

# **CHRIST COLLEGE (AUTONOMOUS), IRINJALAKUDA**

**IRINJALAKUDA, THRISSUR - PIN 680 125**



## **COMPLEMENTARY COURSE IN JOURNALISM FOR B.A ENGLISH LITERATURE & B.A MALAYALAM**

**(CHOICE BASED CREDIT AND SEMESTER SYSTEM)**

### **SYLLABUS**

**(FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2016 ONWARDS)**

**BOARD OF STUDIES IN JOURNALISM (UG)**

**IRINJALAKUDA, THRISSUR - PIN**

**680 125 KERALA, 673 635, INDIA**

**JULY, 2016**

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## **Complementary Courses in Journalism**

**Semester I**

**Course 1**

**Code JOU1C01**

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### *Introduction to Communication and Journalism*

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**Contact Hours 3**

**Credits 2**

#### **Module I**

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

#### **Module II**

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

#### **Module III**

Electronic media and film: **characteristics and functions of radio and television - strengths and limitations of radio and television - organizational structure of radio and television - film as a medium - new trends in electronic media and film.**

#### **Module IV**

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

#### **Module V**

**Freedom of the press: freedom of speech and expression in Indian Constitution - Article 19(1) (a) and reasonable restrictions - defamation - Right to Information Act - ethics of journalism: deontological and teleological ethics.**

#### **Books for Reference**

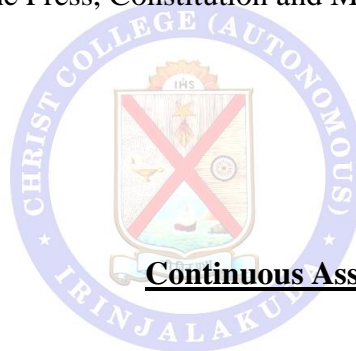
1. Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York,1985
2. Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
3. Denis McQuai McQuail's Mass Communication Theory, Vistaar Publications, New Delhi, 2005.
4. Melvin L. Defleur : Fundamentals of Human Communication.
5. Denis McQuail and Sven Windahl: Communication Models.

## Complementary Course in Journalism (Academic Year 2016 Onwards)

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

### Books for Further Reading

1. Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
2. O.M. Gupta and Ajay S. Jasra: Internet Journalism in India, Kanishka Publishers, New Delhi, 2002.
3. Kuppaswami : Communication and Social Change.
4. Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
5. D S Mehta : Mass Communication and Journalism in India.
6. Dr. J V Vilanilam : Mass Communication in India.
7. Andrew Beck & Peter Bennet: Communication Studies.
8. Rogers and Singhal : India's Communication Revolution.
9. Y.K. D'souza : Freedom of the Press, Constitution and Media Responsibility.



### 1.I

### Continuous Assessment: 20 Marks

#### 1 Class Tests : 10 Marks

*There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module five. Attendance : 5 Marks*

*Allotment of marks as per University regulations*

#### 2 Media Assignments/ Presentation : 5 Marks

*Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.*

### 1.II

### Examination: 80 Marks

### Semester End

## **MODEL QUESTION PAPER**

Code JOU1C01

### **Introduction to Communication and Journalism**

Time: 3 Hours

Maximum Marks: 80

#### **Part A**

**Answer any 5 questions not exceeding 50 words.**

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

- 1 Marshall McLuhan.
- 2 Intrapersonal communication.
- 3 Noise.
- 4 Mass.
- 5 Feedback.
- 6 Agenda setting.
- 7 Article 19(1) (a).
- 8 Defamation.
- 9 Citizen journalism.

#### **Part B**

**Answer any 7 questions not exceeding 100 words.**

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

- 10 Explain the types of communication with examples.
- 11 Explain the functions and dysfunctions of mass communication.
- 12 Elucidate the roles and responsibilities of a journalist in a democratic society.
- 13 Differentiate between new media and television.
- 14 Explain the characteristics of radio as a medium of communication.
- 15 What are the basic principles of web journalism?
- 16 Explain the relevance of alternative media.
- 17 Explain the ingredients of the concept 'global village'.
- 18 Briefly explain the ethics of Journalism.
- 19 Elucidate the characteristics of film as a medium of mass communication.
- 20 Argue the role of 'Facebook' as a tool of political communication.
- 21 Explain the reasonable restrictions of freedom of speech and expression enshrined in the Indian Constitution.

**Part C**

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

- 22 Explain the scope and purpose of communication models substantiating it with the models of major theoreticians.
- 23 Critically examine the characteristics and roles of TV as a medium of mass communication.
- 24 Give a critique of mass media in India.
- 25 Explain the nature, scope, and limitations of new media.

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## Complementary Courses in Journalism

Semester II

Course 2

Code JOU2C01

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### *News Reporting and Editing*

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Contact Hours 3

Credits 2

#### Module I

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

#### Module-II

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

#### Module III

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

#### Module IV

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

#### Books for Reference

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

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

#### **1 Class Tests : 10 Marks**

*There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module four.*

#### **2 Attendance : 5 Marks**

*Allotment of marks as per university regulations*

#### **3 Media Practical's: 5 Marks**

*Students shall collectively bring out a laboratory newspaper with news story inputs from each student.*

### **13.II**

### **Semester End Examination: 80**

### **Marks**

## Model Question Paper

Code **JOU2C01**

### News Reporting and Editing

**Time: 3 Hours**

**Maximum Marks: 80**

#### Part A

**Answer any 5 questions not exceeding 50 words.**

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

- 1 Bureau chief.
- 2 Hour glass style.
- 3 Beat.
- 4 UNI.
- 5 Kicker.
- 6 Intro.
- 7 Middle.
- 8 Infotainment.
- 9 Sting operation.



#### Part B

**Answer any 7 questions not exceeding 100 words.**

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

- 10 Differentiate between a feature and a news story.
- 11 What are the essential principles of interviewing?
- 12 What are the qualities required for a reporter?
- 13 Explain the challenges of investigative journalism with examples.
- 14 Explain the role and responsibilities of the news editor.
- 15 How important is the cultivation of sources for a reporter?
- 16 What is the structure of a news story?
- 17 Comment on international news agencies.
- 18 What are the basic principles of translation?
- 19 Briefly explain the types of features.
- 20 Comment on the new pagination softwares.
- 21 What are the dos and don'ts of headline writing?

**Part C**

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

- 22                    What makes news? Explain the news values with examples.
- 23                    Explain the structure of the editorial department of a newspaper  
enumerating the responsibilities of the key persons.
- 24                    Explain the types of leads with examples.
- 25                    Does the end justify the means? Elucidate the question in the context of  
sting journalism?



## **Complementary Courses in Journalism**

Semester III

Course 3

Code JOU3C01

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### *History of Mass Media*

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**Contact Hours 3**

**Credits 2**

#### **Module I**

**Evolution of Indian press:** James Augustus Hicky - James Silk Buckingham - Serampore missionaries - Raja Ram Mohan Roy - freedom movement and the press - Gandhi as a journalist - press in the post-independence period - Press Council of India - Press commissions - professional media organizations - genesis of internet - new and social media.

#### **Module II**

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

#### **Module-III**

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

#### **Module IV**

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

#### **Module V**

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

**Books for Reference**

- 1 Rangaswami Parthasarathy, '**Journalism in India**'.
- 2 Dr.Nadig Krishna Murthy, '**Indian Journalism**'.
- 3 GNS Raghavan, '**The Press in India**'.
- 4 Robin Jeffrey, '**India's Newspaper Revolution**'.
- 5 Puthupally Raghavan, '**Kerala Pathrapravarthana Charithram**'.
- 6 M.V.Thomas, '**Bharathiya Pathracharithram**', Bhasha Institute.
- 7 Mehra Masani, '**Broadcasting and the People**'.
- 8 G.C.Asathy, '**Broadcasting in India**'.
- 9 Keval J. Kumar, '**Mass Communication in India**'.
- 10 Vijayakrishnan, '**Malayala Cinimayude katha**'.
- 11 Amanas Ramachandran Nair, '**Chalachithra Padhanagal**'.

**11.I**

**Continuous Assessment: 20 Marks**

**1 Class Tests : 10 Marks**

*There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module five.*

**2 Attendance : 5 Marks**

Allotment of marks as per University regulations

**3 Seminar Presentation : 5 Marks**

Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.

**11.II**

**Examination: 80 Marks**

**Semester End**

**MODEL QUESTION PAPER**

**Code JOU3C01**

**History of Mass Media**

**Time: 3 Hours**

**Maximum Marks: 80**

**Part A**

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

- 1 James Augustus Hicky.
- 2 Raghu Ray.
- 3 Sambad Kaumudi.
- 4 Harijan.
- 5 SITE.
- 6 Herman Gundert.
- 7 Vittorio Deseca.
- 8 Asiatic.
- 9 Al-Ameen.

**Part B**

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

- 10 What are the objectives of Prasar Bharati?
- 11 Write a note on Serampore Missionaries?
- 12 Trace the history of broadcasting in India.
- 13 Discuss the objectives of Press Council.
- 14 Comment on Swadeshbhimani Ramakrishna pillai.
- 15 Briefly trace the history of printing.
- 16 Briefly elucidate the significance of SITE in the history of broadcasting in India.
- 17 Explain the various types of radio programmes.
- 18 Elucidate the types of films with examples.
- 19 Trace the history of Malayala Manorama.
- 20 Contributions of James Augustus Hicky to Indian Journalism.
- 21 Comment on new generation movies in Malayalam.

**Part C**

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

- 22 Explain the contributions of Gandhiji and Raja Ram Mohan Roy to journalism.
- 23 Trace the growth of television broadcasting in India.
- 24 Describe the state of press during the Emergency.
- 25 State the evolution of Malayalam film industry.



## **Complementary Courses in Journalism**

Semester IV

Course 4

Code JOU4C01

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### *Corporate Communication and Advertising*

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**Contact Hours 3**

**Credits 2**

#### **Module I**

Introduction to PR: definitions, origin and evolution of public relations - role and functions of PR - **PR tools**; external and internal publics -house journal - **qualities of a PRO** - PRSI, **code of ethics** for PR - PR Campaign, - Audience Communication.

#### **Module II**

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

#### **Module III**

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

#### **Module IV**

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

#### **Module V**

**Effects of advertising:** **ethical issues of advertising** – professional organizations and code of ethics.

#### **Books for Reference**

- 1 Sandeep Sharma & Deepak Kumar, ‘**Advertising, Planning, implementations and control**’, Mangal Deep Publications, Jaipur.
- 2 Sanjay Kaptan & Akhilesh Acharya, ‘**Advertisement in Print Media**’, BookEnclave, Jaipur.
- 3 S.A Chunawalla, ‘**Advertisement an Introductory Text**’, Himalaya Publishing,
- 4 Chunnawalla etal, ‘**Advertising Theory and Practice**’, Himalaya Publishing, NewDelhi.
- 5 Otto Klepner, ‘**Advertising Procedures**’, Atlanta Books.

- 6 Scott M Cutlip and Allan H. Centre, '**Effective Public Relations**', Pearson Education Ltd. Delhi. Sam Black, '**Practical Public Relations**', UBS Publishers Distributors Pvt Ltd.
- 7 D.S. Mehta, '**Handbook of PR in India**'.
- 8 Joseph Fernandez, '**Corporate Communications A 21<sup>st</sup> Century Primer**', Response, Books, New Delhi.

**Books for Further Reading**

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

**Continuous Assessment: 20 Marks**

**1 Class Tests : 10 Marks**

*There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module five.*

**2 Attendance : 5 Marks**

*Allotment of marks as per University regulations*

**3 Advertising and PR Practicals : 5 Marks**

*Each student shall prepare an advertisement/news letter (print/electronic) and submit it for valuation.*

**Semester End Examination: 80 Marks**

**MODEL QUESTION PAPER**

**JOU4C01**

**Corporate Communication & Advertising**

**Time: 3 Hours**

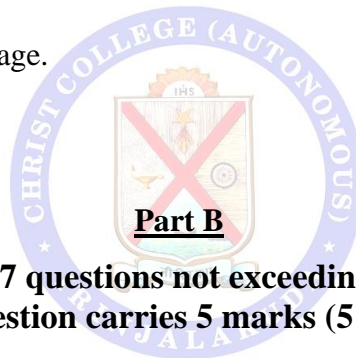
**Maximum Marks: 80**

**Part A**

**Answer any 5 questions not exceeding 50 words.**

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

- 1 House Journals.
- 2 ASCI.
- 3 Advertorial.
- 4 PRSI.
- 5 Jingles.
- 6 Storyboard.
- 7 Corporate image.
- 8 DAVP.
- 9 Brand Name.



**Part B**

**Answer any 7 questions not exceeding 100 words.**

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

- 10 Explain the different tools for Public Relations.
- 11 What are the functions of advertising?
- 12 Differentiate between publicity and advertising?
- 13 What are the characteristics of internet ads?
- 14 Explain the different types of ads.
- 15 What are public relations campaigns? How do they function?
- 16 What is corporate Image?
- 17 Explain the scope of corporate communication.
- 18 Explain the organizational structure of an ad agency.
- 19 What is corporate identity.
- 20 Briefly explain the impact of television advertising on children.
- 21 What are the key elements in an advertising copy?

**Part C**

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

- 22 Trace the evolution of advertising.
- 23 Define Public Relations and explain PR tools.
- 24 Define Corporate Communication and explain its key elements.
- 25 Elucidate the principles of effective copy writing.



## **Part II - 2**

### **Complementary Courses in Electronic Media**

- 1 Introduction to Electronic Media
- 2 Radio and Television
- 3 Fundamentals of Cinema
- 4 Introduction to New Media.

#### **Objectives**

- 1 To review the basic concepts in the field of radio, television, film, and new media.
- 2 To expose the students to the field of broadcasting by introducing the basic principles and practices of radio and television.
- 3 To familiarize students with various aspects of cinema as a medium of mass communication.
- 4 To introduce concepts of broadcasting with special emphasis on writing and reporting for radio and television.
- 5 To motivate students to take up further studies and careers in electronic media.

#### **Scope**

The scope of the study shall be limited to the study of fundamental areas of radio, television, cinema, and new media with emphasis on understanding the basic concepts, principles, and practices.

## **Complementary Courses in Electronic Media**

**Semester I**

**Course 1**

**Code JOU1C02**

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### *Introduction to Electronic Media*

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**Contact Hours 3**

**Credits 2**

#### **Module I**

Communication: definition, elements and types of communication - concept of mass - **evolution of mass communication** - nature, characteristics, functions and dysfunctions of mass media - types of media: **print, radio, TV, film and new media.**

#### **Module II.**

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

#### **Module III**

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

#### **Module IV**

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

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#### **Module V**

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

#### **Books for Reference**

- 1 Joseph A Devito : Communicology: An Introduction to the study of Communication, Harper and Row, New York,1985.
- 2 Joseph R. Dominick : The Dynamics of Mass Communication, McGraw Hill, New Delhi.
- 3 Agee, Ault & Emery : Introduction to Mass Communications, Harper and Row, New York, 1985.Spencer Crump : Fundamentals of Journalism, McGraw Hill Book Company.

## Complementary Course in Journalism (Academic Year 2016 Onwards)

- 4 Oxford : International Encyclopedia of Communications.
- 5 James Watson and Anne Hill : A Dictionary of Communication and Media Studies, Edward Arnold Group, London.
- 6 John Vivian : The Media of
- 7 Andrew Boyd : Broadcast Jour

### **Books for Further Reading**

- 1 Uma Joshi : Textbook of Mass Communication and Media, Anmol Publications New Delhi, 1999.
- 2 Keval J Kumar : Mass Communication in India, Jaico Publishing House, New Delhi, 2005.
- 5 D S Mehta : Mass Communication and Journalism in India.
- 6 Dr. J V Vilanilam : Mass Communication in India.
- 7 Andrew Beck & Peter Bennet : Communication Studies.
- 8 Rogers and Singhal : India's Communication Revolution.

### **8.1**

#### **Marks**

#### **Continuous Assessment: 20**

- 1 Class Tests : 10 Marks**

*There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module five.*

- 2 Attendance : 5 Marks**

*Allotment of marks as per University regulations*

- 3 Seminar Presentation : 5 Marks**

*Each student shall present a seminar on a subject allotted by the faculty and submit the paper for valuation.*

#### **Semester End Examination: 80 Marks**

**MODEL QUESTION PAPER**

**Code JOU1C02**

**Introduction to Electronic Media**

**Time: 3 Hours**

**Maximum Marks: 80**

**Part A**

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

- 1 Intrapersonal communication.
- 2 Noise.
- 3 Mass.
- 4 Feedback.
- 5 Soft news.
- 6 Media convergence.
- 7 Citizen journalism.
- 8 Proximity.
- 9 Hour glass style.

**Part B**

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

- 10 Explain the types of communication with examples.
- 11 Explain the functions and dysfunctions of mass communication.
- 12 Define broadcasting.
- 13 Differentiate between radio and television.
- 14 Distinguish between uplinking and downlinking.
- 15 Explain the characteristics of radio as a medium of communication.
- 16 What are the dos and don'ts of headline writing?
- 17 Trace the evolution of television.
- 18 Briefly explain the types of print media.
- 19 Explain the ingredients of the concept 'global village'.
- 20 Elucidate the types of news.
- 21 Argue the importance of lead in a news story.

**Part C**

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

- 22 Define mass communication. Explain its functions and dysfunctions.
- 23 Critically examine the characteristics and roles of TV as a medium of masscommunication.
- 24 “All events are not news”. Substantiate this statement by delineating the keydeterminants of news.
- 25 Explain the types of leads with examples.

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## **Complementary Courses in Electronic Media**

**Semester II**

**Course 2**

**Code JOU2C02**

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### *Radio and Television*

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**Contact Hours 3**

**Credits 2**

#### **Module I**

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

#### **Module II.**

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

#### **Module III**

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

#### **Module IV,**

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

#### **Books for Reference**

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

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

**Continuous Assessment: 20 Marks**

**1 Class Tests : 10 Marks**

*There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module four.*

**2 Attendance : 5 Marks**

*Allotment of marks as per University regulations*

**3 Radio, TV Practicals : 5 Marks**

*Students shall produce and submit a radio programme such as radio documentary, PSA, radio interview and news magazine programme either individually or group-wise.*

*Or*

*Students shall produce and submit a television programme such as an extended news report, PSA and TV commercial either individually or group-wise.*

**Semester End Examination: 80 Marks**

**MODEL QUESTION PAPER**

**Code JOU2C02**

**Radio and Television**

**Time: 3 Hours**

**Maximum Marks: 80**

**Part A**

**Answer any 5 questions not exceeding 50 words.**

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

- 1 NDTV.
- 2 Radio Feature.
- 3 DTH.
- 4 OB.
- 5 Radio Commercials.
- 6 ENG.
- 7 RJ.
- 8 Structure of TV News.
- 9 Cable TV.

**Part B**

**Answer any 7 questions not exceeding 100 words.**

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

- 10 Explain the steps involved in scripting a TV programme.
- 11 What are the requisites of radio interviewing?
- 12 Comment on the new trends in broadcasting.
- 13 Why is radio called a “blind sister of TV”?
- 14 Briefly explain the different radio formats.
- 15 What are the challenges of live broadcast?
- 16 Why should radio script be written for the ear?
- 17 What is a radio documentary?
- 18 Differentiate between AM and FM stations.
- 19 What are the basic principles of television news writing.
- 20 Comment on online radio.
- 21 Critically review a television reality show in Malayalam of your choice.

**Part C**

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

- 22 Illustrate the organizational structure of a television station.
- 23 Will the new generation FM radios survive as entertainment channels for the youth? Discuss.
- 24 Prepare a 5-minute radio news script based on news items of your choice
- 25 Describe the different types of television programmes with examples.



## **Complementary Courses in Electronic Media**

**Semester III**

**Course 3**

**Code JOU3C02**

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### *Fundamentals of Cinema*

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**Contact Hours 3**

**Credits 2**

#### **Module I**

##### **Cinema ; Characteristics and types**

Cinema: a brief history. -Lumiere brothers and early experiments. characteristics of cinema- potentials, scope and limitations of cinema -types of films: feature film, documentary, short film.

#### **Module II**

##### **Major film movements.**

German expressionism- Cabinet of Dr.Caligary by Robert Wiene.

Soviet montage - Battleship Potemkin by Sergie Eisentein.

Italian neo realism - Bicycle thieves by Vittorio Desseca.

A few Great masters: Charlie Chaplin - Alfred Hitchcock - Akira Kurosawa, Kim Ki Duk and Mohsen Makmalbaf.

#### **Module III.**

**Indian Cinema:** New wave and commercial cinema - Satyajith Ray - Ritwik Ghatak - Anand Patwardhan - Adoor Gopala Krishnan - G Aravindan - John Abraham.

#### **Module IV.**

**Film Making:** Steps in film making: Pre Production, Production and post production.

Visual language-Basics of cinematography : types of shots, camera movements, camera angles, camera view points - Lighting- three point lighting techniques.

#### **Books for Reference**

1

Bernard F Dick, 'Anatomy of Film' –St. Martin Press, New York.1978.

## Complementary Course in Journalism (Academic Year 2016 Onwards)

- 2 John Russo, 'Making Movies'-Dell Trade, 1989. Susan Hayward, 'Key concept in Cinema studies', Routledge, , New York, 2004.
- 3 Louis Giannetti, 'Understanding Movies', A Simon and Schuster company, USA.
- 4 Nathan Abrams, Ian Bell and Jan Udrys, 'Studying film'.
- 5 J. Dudley Andrew, 'Major Film Theories an Introduction'.
- 6 Tom Holden, 'Film making'.
- 7 Brain Brown, 'Cinematography, Theory and Practice'.
- 8 Stanley J. Baran, 'Introduction to Mass Communication'.
- 9 Keval J. Kumar, 'Mass Communication in India', Jaico Publishing House, New Delhi.
- 10 Jill Nilmes: 'An Introduction to Film Studies', Routledge, London, 1996.
- 11 Bruce Mamer: 'Film Production Technique', Thomson Wadsworth, USA.

### Web Resources

- 1 [www.imdb.com](http://www.imdb.com)
- 2 [www.mrqe.com](http://www.mrqe.com)
- 3 [www.wikipedia.org](http://www.wikipedia.org)



### 3.I

#### Marks

#### Continuous Assessment: 20

1 Class Tests : 10 Marks

## Complementary Course in Journalism (Academic Year 2016 Onwards)

*There shall be two internal assessment examinations within the semester: one, at the completion of module two and the second, at the completion of module four.*

**2 Attendance : 5 Marks**

*Allotment of marks as per University regulations*

**3 Seminar/Production Assignment : 5 Marks**

*Each student shall present a study evaluating a film*

*Or*

*Each student shall write a script for a short film of 5 minutes duration on a story thread provided by the faculty.*

**3.II**

**Marks**

**Semester End Examination: 80**



**MODEL QUESTION PAPER**

**Code JOU3C02**

**Fundamentals of Cinema**

**Time: 3 Hours**

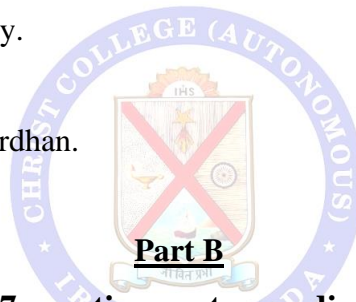
**Maximum Marks: 80**

**Part A**

**Answer any 5 questions not exceeding 50 words.**

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

- 1 Lumiere Brothers.
- 2 Neo-realism.
- 3 Animation.
- 4 Camera viewpoints.
- 5 Special effects.
- 6 Sathyajith Ray.
- 7 Montage.
- 8 Anand Patwardhan.
- 9 Makmalbaf.



**Part B**

**Answer any 7 questions not exceeding 100 words.**

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

- 10 Explain the characteristics of cinema.
- 11 Explain the features of documentary film.
- 12 What are the new trends in Malayalam film industry?
- 13 Comment on digital revolution in cinema.
- 14 Explain the basics of cinematography.
- 15 Differentiate between art and commercial film.
- 16 Comment on Iranian cinema.
- 17 What is Hitchcock known for?
- 18 Briefly explain the contributions of Akira Kurasowa.
- 19 Elucidate the types of shots.
- 20 Describe the three- point lighting.
- 21 What is new wave?

**Part C**

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

- 22 Trace the evolution of cinema, explaining also the latest developments?
- 23 Examine the various genres of cinema?
- 24 Critically analyze the films of Satyajith Ray.
- 25 Explain the steps involved in film making.



## Complementary Courses in Electronic Media

Semester IV

Course 4

Code JOU4C02

### *Introduction to New Media*

Contact Hours 3

Credits 2

#### Module I

Internet as a medium of communication: history and evolution of internet - characteristics of new media: immediacy, interactivity, universality, hypertext, multimedia - new media aesthetics - content, design, colours, font, templates, navigation bars, and hyperlinks.

#### Module II

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

#### Module III

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

#### Module IV

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

#### Module V

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

#### Module VI

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

#### Books for Reference

- 1 Tapas Ray, 'Online Journalism – A Basic Text', Foundation Delhi, 2006.
- 2 Jason Whittaker, **The New Media Handbook –The Cyberspace Handbook .**

- 3 Sunil Saxena , ‘**Broadcasting News: The craft and technology of online Journalism**’.
- 4 Jason Whittaker, ‘**Web Production for writers and journalists**’. Anna Evertt, John T. Caldwell, ‘**New Media: Theories and practice of Digitextuality**’.
- 5 Stephen Quinn, ‘**Digital Sub editing and Design**’.
- 6 Nalini Rajan (ed.), ‘**21<sup>st</sup> Century Journalism in India**’, Sage, 2007.
- 7 Aravind Singhal & Everett M. Rogers, ‘**India’s Communication Revolution**’.

### **Books for Further Reading**

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



#### **4.I**

#### **Marks**

#### **Continuous Assessment: 20**

- 1 **Class Tests : 10 Marks**

*There shall be two internal assessment examinations within the semester: one, at the completion of module three and the second, at the completion of module six.*

Complementary Course in Journalism (Academic Year 2016 Onwards)

**2 Attendance : 5 Marks**

*Allotment of marks as per University regulations*

**3 New Media Assignment : 5 Marks**

*Each student shall submit a report comparing home pages of two reputed online newspapers.*

**4.II**

**Marks**

**Semester End Examination: 80**



**MODEL QUESTION PAPER**

**Code JOU4C02**

**Introduction to New Media**

**Time: 3 Hours**

**Maximum Marks: 80**

**Part A**

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

- 1 Portals.
- 2 I-pods.
- 3 Home page.
- 4 URL.
- 5 Arpanet.
- 6 USB.
- 7 Pop-ups.
- 8 HTML.
- 9 Vlog.

**Part B**

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

- 10 What are the salient features of new media communication?
- 11 Trace the growth of online journalism in India.
- 12 Comment on online language.
- 13 Explain the scope and potentials of blogs.
- 14 How are the websites different from portals.
- 15 Explain the principles of web writing.
- 16 How do the search engines operate?
- 17 Define technical writing. Briefly explain the guidelines for effective writing.
- 18 What are the dos and don'ts of online reporting?
- 19 List out the advantages of social media communication.
- 20 Argue the importance of lay-out in online editing.
- 21 Critically review online edition of a Malayalam news paper of your choice.

**Part C**

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

- 22 Elaborate the principles and challenges of online editing.
- 23 Examine the cyber laws and their effectiveness in the current scenario.
- 24 Explain the characteristics of new media as a medium of mass communication.
- 25 Elucidate the ethical issues in new media communication.

