discuss the various external tools of PR.

18. Explain the inverted pyramid style

19. What are the principles of news reporting and writing?

20. What are the steps in an advertising campaign?

21. Describe feature stories in newspaper.

22. What are the steps of story condensing?

23. Exemplify how consumer ads persuade viewers to become prospective buyers?

SECTION C

Answer any 2 out of 4.

24. Explain 10 prominent news determinants.

25. Describe the steps in a P.R. Campaign

26. Do you think ads are ethical? Put your views and substantiate them.

27. Delineate the organizational chart of a medium sized newspaper

(2X10=20)