MAR IVANIOS COLLEGE (AUTONOMOUS)

Affiliated to the

University of Kerala
Thiruvananthapuram, Kerala

SCHEME AND SYLLABUS FOR THE

FOUR YEAR UNDERGRADUATE PROGRAMME (FYUGP)

MAJOR DISCIPLINE
Journalism and Mass Communication

(With effect from 2024 Admissions)

Approved by the Board of Studies in

Journalism and Mass Communication

CONTENTS

PREAMBLE

National Education Policy (NEP 2020) envisions 'higher education as playing an extremely important role in promoting human as well as societal wellbeing and in developing India as envisioned in its Constitution - a democratic, just, socially conscious, cultured, and humane nation upholding liberty, equality, fraternity, and justice for all' (Section 9.1). NEP also expects higher education 'to develop good, thoughtful, well-rounded, and creative individuals, enabling an individual to study one or more specialized areas of interest at a deep level, and also develop character, ethical and Constitutional values, intellectual curiosity, scientific temper, creativity, spirit of service, and 21st century capabilities across a range of disciplines including sciences, social sciences, arts, humanities, languages, as well as professional, technical, and vocational subjects' (Section 9.1.1). Hence, more than the creation of greater opportunities for individual employment, higher education represents the key to more vibrant, socially engaged, cooperative communities and a happier, cohesive, cultured, productive, innovative, progressive, and prosperous nation. (Section 9.1.3). NEP identifies some of the major problems currently faced by the higher education system in India (Section 9.2) and envisions a complete overhaul and re-energizing of the higher education system to overcome these challenges and thereby deliver high-quality higher education, with equity and inclusion (Section 9.3). One of the major changes which the policy proposes is moving towards a more multidisciplinary undergraduate education (Section 9.3(b)) which develops all capacities of human beings -intellectual, aesthetic, social, physical, emotional, and moral in an integrated manner (Section 11.3). In order to achieve this in its full potential, NEP visions the adjusting of the structure and lengths of degree programmes accordingly. "The undergraduate degree will be of either 3 or 4-year duration, with multiple exit options within this period, with appropriate certifications, e.g., a certificate after completing 1 year in a discipline or field including vocational and professional areas, or a diploma after 2 years of study, or a Bachelor 's degree after a 3-year programme. The 4-year multidisciplinary Bachelor's programme, however, shall be the preferred option since it allows the opportunity to experience the full range of holistic and multidisciplinary education in addition to a focus on the chosen major and minors as per the choices of the student." (Section 11.9)

In accordance with the NEP 2020, the UGC formulated a new student-centric **"Curriculum and Credit Framework for Undergraduate Programmes (CCFUP)"** incorporating a flexible choice-based credit system, multidisciplinary approach, and multiple entry and exit options and establishing three Broad Pathways,

(a) 3-year UG Degree,

(b) 4-year UG Degree (Honours), and

(c) 4-year UG Degree (Honours) with Research)

Accordingly, the **Kerala Higher Education Reforms Commission 2022**, headed by Prof Shyam B. Menon, has recommended a comprehensive reform in the undergraduate curriculum with the adoption of the 4-year undergraduate Programmes, which will bring undergraduate education in Kerala at par with the universities abroad. Consequently, **Kerala State Curriculum Committee for Higher Education 2023** has been constituted, with Dr Suresh Das as Chairman, and they have proposed a model Kerala State Higher Education Curriculum framework for undergraduate education.

The University of Kerala has decided to introduce the Four Year Under Graduate Programmes (FYUGP) from the academic year 2024-2025 onwards in its teaching departments and all affiliated colleges, and has issued many draft documents and conducted college level awareness programmes about the same.

Mar Ivanios College, by virtue of its autonomy status, conferred in 2014 and extended in 2022,, vide University Grants Commission (Conferment of Autonomous Status Upon Colleges and Measures for Maintenance of Standards in Autonomous Colleges) Regulations, 2023, has the power to review existing courses/programmes and, restructure, redesign and prescribe its own courses/programmes of study and syllabi and to formulate new courses/programmes within the nomenclature specified by UGC as per the Specification of Degrees 2014 as amended from time to time. Accordingly, the Board of Studies in **Journalism and Mass Communication** of Mar Ivanios College (Autonomous) proposed the implementation of the FYUGP scheme with effect from 2024 admission onwards and prepared the scheme and syllabi through many of its meetings and discussions. The Academic Council of the college which met on 30th April discussed the proposal and syllabi in detail and approved the same to be implemented from 2024 admission onwards, subject to the final directions of the University of Kerala.

The salient features of the syllabus prepared and presented by the Board of Studies in Journalism and Mass Communication include the following:

- The curriculum is designed based on Outcome Based Education (OBE) approach.
- The curriculum follows Choice-Based Credit System (CBCS): This system allows students to select courses from a prescribed list. A specified number of credits must be earned to award the degree.
- The final module of each course syllabus is mandatory for practical application.
- As the level progresses, the depth of the content expands accordingly.

- The curriculum follows the basic framework, course wise/programme-wise minimum/maximum credits set by the University of Kerala for FYUGP and abides by the basic mandatory principles of **Four Year Under Graduate Programmes (UoK-FYUGP) Regulations, 2024**.

The special features of Journalism and Mass Communication Discipline are the following

- Broad skill set applicable to various media platforms; both written and verbal
- Emphasize on ethical and responsible media practices.
- Learn current trends and technologies in media
- Interact with professionals and to participate in various Journalism related events.
- Hands-on training through, practicums, and internships.

Graduate Attributes and Programme Outcomes (POs):

The National Higher Education Qualification Framework (NHEQF) envisages that students on completion of a programme of study must possess and demonstrate the expected graduate profile/attributes acquired through one or more modes of learning. The graduate profile/attributes indicate the quality and feature or characteristics of the graduate of a programme of study, including learning outcomes relating to the disciplinary area(s) relating to the chosen field(s) of learning and generic learning outcomes that are expected to be acquired by a graduate on completion of the programme(s) of study. The graduate profile/attributes include capabilities that help widen the current knowledge base and skills, gain and apply new knowledge and skills, undertake future studies independently, perform well in a chosen career, and play a constructive role as a responsible citizen in the society. The graduate profile/attributes are acquired incrementally and describe a set of competencies that are transferable beyond the study of a particular subject/disciplinary area and programme contexts in which they have been developed. Graduate profile/attributes are fostered through meaningful learning experiences made available through the curriculum and learning experience, the total college/university experience, and a process of critical and reflective thinking.

Mar Ivanios College (Autonomous) is fully committed to ensuring the attainment of the necessary graduation attributes by the students. The college has clearly defined its raison de'tre, the philosophy of its existence, through the Motto **"Truth Shall Liberate You" (Veritas Vos Liberabit)** which refers to the ultimate enlightenment which can emerge only at the intersection of sharp intellect, sound physique, strong mind, staunch ethics, and profound spirituality. This is further made explicit through its Vision, Mission and Goals and the same

expect all students who graduate from the college to:

- Have inculcated "the values of truth and charity for the protection and promotion of human dignity and of a cultural heritage, through teaching, research, and extension activities dedicated to society";
- Be co-creators of a vibrant academic community known for its innovation, intellectual rigour and social commitment;
- Be "intellectually trained, morally upright, socially committed, spiritually inspired and ecologically conscious young men and women who would be dedicated to working for the good of society, the nation and the world";
- Have acquired "global competencies and skills";
- Have inculcated a sense of harmony, equality and fraternity among youth, transcending religious, linguistic, regional or sectional diversities; and
- Have developed "scientific temper, humanism and the spirit of inquiry and reform".

Programme Outcomes are the expected student attributes achieved by a student after the student completes the FYUGP from any of the streams/pathways. The Programme Outcomes (POs) for the FYUGP programmes across all streams and pathways, based on the above core philosophy, and in consonance with the National Higher Education Qualifications Framework (NHEQF) are given below:

By the end of the Four-Year Under-Graduate Programme, students will:

PO 1	**Demonstrate the acquisition of all necessary knowledge and skills within their disciplinary/ multi-disciplinary areas of learning.** These include the acquisition of:
	• comprehensive knowledge and coherent understanding of their chosen disciplinary/ interdisciplinary areas of study, their linkages with related fields, and the awareness of current trends in their chosen area of study; • essential knowledge for skilled work in chosen field(s), including self-employment and entrepreneurship skills; • proficiency in specialized areas within chosen fields of study, encompassing diverse practical skills applicable to different situations within those fields; • the ability to apply learned knowledge to novel situations, solve problems, and relate concepts to real-world scenarios rather than just memorizing curriculum content.
PO 2	**Acquire problem-solving, critical thinking, analytical reasoning skills and demonstrate creativity in their thought processes** by demonstrating the ability to:
	• solve different kinds of problems in familiar and non-familiar contexts both within and outside their disciplinary/ multidisciplinary areas of

	learning; • apply analytic thought to a body of knowledge, including the analysis and evaluation of policies, and practices, as well as evidence, arguments, claims, and beliefs; • analyse and synthesize data from a variety of sources and draw valid conclusions and support them with evidence and examples. • the ability to plan, execute and report the results of an experiment or investigation; • adhere to scientific temper and ethics in their thought process; • adopt innovative, imaginative, lateral thinking, interpersonal skills and emotional intelligence; and • incubate entrepreneurial and start-up ideas.
PO 3	**Develop a profound environmental dedication by fostering ecological awareness and engaging in actions that promote sustainable development** by achieving the ability to • recognize environmental and sustainability issues, and participate in actions to promote sustainable development as well as mitigate the effects of environmental degradation, climate change, and pollution; • contribute to effective waste management, conservation of biological diversity, management of biological resources and biodiversity, forest and wildlife conservation, sustainable development and living, and the preservation of life in all forms. • participate in community-engaged services/ developmental activities and thus exemplify the ideals of community engagement and service learning and deep social commitment.
PO 4	**Accomplish perfect communication, teamwork, and leadership skills, particularly in academic and professional settings, while demonstrating nuance and attention to etiquette in all communicative contexts.** This will enable them to: • listen carefully, and read texts and research documents, and present complex information with clarity and precision to different audiences; • express thoughts and ideas and communicate effectively through speech and writing using appropriate media; • communicate using language which is respectful of gender and minority orientations; • act together as a group or a team in the interests of a common cause and working efficiently as a member of a team; • inspire the team with a vision to achieve a stated goal, and use management skills to guide the team in the right direction.
PO5	**Acquire the necessary skills, including 'learning to learn' skills, and foster innovative ideas to improve competence and employability, keeping pace with the evolving global landscape and technological advancements by demonstrating the ability to:**

	• pursue learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social, and cultural objectives, and adapting to changing trades and demands of the workplace, including adapting to the changes in work processes in the context of the fourth industrial revolution, through knowledge/ skill development/reskilling; • work independently, identify appropriate resources required for further learning; • acquire organizational and time management skills to set self-defined goals and targets with timelines; • be a proactive life-long learner. • use ICT in a variety of learning and work situations; • access, evaluate, and use a variety of relevant information sources, and use appropriate software for analysis of data; • navigate cyberspaces by following appropriate ethical principles and cyber etiquette. • use cutting edge AI tools with equal commitment to efficiency and ethics. • think 'out of the box' and generate solutions to complex problems in unfamiliar contexts;
PO6	**Develop research-related skills including the ability to conceptualize research hypotheses/projects and adopt suitable tools and methodologies for analysis** with: • a keen sense of observation, inquiry, and capability for asking relevant/ appropriate research questions; • the ability to problematize, synthesize, and articulate issues and design research proposals; • the ability to define problems, formulate appropriate and relevant research questions, formulate hypotheses, test hypotheses using quantitative and qualitative data, establish hypotheses, make inferences based on the analysis and interpretation of data, and predict cause-and-effect relationships; • the capacity to develop appropriate methodology and tools for data collection; • the appropriate use of statistical and other analytical tools and techniques; • the ability to plan, execute and report the results of an experiment or investigation; • the ability to acquire the understanding of basic research ethics and skills in practicing/doing ethics in the field/ in personal research work, regardless of the funding authority or the field of study
PO7	**Assimilate a sound value system, a sense of autonomy, multicultural competence, social commitment, and the spirit of inclusivity and empathy by imbibing the spirit and the holistic ethos of the 'Multi-Dimensional Ivanian' (MDI) approach.** This will enable them to: • embrace and practice constitutional, humanistic, ethical, and moral values

	in life, including universal human values of integrity, truth, righteous conduct, peace, love, nonviolence, scientific temper, citizenship values;
	• identify ethical issues related to work, follow ethical practices and be objective, unbiased, and truthful actions in all aspects of work, including avoiding unethical behaviour such as fabrication, falsification or misrepresentation of data, or committing plagiarism, and adhering to intellectual property rights;
	• exercise responsibility and demonstrate accountability in applying knowledge and/or skills in work and/or learning contexts appropriate for the level of the qualification, including ensuring safety and security at workplaces;
	• practice responsible global citizenship required for responding to contemporary global challenges, enabling learners to become aware of and understand global issues and to become active promoters of more peaceful, tolerant, inclusive, secure, and sustainable societies;
	• effectively engage in a multicultural group/society and interact respectfully with diverse groups;
	• identify with or understand the perspective, experiences, or points of view and emotions of another individual or group.
	• demonstrate gender sensitivity and adopt a gender-neutral approach, as also empathy for the less advantaged and the differently-abled including those with learning disabilities;
	• demonstrate proficiency in arts/ sports/ games, physical, mental and emotional fitness, entrepreneurial /organizational /pubic speaking/environmental/ community-oriented areas by actively participating in the wide range of co-curricular activities that are available to the students of Mar Ivanios College.

Programme Specific Outcomes (PSOs)

In conformity with the POs, the Programme Specific Outcomes (PSOs) of the Major in **Journalism and Mass Communication** are drafted as given below:

PSO 1	Develop a comprehensive understanding of Mass Communication and Journalism, including related fields of study.
PSO 2	Attain proficiency necessary for fulfilling professional roles within the dynamic media industry, fostering adaptability to evolving technologies and methodologies.
PSO 3	Develop critical thinking skills, enabling effective decision-making and goal achievement and the promotion of inclusivity and diversity in media content creation and dissemination.
PSO 4	Sharpen the research capabilities and recognize the significance of

PSO 5	Enhance leadership aptitude to effectively guide teams pro-actively
PSO 6	Advocate for the ethical use of media platforms to promote social justice, equity, and positive societal change.
PSO 7	Appreciate the value of cooperation, mindfulness and teamwork in achieving common objectives.

(Note: the first visible row at top reads: "innovation, entrepreneurship, and incubation in media endeavours.")

Course and Credit Strcuture of FYUGP

The pathway preferably followed by the department will be Major with Minor or Major with multiple disciplines of study.

The Course and Credit Strcuture of FYUGP is given below:

Sem	DSC (4 Cr)	DSE (4 Cr)	AEC (3 Cr)	SEC (3 Cr)	MDC (3 Cr)	VAC (3 Cr)	Internship (credit-2)/ Project/ Additional Courses (credit-12)	Total courses	Total credits
I	A-1 B-1 C-1		AEC (Eng)-1 AEC(OL)-2		MDC-1			6	21
II	A-2 B-2 C-2		AEC (Eng)-3 AEC(OL)-4		MDC-2			6	21
III	A-2 B-2 C-2	DSE A -1			MDC (Kerala Studies)-3	VAC-1		6	22
IV	A-4 A-5	DSE A-2		SEC-1		VAC-2 VAC-3	Internship	6	21
V	A-6 A-7 A-8	DSE -3 DSE -4		SEC-2				6	23
VI	A-9 A-10 A-11	DSE -5 DSE -6		SEC-3				6	23
Total	A (11) B (3) C (3)	6	4	3	3	3	1*	36	133
EXIT OPTION AVAILABLE AND STUDENTS WILL BE AWARDED UG DEGREE WITH MAJOR IN A									
VII	A-12 A-13 B/C-4 B/C-5 B/C-6	DSE -7						6	24
VIII	MOOC courses A -14, A -15						Research Project/ Internship /Project or 03 courses -	2+1**/3***	20

| Total | A (15) B(3) C (3) B/C(3) | 7 | 4 | 3 | 3 | 3 | 12Cr 1*+1**/ 3*** | 44+1* + 1**/3*** | 177 |

A – Major Discipline
B/C-Minor/Multiple discipline
* - Mandatory Internship at the end of Semester 4

** - Research Project/ Internship /Project as part of Honours with Research
*** - Additional courses of 4 credits each.
Cr - Credits

- **Research group project for students exiting after UG 3 years**: Students who propose to exit after 3 Year UG programme can do a group project with an extra two credits to obtain research experience in discipline-specific areas of the program. The BoS will specify the number of students for the group and the evaluation criteria.

- **Other Pathways**: Students will be able to take other pathways permissible under University of Kerala Four Year Under Graduate Programmes (UoK-FYUGP) Regulations, 2024, subject to the availability of courses/ faculty/infrastructure of the college.

- **ODL/MOOC courses**: The Board of Studies shall prepare and publish a list of online courses at different levels before the commencement of classes in the respective semester offered in various online educational platforms recognised by the Academic Council of the college, which can be opted by the students for acquiring additional credits.

- **Internship:** The internship at the end of Semester 4 is mandatory for all students and will be for duration of 1 month for Journalism Major students.

- **Field trip/study tour:** A study tour to places of interest in India focusing on secularism and oneness promotes intercultural understanding, tolerance, and the appreciation of diversity, fostering the values of secularism and unity in a multicultural society. Field visits provide students with practical, hands-on experiences that enhance their understanding of theoretical concepts taught in the classroom. By seeing and experiencing real-world applications of what they learn, students are better equipped to grasp and retain knowledge. This engagement can lead to improved academic performance and a deeper comprehension of the subject matter. Hence, field trip/study tour will be part of the 3 Year/4 Year UG Programme majoring in **Journalism and Mass Communication** offered by the Department of **Journalism and Mass Communications**, Mar Ivanios College (Autonomous). The number of days for the field trip/study tour will be decided by the Principal in consultation with the BoS and the College Council

Eligibility and Criteria for Admission to Major in Journalism and Mass Communication:

Candidates who have passed from any stream in Higher Secondary are eligible to apply for the Journalism and Mass Communication Major at Mar Ivanios College (Autonomous).

Mar Ivanios College (Autonomous) has implemented an Admission Process that includes also an aptitude test and a group discussion/interview for applicants interested in joining the Journalism and Mass Communication Major.

The criteria/proportion for preparing the merit list for admission are as follows:

- 50% of index marks based on Higher Secondary marks
- 30% of index marks based on the aptitude test score
- 20% of index marks based on performance in group discussion/interview

Additionally, students who have studied Journalism at the Higher Secondary level will get a bonus of **10% of Journalism subject's** mark added to their index mark.

The merit list for admission is compiled purely based on the index mark

Course Participation/Attendance-

1. A student shall be permitted to register for the end-semester evaluation of a specific course to acquire the credits only if the student has completed 75% of the prescribed classroom activities in physical, online, or blended modes, as stipulated by the BoS, including any makeup activities as specified by the faculty of that particular course.

2. The reasons/cases of permissible authorised leave shall be specified by the college, with the approval of the Academic Council, ratified by the Governing Body.

3. The condonation facility shall be availed as per the existing University/College norms.

Assessment and Evaluation

1. The assessment of a course shall combine a Continuous Comprehensive Assessment (CCA) and an End Semester Evaluation (ESE).

2. For courses without practical/lab modules, 30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE.

3. CCA will have two sub-components: Formative Assessment (FA) and Summative Assessment (SA).

4. The CCA subcomponents will be given marks as per the following proportions:
   - Discipline specific summative assessment - 15% of the total
   - Course attendance (Formative)   - 5 % of the total.
   - Discipline specific formative assessment   - 10% of the total.
5. The details of summative and formative assessment criteria, including that of attendance, will be specified by each course coordinator at the beginning of the semester, with the approval of the respective Head of the Department/BoS Chairperson and the Principal, and will be published on the college website.
6. For courses with practical/lab modules, 40% weightage shall be given for CCA and the remaining 60% of the weight shall be for the ESE.
7. In such cases specified in the item above, the CCA subcomponents will be given marks as per the following proportions:
   - Discipline specific summative assessment   - 10% of the total
   - Course attendance (Formative)   - 5 % of the total.
   - Discipline specific formative assessment   - 15% of the total.
   - Summative Assessment (Practical Record, Practical test, skill, etc). - 10% of the total.

The above is given in detailed tabular form as follows:

Sl. No.	Activity	Percentage (%) of the total	
		Theory	Courses with
1.	Summative Assessment (written Test or any other discipline specific assessment tools like Open book test, Lab reports, problem-based assignments, individual or team project report, case study report, literature survey, book reviews, video/film/documentary productions, etc)	15	10
2.	Summative Assessment (Practical Record,	-----------	10
3.	Formative Assessment (Attendance)	5	5
4.	Formative Assessment (Class room activities, observation of skills, viva voce, quiz, interview, oral presentations, in class discussions, computerized adaptive	10	

	testing, group tutorial work, reflection writing assignments, field study reports, self and peer assessments, service-learning activities, etc.)		15
	Total	30	40

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8. The Course Coordinator shall be responsible for evaluating all the components of CCA for the course in question. Any grievances regarding the course evaluation shall be submitted to the Course Coordinator within 5 days of the publication of the same on the department notice board or official class group. If the grievance is not settled at the Course Coordinator's level, the student is free to appeal to the Head of the Department, within the next 3 days, who will discuss the same in the Department Level Monitoring Committee (DLMC). If still needed, students can further appeal to the College Level Monitoring Committee (CLMC) or in essential situations the University Level Monitoring Committee (ULMC) in a time frame as specified by these bodies.

9. Regarding evaluation, one credit will be evaluated for 20 marks in a semester; thus, a 4-credit course will be evaluated for 80 marks, and 3-credit courses for 60 marks. However, any changes to this if brought by the University will be followed.

10. The duration of the end semester examination of a course with 4 credits will be 2 hours and the same for a course with 3 credits may be 1.5 hours/2 hours.

11. **Mark Distribution Table**

Course	Credit		Marks		Lecture			Practical		
	Lecture	Practical	Lecture	Practical	CCA (30%)		ESE (70%)	CCA (40%)		ESE (60%)
					SA (50%)	FA (50%)		SA (50%)	FA (50%)	
	4	0	80	0	12	12	56	0	0	0
	3	1	60	20	9	9	42	4	4	12
4 credit course	2	2	40	40	6	6	28	8	8	24
	1	3	20	60	3	3	14	12	12	36

	Credits		Marks		Lecture			Practical		
	Lecture	Practical	Lecture	Practical	CCA (30%)		ESE	CCA (40%)		ESE
					SA (50%)	FA (50%)	(70%)	SA (50%)	FA (50%)	(60%)
s	0	4	0	80	0	0	0	16	16	48
3 credit courses	3	0	60	0	9	9	42	0	0	0
	2	1	40	20	6	6	28	4	4	12
	1	2	20	40	3	3	14	8	8	24
	0	3	0	60	0	0	0	12	12	36

Letter Grades and Grade Point

1. A mark system is followed to evaluate each question. For each course in the semester, letter grades and grade points are introduced in a 10-point indirect grading system as per the guidelines given below.

2. The Semester Grade Point Average (SGPA) is computed from the grades to measure the student's performance in a given semester. The SGPA is based on the current semester's grades, while the Cumulative Grade Point Average (CGPA) is based on the grades in all courses taken after joining the programme of study.

3. The weighted grade point will be mentioned in the student's final grade cards, issued by the college, based on the marks obtained.

4. **The grades and grade points will be given as per the following format:**

Letter Grade	Grade Point	Percentage of marks (X) (CCA + ESE together)	Class
O (Outstanding)	10	$X \geq 95\%$	FIRST CLASS WITH DISTINCTION
A+ (Excellent)	9	$85\% \leq X < 95\%$	
A (Very Good)	8	$75\% \leq X < 85\%$	
B+ (Good)	7	$65\% \leq X < 75\%$	FIRST CLASS
B (Above Average)	6	$55\% \leq X < 65\%$	
C (Average)	5	$45\% \leq X < 55\%$	SECOND CLASS
P (Pass)*	4	$35\% \leq X < 45\%$	THIRD CLASS
F (Fail)	0	$X < 35\%$	FAIL
Ab (Absent)	0		FAIL

- For a course PASS, separate minimum of 35% is needed for CCA and ESE.
- Less than 35% in either ESE or CCA of a course will be declared FAIL.

Computation of SGPA and CGPA

SGPA (Semester Grade Point Average) and CGPA (cumulative Grade Point Average) will be computed as follows:

1. The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student in the semester. That is,

$$S_j = \frac{\sum(C_{ij} \times G_{ij})}{\sum C_{ij}}$$

where S_j is the SGPA in the jth semester,

C_{ij} is the number of credits for the ith course in the jth semester, and

G_{ij} is the the grade point scored by the student in the ith course in the jth semester.

2. The CGPA is also calculated in the same manner considering all the courses undergone by a student over all the semesters of a programme. That is,

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where S_i is the SGPA in the ith semester and

$\sum C_i$ is the total number of credits in the ith semester.

3. SGPA and CGPA shall be rounded to 2 decimal points and reported in the transcripts.

4. Requirement for the successful completion of a Semester:

   SGPA of 4 or above and a PASS in all the courses, that is, minimum total of 35% mark in each course (CCA + ESE), with a separate minimum of 35% mark for both CCA and ESE. Appropriate and permissible rules of rounding off numbers may be adopted as per decisions of the Academic Council.

Deepamol Thomas, Chairman BoS
(Journalism and Mass Communication)
Mar Ivanios College (Autonomous),
Thiruvananthapuram

10-05-2024

LIST OF COURSES

Course Code	Course Title	Course Category	Credits	Hour distribution per week		
				L	T	P
SEMESTER I | Academic Level 100-199						
MIUK1DSCJMC100.1	Introduction to Communication Studies	DSC	4	3	1	
MIUK1DSCJMC101.1	Media and Information Literacy	DSC	4	3	1	
MIUK1DSCJMC102.1	Introduction to Cinema	DSC	4	3	1	
MIUK1MDCJMC103.1	Photography and Photo Journalism	MDC	3	2	1	
SEMESTER II | Academic Level 100-199						
MIUK2DSCJMC150.1	Introduction to Media and Journalism	DSC	4	3	1	
MIUK2DSCJMC151.1	Communication Skills for Media	DSC	4	3	1	
MIUK2DSCJMC152.1	Digital Media Dynamics	DSC	4	3	1	
MIUK2MDCJMC153.1	Visual Communication	MDC	3	2	1	
SEMESTER III | Academic Level 200-299						
MIUK3DSCJMC200.1	Audio Visual Communication	DSC	4	3	1	
MIUK3DSCJMC201.1	Reporting Science and Technology	DSC	4	3	1	
MIUK3DSCJMC202.1	Media and Culture	DSC	4	3	1	
MIUK3DSEJMC203.1	Film making for Beginners	DSE	4	3	1	
MIUK3VACJMC204.1	Environment, Climate change and Media	VAC	3	3	1	
SEMESTER IV | Academic Level 200-299						
MIUK4DSCJMC250.1	Advanced Journalism Practices	DSC	4	3	1	
MIUK4DSCJMC251.1	Radio Programming and Podcasting	DSC	4	3	1	
MIUK4DSEJMC252.1	Online Journalism and Multimedia Story Telling	DSE	4	3	1	
MIUK4SECJMC253.1	Graphic Design	SEC	3	3	1	
MIUK4VACJMC254.1	Digital Media and Civic Engagement	VAC	3	3	1	
MIUK4INTJMC255.1	Internship	INT	2			
SEMESTER V | Academic Level 300-399						
MIUK5DSCJMC300.1	Communication for Development and Social Change	DSC	4	3	1	
MIUK5DSCJMC301.1	Television Principles and Practices	DSC	4	3	1	
MIUK5DSCJMC302.1	Mass Communication Theory	DSC	4	3	1	

Code	Course	Type				
MIUK5DSEJMC303.1	Business and Financial Journalism	DSE	4	3	1	
MIUK5DSEJMC304.1	Documentary Film	DSE	4	3	1	
MIUK5SECJMC305.1	Data Journalism	SEC	3	3	1	
SEMESTER VI | Academic Level 300-399						
MIUK6DSCJMC350.1	Public Relations and Corporate Communication	DSC	4	3	1	
MIUK6DSCJMC351.1	Advertising	DSC	4	3	1	
MIUK6DSCJMC352.1	Media Laws and Ethics	DSC	4	3	1	
MIUK6DSEJMC353.1	Media Management	DSE	4	3	1	
MIUK6DSEJMC354.1	History of Media	DSE	4	3	1	
SEMESTER VII | Academic Level 400-499						
MIUK7DSCJMC400.1	Media and Communication Research	DSC	4	3	1	
MIUK7DSCJMC401.1	Intercultural Communication	DSC	4	3	1	
MIUK7DSEJMC402.1	Political Communication	DSE	4	3	1	
SEMESTER VIII | Academic Level 400-499						
MIUK8CIPJMC450.1	Project		12			
	ODL/MOOC		4			
	ODL/MOOC		4			

SEMESTER I

Course	Course code
Introduction to Communication Studies	MIUK1DSCJMC100.1
Media and Information Literacy	MIUK1DSCJMC101.1
Introduction to Cinema	MIUK1DSCJMC102.1
Photography and Photo Journalism	MIUK1MDCJMC103.1

Mar Ivanios College (Autonomous)

Discipline	Journalism and Mass Communication				
Course Code	**MIUK1DSCJMC100.1**				
Course Title	**Introduction to Communication Studies**				
Type of Course	DSC				
Semester	I				
Academic Level	**100 _ 199**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	4		4
Pre-requisites	1. While an introductory course will cover the fundamentals, having some familiarity with basic communication concepts can be beneficial. 2. Communication studies involve analyzing various forms of				

		communication critically. Therefore, having strong critical thinking skills is essential.
Course Summary		Introduction to Communication Studies typically covers the fundamental principles and exploring various aspects of human communication in different contexts. Understanding the basic concepts of communication, its significance in human interactions, and the role it plays in various fields such as interpersonal relationships, organizations, media, and culture. Exploring different models and theories that explain how communication works,

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Fundamentals of Communication**	13
	1	Meaning of Communication, Definitions, Importance of Communication	
	2	Functions of Communication, Elements of Communication	
	3	Types of Communication- Verbal and Non verbal	
	4	Barriers of Communication, 7c's of Communication	
II		**Models of Communication**	13
	5	Basic model of human communication	
	6	Scope and Purpose of Communication Models	
	7	Functions of models	
	8	Aristotle's Concept of Communication, Lasswell Model of Communication, David Berlo's Model of Communication, Shannon and Weaver Model of Communication, Dance's Helical Model of Communication, Wilbur Schramm's model of Communication	

III		**Mass Communication**	13
	9	Components of Mass Communication, Mass Communication Process,	
	10	Types of Mass Communication, Nature of Mass Communication	
	11	Mass media- Print media, Electronic media, New media,	
	12	Functions of Mass Media	
IV		**Cornerstones of Communication**	13
	13	Relevance of communication studies	
	14	Mass Media Audience- Feedback- The Role of Media in Society- Regional, National and Global Media- Media and Globalisation	
	15	Two schools of communication studies- Semiotic and Process Schools	
	16	Marshal Mc Luhan – Global Village, Medium is the message, Hot and Cool media	
V		**Programmes and practices**	8
	23	Individual presentation of topics assigned	
	24	Group discussion on various topics	
	25	Debate, Quiz	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Students will develop critical thinking skills necessary for analyzing and evaluating various forms of communication, including verbal, nonverbal,	U, An	PSO-3,1,6
CO-2	Students will enhance their ability to communicate effectively in various contexts, such as interpersonal relationships, small groups, public speaking, and digital communication.	Ap	PSO-2,1,7
CO-3	Students will explore the role of culture in communication,	An	PSO-7,6,1
CO-4	Students will become more media literate, learning to critically evaluate media messages, understand media effects,	U,An	PSO-6,7,3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)

1	Students will develop critical thinking skills necessary for analyzing and evaluating various forms of communication, including verbal, nonverbal	PO-1,2,4	C,P	F, C	L
2	Students will enhance their ability to communicate effectively in various contexts, such as interpersonal relationships, small groups, public speaking, and digital communication.	PO_1,4, 2	F,P	P	L
3	Students will explore the role of culture in communication,	PO-7,1,4	C	P	L
4	Students will become more media literate, learning to critically evaluate media messages, understand media effects,	PO-1,2,4	P	P	L

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3		2				3		3			2	
CO2	3	2		3				2	3					1
CO3	2			1			3	2					3	3
CO4	3	3		2						2			3	2

Correlation Levels:

Level	Correlation

-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part.

REFERENCES

Kumar, Keval J. (2010), Mass Communication in India, New Delhi, Jaico Publishers

Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers

Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge

Mc Quail, Dennis (2000), Mass Communication Theory: An Introduction, London, Sage

Baran, Stanley J. & Dennis K. Davis (2006), New Delhi, Cengage Learning India

Vivian, John (2013), The Media of Mass Communication, New Delhi, PHI Learning

Vilanilam, J. V. (2003), Growth and Development of Mass Communication in India, New Delhi, NBT

Bhargava, G. S. (2012), The Press in India: An Overview, New Delhi, NBT

Jeffry, Robin (2011), India's Newspaper Revolution – Capitalism, Politics and the Indian-Language Press, New Delhi, OUP

Thomas, M. V. (2005), Bharathiya Pathracharithram, Thiruvananthapuram, KSLI

Mar Ivanios College (Autonomous)

Discipline	Journalism and Mass Communication				
Course Code	**MIUK1DSCJMC101.1**				
Course Title	**Media and Information Literacy**				
Type of Course	DSC				
Semester	**1**				
Academic Level	**100 _ 199**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	4		4
Pre-requisites	None				
Course Summary	This course helps in gaining deeper understanding on the functioning of Digital and Social Media ecosystem and to discern information of value in real-life situations. It also provides exposure to modern media technology, including AI and creates awareness in invasive media practices, fact checking and legal and ethical boundaries.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Media and Information Literacy (MIL)**	**14**
	1	An overview of Media and Convergence	

	2	Significance of Media and Information in Society, Right to Information	
	3	Understanding the key terms of MIL (Information, Misinformation etc.)	
	4	MIL components: Media Literacy, Information Literacy, Digital Literacy	
II		**Digital Media**	14
	5	An overview of Digital Media Ecosystem	
	6	Social Media: Pros and Cons	
	7	Search Engine Optimisation (SEO)	
	8	Digital Media Practice	
III		**Fact Checking**	14
	9	Truth Matters:- Post truth phenomenon in digital media	
	10	Using legacy media practices and critical thinking for fact checking	
	11	Fact checking initiatives, institutions, tools	
	12	Exercise: Usage of fact checking tools	
IV		**AI and Digital Media**	10
	13	Basics of algorithms and its working in Digital Media	
	14	Different kinds of AI and its use in Digital Media	
	15	**Impact of AI on online fields**	
	16	AI in Media: Debates on regulation and ethics	
V		**MIL: Issues and Challenges**	8
	23	Privacy, Surveillance	
	24	Data extraction, datafication, data as the new 'oil'	
	25	Data protection laws, Cyber laws	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Distinguish and elucidate the significance of information, media and digital communication systems in both everyday life and civic engagements	R and U	PSO-6,1,5
CO-2	Differentiate, assess and design digital-social media content and thereby assimilate knowledge on how the system works	An, E and C	PSO-1,3,6
CO-3	Illustrate the principles of 'truth' in digital media contexts, acquire skills to deconstruct the content and utilise it in required situations.	Ap and An	PSO-6,3,5
CO-4	Identify the usage of AI in digital fields, discuss its impact on society and recognise the regulatory framework of AI	R and U	PSO-1,6,3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
1	Distinguish and elucidate the significance of information, media and digital communication systems in both everyday life and civic engagements	PO-1,2,5	C,P	F, C	L	
2	Differentiate, assess and design digital-social media content and thereby assimilate knowledge on how the system works	PO_1,5,7	F,P	P	L	
3	Illustrate the principles of 'truth' in digital media contexts, acquire skills to deconstruct the content and utilise it in required situations.	PO-4,1,5	C	P	L	
4	Identify the usage of AI in digital fields, discuss its impact on society and recognise the regulatory framework of AI	PO-5,4,2	P	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2			2			2				2	3	
CO2	2				2		1	3		3			2	
CO3	2			3	2					2		1	3	

CO4		2		2	3			2		2				2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part.

REFERENCES

Media and Information Literate Citizens: Think Critically, Click Wisely (2021), Alton Grizzle, Carolyn Wilson and Dorothy Gordon (Ed.s) UNESCO – Open Access

Journalism, 'Fake News' and Disinformation: Handbook for Journalism Education and Training (n.d.).Cherilyn Ireton and Julie Posetti (Ed.s) UNESCO- Open Access

Paradoxes of Media and Information Literacy: The Crisis of Information (2022), Jutta Haider and Olof Sundin. Routledge

Media and Information Literacy: An Integrated Approach for the 21st Century (2017), Marcus Leaning. Chanoos Publishing and Elseveir

The Uses of Media Literacy (2022). John Potter, Julian McDougall, et al. Routledge

Mar Ivanios College (Autonomous)

Discipline	Journalism and Mass Communication
Course Code	**MIUK1DSCJMC102.1**
Course Title	**Introduction to Cinema**
Type of Course	**DSC**
Semester	I
Academic Level	100 – 199

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4

Pre-requisites	1. Students should watch the required movies listed in each module before attending the class as instructed by the instructor.
Course Summary	This course designed to provide students with a comprehensive understanding of the art, science, and industry of filmmaking. The students will explore the historical development of cinema, key elements of filmmaking, and the stages of production from pre-production to post-production. The course will also delve into various film genres, styles, and techniques, allowing students to develop a foundational knowledge of cinema as an art form and a business.

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Cinema: The Art, the Science, the Industry**	**12**
	1	The Science – Persistence of vision Basic idea of Photography, Sound, Colour **Movies to be watched:** *The Horse in Motion* (1878) *Fred Ott's Sneeze* (1894) *Workers Leaving the Lumier Factory (1895)* *L'Arrivée d'un train en gare de La Ciotat* (1896)	

		My Dear Kuttichathan (1984)		
	2	The Art – Types of movies (Narrative, Documentary, Experimental) Basic idea of frames, shot, scene, sequence **Movies to be watched:** *The Great Train Robbery* (1903) *Fantasmagorie* (1908)		
	3	The Industry – A brief idea about the following industry with exemplar movies- Hollywood, Bollywood, Japanese Cinema, Korean Cinema, Italian Cinema, French Cinema, Soviet Union Cinema **Movies to be watched:** *Raja Harihchandra (1913)* *Modern Times* *Rashomon* *Parasite* *Life is Beautiful* *The 400 Blows* *Battleship Potemkin* Introduction to stages of filmmaking (Pre-production, Production and Post-Production)		
II		**Pre-production Stage of Filmmaking**		**12**
	4	Development of a Story Narrative elements – plot, character, setting, conflict, point of view, theme, style **Movies to be watched:** *A Trip to the Moon* *The Birth of a Nation*		
	5	Script writing – Basic format of a movie script		
	6	A brief introduction to -		

		Casting Location Hunt Costume & Set Design	
III		**Production Stage of Filmmaking**	**12**
	7	Mise-en-scene	
	8	Cinematography	
	9	Acting	
	10	**Movie to be watched :** *Manichitrathazhu* (1993)	
IV		**Post- Production Stage of Filmmaking**	**12**
	11	Editing - Functions Types Techniques and Transitions **Movie to be watched:** *2001: A Space Odyssey* (1968)	
	12	Sound Functions Types and Sources Sound Editing - Techniques and Transitions **Movie to be watched:** *Dunkirk* (2017)	
	13	Distribution OTT vs. Theatrical release	
V		**MODULE 5**	**12**
	14	Student should develop a script and produce, edit and publish a short film of not more than 10min of duration for the completion of the course	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addresse

				d
CO-1	Understand the art, science and industry of motion pictures	U		PSO-1,2,6
CO-2	Communicate the story through a written script	A, C		PSO-4,3,2
CO-3	Evaluate and appreciate movies	E		PSO-3,1
CO -4	Create a visually engaging narrative	C		PSO-4,3,2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the art, science and industry of motion pictures	PO-1,4,5	U	F, C	L	
CO-2	Communicate the story through a written script	PO-5,4,1	A, C	P	L	P
CO-3	Evaluate and appreciate movies	PO-2,5,1	E	F, C, M	L	P
CO -4	Create a visually engaging narrative	PO-4,5,2	C	C, P		P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3			2	2			3	2				2	
CO2	2			3	3				2	2	3			
CO3	1	3			2			1		3				
CO4		1		3	2				1	2	3			

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

References

Nowell-Smith, Geoffrey. *The History of Cinema: A Very Short Introduction*. Oxford University Press, 2017.

Dix, Andrew. *Beginning Film Studies*. Manchester University Press, 2020.

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Brown, Blain. *Cinematography: Theory and Practice: Image Making for Cinematographers and Directors*. Taylor & Francis Group, 2016.

Dancyger, Ken. *The Technique of Film and Video Editing: History, Theory, and Practice*. Routledge, 2019.

Discipline	Journalism and Mass Communication				
Course Code	**MIUK1MDCJMC103.1**				
Course Title	**Photography and Photo Journalism**				
Type of Course	**MDC**				
Semester	1				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	3 hours		3
Pre-requisites	None				
Course Summary	The course covers the fundamentals of photography, including camera operation, composition, and editing, while emphasizing ethical considerations in journalistic practice. Through hands-on projects and discussions, students develop skills in visual storytelling, preparing them for the ethical and technical challenges of the field.				

Detailed Syllabus:

Module	Unit	Content	Hrs

I		**Introduction to Photography**	**9**
	1	History of photography – Overview of key milestones and influential figures	
	2	Introduction to different photographic processes and techniques through history, World famous pictures	
	3	Understanding Camera Equipment - Introduction to different types of cameras: DSLR, mirrorless, film, etc.	
	4	Camera anatomy and basic functions (shutter speed, aperture, ISO), Introduction to lenses and their effects on images	
II		**Fundamentals of photography**	**12**
	5	Exposure Triangle – Understanding the relationship between aperture, shutter speed, and ISO. Exposure compensation and its effect on image brightness	
	6	Composition techniques – Rule of thirds, framing, and other compositional guidelines	
	7	Basic Image Editing – Introduction to photo editing software	
	8	Basic editing techniques: Cropping, exposure adjustments, colour correction	
III		**Photojournalism**	**12**
	9	Ethics in photojournalism – Discussion on ethical considerations in photojournalism; Importance of truthfulness, accuracy, and context in photojournalistic work	
	10	Capturing the Narrative – Techniques for storytelling through images; Documenatry photography and its role in conveying social issues and narratives	
	11	Legal and Copyright Issues	
	12	Ethical use of images	
IV		**Advanced Techniques and Projects**	**12**

	13	Advanced Camera Techniques – Long exposure photography, HDR Imaging, and other advanced shooting techniques	
	14	Specialized genres in photography – Introduction to portrait photography, landscape photography, wildlife photography, etc.	
	15	Final project - Students work on a photojournalistic project demonstrating their understanding of the course concepts.	
	16	Presentation and critique of final projects	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the fundamental principles of photography	U, R	PSO-1,2,
CO-2	Demonstrate proficiency in using various camera settings and techniques to achieve desired photographic effects.	Ap	PSO-2,1,6
CO-3	Analyse and evaluate the composition of photographs, applying principles of visual aesthetics and storytelling. Critique ethical issues in photojournalism and demonstrate an understanding of the ethical responsibilities of photographers	An, Ap	PSO-3,2,6
CO-4	Develop and execute a photojournalistic project, demonstrating their ability to apply learned techniques and concepts to real-world scenarios.	Ap, C	PSO-2,6,1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the fundamental principles of photography	PO-1,4,5	F	F, C	L	
2	Demonstrate proficiency in using various camera settings and techniques to achieve desired photographic effects.	PO-5,4,2	C, P	P	L	P
3	Analyse and evaluate the composition of photographs, applying principles of visual aesthetics and storytelling. Critique ethical issues in photojournalism and demonstrate an understanding of the ethical responsibilities of photographers	PO-2,5,4	F,C	C	L	P
4	Develop and execute a photojournalistic project, demonstrating their ability to apply learned techniques and concepts to real-world scenarios.	PO-5,4,2	P	P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3			3	2			3	2					
CO2		2		2	3			2	3				2	
CO3		3		1	2				2	3			2	
CO4		1		2	3			2	3				2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Keene, Martin (1995), Practical Photo Journalism: A Professional Guide, Oxford Focal Press
Ken Muse, Basic Photo Text
Newnes, Basic Photograph
Rothsteline, Photo Journalism
Laurence Mallory, The Right Way to Use a Camera
Bergin, Photo Journalism Manual
Milten Feinberg, Techniques of Photo Journalism

SEMESTER II

Course	Course code
Introduction to Media and Journalism	**MIUK2DSCJMC150.1**
Communication Skills for Media	**MIUK2DSCJMC151.1**
Digital Media Dynamics	**MIUK2DSCJMC152.1**
Visual Communication	**MIUK2MDCJMC153.1**

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK2DSCJMC150.1**				
Course Title	**Introduction to Media and Journalism**				
Type of Course	DSC				
Semester	2				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	4		4
Pre-requisites	1. Having a basic understanding of how media operates, including				

		different forms of media (print, broadcast, digital)
		2. Familiarity with basic computer skills, internet usage, and digital media tools is beneficial.
		3. Familiarity with grammar, spelling, and sentence structure is important.
Course Summary		The Basic of Media and Journalism course is designed to provide a comprehensive knowledge of fundamental concepts and understanding of types media and journalism practices. Through this course, students will explore the scope and importance of media in society. Assignments and press visit, providing valuable insights on journalism and industry. Additionally, it will instruct students on the appropriate way for news reporting, sub-editing, in print media

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Journalism**	12
	1	Mass media- Print and Electronic media	
	2	Journalism -Definition- concepts and principles of journalism	
	3	Journalist and qualities	
	4	Journalism ethics	
II		**Print Media**	12
	5	Different forms of Print media-	
	6	History of Newspapers in India	
	7	Magazine Journalism	
	8	Specialized magazines	
III		**Reporting**	12
	9	News – definitions ,types, news values , components of news and	

		writing styles	
	10	Sources of News	
	11	Duties and responsibilities of a reporter	
	12	Types of reporting	
IV		**Editing**	12
	13	Editing-Definition-Basic principles of editing	
	14	Functions and responsibilities of an editor	
	15	Headlines_ types of headline, Functions of headlines	
	16	Lead-Types of lead (**Summary Lead, Anecdotal Lead, Descriptive Lead, Question Lead, Quotation Lead)**	
V		**Programmes and practices**	12
	17	Analysis of formats and structure of newspapers and magazine	
	18	Each student prepare one page (A3 size) newspaper	
	19	Group discussion on Print media and its Future	
	20	Press Visit	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	**Critical Thinking Skills:** Ability to evaluate news	R, Ap	PSO-3,2,1
CO-2	Develop proficiency in reporting, editing and managing contents for print media	Ap	PSO-2,6.1

CO-3	**Creativity:** Capacity to craft engaging headlines and leads.	C	PSO-4,2,1
CO-4	Professionalism: Adherence to ethical and editorial standards in journalism practices. Top of Form	An	PSO-2,3,6,4

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Critical Thinking Skills: Ability to evaluate news	PO-2,4,1	C	F, C	L	
2	Develop proficiency in reporting, editing and managing contents for print media	PO-5,2,4	Ap	Ap	L	
3	Capacity to craft engaging headlines and leads.	PO-5,2,4	Ap, An	Ap,An	L	
4	Adherence to ethical and editorial standards in journalism practices.	PO-2,7,5	Ap,	Ap	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	2	3		2				2	2	3				

CO2		2		2	3			1	3				2	
CO3		2		1	3			2	2		3			
CO4		3			5		3		3	2	1		2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Keval J Kumar (1981) Mass Communication in India

• Parthasarathy, Rangaswami. 1984. Basic Journalism. New Delhi: Macmillan India limited

• Westly, Bruce (1972), News Editing, New York, Houghton Mifflin Company

• Shaju, P. P. (2014), Writing for the Media, Calicut University

• Baskette and Scissors (1986), The Art of Editing, New York, McMillan Publishing Company

• Saxena, Sunil (2006), Headline Writing, New Delhi, Sage

• Keeble, Richard (2001), The Newspapers Handbook, London, Routledge

• Metz, William (1990), News Writing: From Lead to 30, New Jersey, Prentice Hall

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK2DSCJMC151.1**				
Course Title	**Communication Skills for Media**				
Type of Course	DSC				
Semester	2				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	4 hours		4
Pre-requisites	Students may benefit from having a basic understanding of communication concepts and media literacy. Additionally, foundational knowledge in writing, speaking, and reading comprehension would be advantageous.				
Course Summary	This course is designed to develop essential communication skills relevant to media professionals. Through a combination of theory and practical exercises, students will learn to effectively communicate in various media contexts, including journalism, broadcasting, public relations, and digital media.				

Detailed Syllabus:

Module	Unit	Content	Hrs

I		Foundations of communication in Media	12
	1	Basic communication elements: Definition, communication on practice ,process engagement ,communication on a field	
	2	Verbal communication ,levels of communication (Intra, inter, group, mass, academic, professional, and intercultural). Non-Verbal communication: Importance and impact, Para language, Chronemics, Haptics, Proxemics, kinesics .	
	3	Role of Communication in Journalism, Broadcasting, Public Relations, and Digital Media	
	4	Ethical Considerations in Media Communication	
II		Written Communicatoon for Media	12
	5	Writing News Stories and Articles	
	6	Writing Press Releases	
	7	Scriptwriting for Broadcast Media	
	8	Writing for Social Media and Online Platforms	
III		Verbal Communication for Media	12
	9	Interviewing Techniques for Media Professionals	
	10	Public Speaking and Presentation Skills	
	11	Voice Modulation and Delivery for Broadcast Media	
	12	Conducting and Moderating Panel Discussions and Debates	
IV		Visual Communication for Media	12
	13	Basics of Graphic Design for Media Professionals	
	14	Principles of Visual Story Telling	
	15	Ethics of Visual Media	
	16	Creating Effective Infographics and Visual Presentations	
V		Practicum: Media Communication Project	12

	Students will work in teams to plan, produce, and present a media communication mini project. Projects may include creating a news report, producing a radio or TV segment, designing a public relations campaign, or developing multimedia content for digital platforms. This practicum will provide students with hands-on experience applying communication skills in real-world media contexts.	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the principles and theories of communication as they apply to media contexts.	U	PSO-1,3,2
CO-2	Develop practical skills in writing, speaking, and visual communication for media platforms.	Ap	PSO-2.3.4
CO-3	Critically analyse and evaluate media messages and their impact on society.	An, E	PSO-2,6.7
CO - 4	Apply communication skills in media production and presentation contexts.	An, Ap	PSO-2,6,7

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)

1	Understand the principles and theories of communication as they apply to media contexts.	PO-1,2,5	F	F, C	L	
2	Develop practical skills in writing, speaking, and visual communication for media platforms.	PO-5,4,2	C, P	P	L	
3	Critically analyse and evaluate media messages and their impact on society.	PO-2,4,5	C,M	M	L	
4	Apply communication skills in media production and presentation contexts.	PO-5,4,2	M	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2			2									
CO2		1		2	3									
CO3		3		2	2									
CO4		2		3	3									

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium

3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

"Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches" by Arthur Asa Berger
"The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel
"Communication: Principles for a Lifetime" by Steven A. Beebe and Susan J. Beebe
"Writing for the Mass Media" by James Glen Stovall
"The Associated Press Stylebook"
"Media Writing: A Practical Guide" by Craig Batty and Sandra Cain
"Visual Communication: Images with Messages" by Paul Martin Lester

"Public Speaking: Concepts and Skills for a Diverse Society" by Clella Jaffe and Randall Osborn

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK2DSCJMC152.1**				
Course Title	**Digital Media Dynamics**				
Type of Course	**DSC**				
Semester	2				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	1. Basic computer literacy				
Course Summary	This course introduces students to the fundamental concepts and principles of digital media dynamics. Students will explore the dynamic nature of digital media platforms, the impact of technological advancements, and the evolution of digital communication.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Digital Media**	**13**
	1	Understanding Digital Media: Definitions and Characteristics	
	2	Historical Overview of Digital Media Evolution	
	3	Digital Media Platforms: Social Media, Websites, Blogs, and Forums	
	4	Ethical and Legal Considerations in Digital Media	
II		**Technologies Shaping Digital Media**	**13**
	5	Definitions, characteristics, and uses of various media types - text, images, audio, video, and interactive media	
	6	Multimedia Content Creation: Graphics, Audio, and Video	
	7	Web Development Basics: HTML, CSS, and JavaScript	
III		**Social Dynamics of Digital Media**	**13**
	8	Online Communities and Social Networks	
	9	User-Generated Content and Participatory Culture	
	10	Digital Identity and Personal Branding	

	11	Virality and Memes: Understanding Internet Culture	
	12	Digital Marketing Strategies and Advertising Trends	
IV		**Digital Media Trends**	**13**
	13	Emerging Technologies: Artificial Intelligence, Virtual Reality, and Augmented Reality	
	14	The Internet of Things (IoT) and Smart Technologies	
	15	Machine learning and its application in digital media	
	16	Natural language processing in digital media	
V		**Practicum**	**8**
	17	Students should built a webpage/blog and post five multimedia content	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Define and describe the characteristics of digital media and its significance in modern society	U	PSO-1.2.6
CO-2	Examine ethical and legal considerations associated with digital media production, distribution, and consumption	R, U	PSO-4,3,2
CO-3	Develop skills in researching, analyzing, and creating digital content.	Ap, An, C	PSO – 3,1
CO-4	Explore emerging technologies such as artificial intelligence, virtual reality, and the Internet of Things (IoT) and their impact on digital media	E	PSO-4,3,1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)

CO-1	Define and analyze key concepts in digital media.	PO-1,4,5	U	F, C	L	
CO-2	Identify and understand ongoing trends in the digital media landscape.	PO- 5,4,1	R, U	C	L	
CO-3	Develop skills in researching, analyzing, and creating digital content.	PO-2, 5,1	Ap, An, C	P		
CO-4	Cultivate responsible digital citizenship.	PO- 4,5,1	E	M	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3			2	2			3	2				2	
CO2	2			3	3				2	2	3			
CO3	1	3			2			1		3				
CO4		1		3	2				1	2	3			

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate /

	Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

References

Ward, Mike. *Journalism Online*. Routledge, Taylor & Francis Group, 2016.

Milner, Ryan M. *The World Made Meme: Public Conversations and Participatory Media*. The MIT Press, 2018.

Lister, Martin. *New Media: A Critical Introduction*. Routledge, 2010.

Boden, Margaret A. *Artificial Intelligence: A Very Short Introduction*. Oxford University Press, 2018.

Albuero, De Luna Alvin. *Introduction to Virtual Reality*. Arcler Press, 2022.

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK2MDCJMC153.1**				
Course Title	**Visual Communication**				
Type of Course	MDC				
Semester	2				
Academic Level	100-199 (Basic)				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3	3		3
Pre-requisites	None				
Course Summary	An introductory course on visual communication which helps in gaining basic knowledge about various aspects of creative visualisation and prompts hands-on exercises to produce visual productions.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Visual Communication**	10
	1	Visual Grammar: Perception and Composition	
	2	Frame, Shot, Scene, Sequence	

	3	Camera angles and camera movements	
	4	Basics of Camera, components/accessories, filters, settings, operation	
II		**Lighting and Sound Recording for Visuals**	10
	5	Lighting Principles	
	6	Three point lighting, Indoor and Outdoor lighting, Types of lights	
	7	Sound Components: Voice Over, Natural Sound, SFX, BGM	
	8	Sound recording principles, Equipment, Spot sound, Dubbing	
III		**Script Writing and Editing**	10
	9	News and Current affairs, Documentary	
	10	Fiction, Advertising, PSA	
	11	Visual Editing Principles: Continuity, Editing fiction and non-fiction programmes	
	12	Sound mixing	
IV		**Practicum**	15
	13	ENG and EFP	
	14	Pre-production	
	15	Production	
	16	Post Production and Promotion	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive	PSO addre

		Level	ssed
CO-1	Demonstrate the basics of visual grammar and familiarise with aesthetic and creative visualization	Ap and C	PSO-2,1,5
CO-2	Understand and execute lighting and sound recording for visuals and gain ability to synergise these components in visual productions	U and C	PSO-1,2,3
CO-3	Implement the screen writing techniques for various genres and gain exposure to the art of blending sound with visuals to build comprehensive visual narratives	Ap and C	PSO-4,2,6
CO-4	Produce visual productions by applying the techniques learned and gain exposure to the art of ideation through lateral thinking	C	PSO-2,5,3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Demonstrate the basics of visual grammar and familiarise with	PO-1,2,4	C	F, C	L	

	aesthetic and creative visualization				
CO-2	Understand and execute lighting and sound recording for visuals and gain ability to synergise these components in visual productions	PO-1,2,4	P	C	L
CO-3	Implement the screen writing techniques for various genres and gain exposure to the art of blending sound with visuals to build comprehensive visual narratives	PO – 5,1,4	P	P	
CO-4	Produce visual productions by applying the techniques learned and gain exposure to the art of ideation through lateral thinking	PO-4,5,2	P	M	L

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	3		2				2	3			2		
CO2	3	2		2				3	2	1				
CO3	2			2	3				2		3		2	
CO4		2		3	3				3	2		3		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

References

Defleur, Melvin L., Fundamentals of Human Communication

Dominick, Joseph R., The Dynamics of Mass Communication, New Delhi, Mc Graw Hill

Massaris, Visual Persuasion

Hearn D. & Baker P. M., Computer Graphics

Alten, Stanley R. (2005), Audio in Media, New Delhi, Cengage Learning

Mirzoeff, Nicholas, An Introduction to Visual Culture, London, Routledge

Slot G. (1960), Microphone to Ear, London, Mc Millan

Vasuki Belavadi, Video Production

SEMESTER III

Course	Course code
Audio Visual Communication	MIUK3DSCJMC200.1
Reporting Science and Technology	MIUK3DSCJMC201.1
Media and Culture	MIUK3DSCJMC202.1
Film making for Beginners	MIUK3DSEJMC203.1
Environment, Climate change and Media	MIUK3VACJMC204.1

Mar Ivanios College (Autonomous)

Discipline	Journalism and Mass Communication				
Course Code	MIUK3DSCJMC200.1				
Course Title	Audio-visual Communication				
Type of Course	DSC				
Semester	3				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	4		4
Pre-requisites	None				

Course Summary	This course attributes the basics of photography and videography principles in order to capacitate AV productions and photographic portfolios in a creative manner adhering to the concepts of aesthetics.

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Photography and Photo Journalism**	11
	1	Photography: A short history, Principles of composition, Formats and Aesthetics	
	2	Camera and Lens: Operational aspects, Lighting, Colour, DoF etc.	
	3	Photo Journalism: Functions, Storytelling, Ethics, Law, Appreciation of World famous pictures	
	4	Photographic genres, Cutline and caption writing, photo editing	
II		**Audio- visual Communication**	13
	5	Visual Grammar: Perception and Composition	
	6	Frame, Shot, Scene, Sequence	
	7	Camera angles and camera movements	
	8	Basics of Camera, components/accessories, filters, settings, operation	
III		**Lighting and Sound Recording for Visuals**	12
	9	Lighting Principles	
	10	Three point lighting, Indoor and Outdoor lighting, Types of lights	
	11	Sound Components: Voice Over, Natural Sound, SFX, BGM	
	12	Sound recording principles, Equipment, Spot sound, Dubbing	
IV		**Script Writing and Editing**	12
	13	News and Current affairs, Documentary	

	14	Fiction, Advertising, PSA	
	15	Visual Editing Principles: Continuity, Editing fiction and non-fiction programmes	
	16	Sound mixing	
V		**Practicum**	
		ENG and EFP	12
		Pre-production	
		Production	
		Post Production and Promotion	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Define, articulate and carry out photographic assignments in various fields including journalism and produce communication outputs through pictures	R,U, Ap and C	PSO-2,1,6
CO-2	Describe the basic principles of visual grammar and audiography and employ it in the form of distinct visual narratives.	R, C and An	PSO-1,2,3
CO-3	Associate the various elements of lighting for AV productions. Implement the screen writing techniques for various genres and gain exposure to the art of blending sound	R and U	PSO-2,3,6

CO-4	Produce AV media by applying the techniques learned and gain exposure to the art of ideation through lateral thinking	E and C	PSO-3,2,4

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Define, articulate and carry out photographic assignments in various fields including journalism and produce communication outputs through pictures	PO-1,2,3	C	F, C	L	
CO-2	Describe the basic principles of visual grammar and audiography and employ it in the form of distinct visual narratives.	PO-1,2,3	P	C	L	
CO-3	Associate the various elements of lighting for AV productions. Implement the screen writing techniques for various genres and gain exposure to the art of blending sound with visuals to build comprehensive visual narratives	PO-2,3,4	P	P		
CO-4	Produce AV media by applying the techniques learned and gain	PO-2,3,4	P	M	L	

exposure to the art of ideation through lateral thinking	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	2					2	3				2	
CO2	3	2	2					3	2	2				
CO3		3	2	2					3	3			1	
CO4		3	2	2					2	3	2			

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam

- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

References

Defleur, Melvin L., Fundamentals of Human Communication

Dominick, Joseph R., The Dynamics of Mass Communication, New Delhi, Mc Graw Hill

Massaris, Visual Persuasion

Hearn D. & Baker P. M., Computer Graphics

Alten, Stanley R. (2005), Audio in Media, New Delhi, Cengage Learning

Mirzoeff, Nicholas, An Introduction to Visual Culture, London, Routledge

Slot G. (1960), Microphone to Ear, London, Mc Millan

Vasuki Belavadi, Video Production

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK3DSCJMC201.1**				
Course Title	**Reporting Science and Technology**				
Type of Course	**DSC**				
Semester	3				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	1. Understanding of journalistic principles and practices 2. Interest in science, technology, and innovation				
Course Summary	This course equips students with the skills and knowledge necessary to effectively report on science and technology topics. The students will learn how to communicate complex scientific concepts to diverse audiences. Emphasis will be placed on understanding the ethical considerations, accuracy, and clarity required in science and technology reporting.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Understanding the Concept of Science and Technology**	13
	1	Meaning and Nature of Science and Technology	
	2	Science and Technology in Societal Development	
	3	Importance of Science and Technology Communication in Public Understanding	
II		**Science and Technology Reporting**	13
	4	Meaning and Importance of Science and Technology News	
	5	Barrier and Hazards to effective Science and Technology Reporting	
	6	Qualities of a science journalist	
	7	Ethics in Science and Technology Reporting	
	8	Sourcing for Scientific and Technological Communication	
III		**Science Reporting**	13
	9	Formats of Science Reporting - News Articles, Feature Writing,	

		Interviews, etc.	
	10	Translating Science for Lay Audiences	
	11	Visual Communication: Infographics and Data Visualization	
	12	Incorporating Multimedia Elements in Science Reporting	
IV		**Technology Reporting**	**13**
	13	Analyzing Sources: Technology Press Releases, White Papers, Technical Documentation	
	14	Ethics in Tech Reporting: Avoiding Bias, Hype, and Conflicts of Interest	
	16	Writing Clear and Concise Explanations of Complex Technologies	
	17	Reporting on Breaking Tech News: Accuracy, Timeliness, and Context	
V		**Practicum**	
	18	Project: Research and create long form Science and Technology content suitable for publication	**8**

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Cultivate an ability to communicate scientific information in a clear, concise, and engaging manner	C	**PSO-1,2,3**
CO-2	Explain where to source and how to write science and technology news/reports	U, Ap	**PSO – 3,6,2**
CO-3	Analyze the significance of science communication in today's world	An	**PSO – 3,1,2**
CO-4	Conduct effective research using scientific literature and expert interviews	An, E	**PSO – 2,5,6**

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Cultivate an ability to communicate scientific information in a clear, concise, and engaging manner	PO-4,3,2	C	P	L	P
CO-2	Explain where to source and how to write science and technology news/reports	PO – 4,5,6	U, Ap	C	L	
CO-3	Analyze the significance of science communication in today's world	PO – 2,6,5	An	M	L	
CO-4	Conduct effective research using scientific literature and expert interviews	PO – 6,5,4,2	An, E	P, M	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1		2	3	3				3	3	2				
CO2				3	2	2			2	3			2	
CO3		3			2	2		1	2	3				
CO43		2		2	3	3			3			2	2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

References

Angler, Martin W. *Science Journalism: An Introduction*. Routledge, 2017.

Angler, Martin W. *Telling Science Stories: Reporting, Crafting and Editing for Journalists and Scientists*. Routledge, 2020.

Dahiya, Surbhi, and Shambhu Sahu. *Beat Reporting and Editing: Journalism in the Digital Age*. SAGE Texts, 2022.

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK3DSCJMC202.1**				
Course Title	**Media and Culture**				
Type of Course	DSC				
Semester	3				
Academic Level	200-299 (Intermediate)				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	4		4
Pre-requisites	None				
Course Summary	This course traces the linkages between Media and Culture by using the theoretical insights from media and cultural studies. It will be helpful in media readings and in understanding how messages and cultural norms are assimilated in society.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introducing 'Culture'**	12
	1	Defining 'Culture'	
	2	High/Low culture, Popular/Mass Culture	

	3	Power and Culture, Culture as Industry and Capital	
	4	The Circuit of Culture	
II		**Mass Society and Mass Culture**	14
	5	Mass Society Theory: The Elitist view	
	6	Marxism and Culture	
	7	Neo Marxism: Birmingham School	
	8	Neo Marxism: Frankfurt School	
III		**Technology and Culture**	12
	9	Toronto School and Technological and Media determinism	
	10	Structuralism and Semiotics	
	11	Demassification, Information Society	
IV		**Intercultural Communication, Gender and Media**	12
	12	Defining Intercultural Communication	
	13	Barriers	
	14	Media as vehicles of Intercultural Communication	
	15	Media and Gender	
V		**Globalisation and Culture**	
	16	Impact of Globalisation on culture	10
	17	Arjun Appadurai's global cultural flows	
	18	Digital Media and Digital Culture	
	19	Impact of Globalisation on culture	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Identify and distinguish the various scholarly discussions on the term 'culture' and correlate it with media ecosystem	R,U and Ap	PSO-1,3,4
CO-2	Explain the Marxists and neo-Marxist readings on culture to gain knowledge about the theoretical evolution of scholarship on culture and media	U and An	PSO-1,4,3
CO-3	Delineate the impact of technology on culture by tracing the various theoretical constructs	U and An	PSO-3,2,1
CO-4	Articulate the various facets of intercultural communication in order to understand the barriers and its significance on global living contexts. Trace the impact of culture with emphasis on digital cultures	U and E	PSO-6,4,3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Identify and distinguish the various scholarly discussions on the term 'culture' and correlate it with media ecosystem	PO-2,4,1	C	P	L	
CO-2	Explain the Marxists and neo-Marxist readings on culture to gain knowledge about the theoretical evolution of scholarship on culture and media	PO – 1,2,4	U, Ap	C	L	
CO-3	Delineate the impact of technology on culture by tracing the various theoretical constructs	PO – 5,4,2	An	M	L	
CO-4	Articulate the various facets of intercultural communication in order to understand the barriers and its significance on global living contexts. Trace the impact of culture with emphasis on digital cultures	PO – 7,5,4	An, E	P, M	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	2	3		2				3		2	2			
CO2	3	2		2				2		2	2			
CO3		2		3	3			1	2	3				
CO43				2	3		3			2	2		3	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

References

Inter- cultural Communication Theory- Gudykunst(ed)

Global Communication – John Merril

Handbook of Inter-cultural Communication – Asante et al (ed)

Electronic Colonialism – Thomas L.McPhail

Media and the Third world – UNESCO

McQuail's Media and Mass Communication Theory (Eds. Denis McQuail and Mark Deuze (7th Edition)

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**
Course Code	**MIUK3DSEJMC203.1**
Course Title	**Film making for Beginners**
Type of Course	DSE
Semester	3
Academic Level	200-299
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	4 hours		4
Pre-requisites	None
Course Summary	This introductory course aims to provide beginners with a comprehensive understanding of the fundamentals of filmmaking. Through a combination of theoretical knowledge and practical exercises, participants will learn about various aspects of the filmmaking process, including storytelling, cinematography, directing, editing, and sound design.

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Film Making**	12
	1	History and Evolution of Film- Overview of the development of film	

		as an art form and industry.	
	2	Introduction to key movements, genres, and influential filmmakers.	
	3	Fundamentals of Storytelling - Understanding narrative structure, plot development, and character arcs.	
	4	Introduction to screenplay writing and storyboarding.	
II		**Pre-production**	12
	5	Scriptwriting and storyboarding- Techniques for crafting engaging screenplays.	
	6	Importance of storyboarding in visualizing scenes and planning shots.	
	7	Casting and Location Scouting - Basics of casting actors and audition techniques.	
	8	Strategies for finding suitable filming locations and obtaining permits.	
III		**Production**	12
	9	Cinematography basics - Introduction to camera operation, framing, and composition.	
	10	Exploring different shot types and camera movements.	
	11	Lighting and sound - Principles of lighting for film and setting up basic lighting setups.	
	12	Introduction to recording high-quality sound on set.	
IV		**Post Production**	12
	14	Editing fundamentals: Introduction to non-linear editing software	
	15	Basic editing techniques: cutting, transitions, and audio syncing	
	16	Sound Design and Music - Basics of sound design and its role in enhancing storytelling	
	17	Incorporating music and sound effects to complement the narrative	

V		Distribution and Exhibition	12
		Film Festivals and Distribution Channels - Understanding the film festival circuit and submission process	
		Exploring various distribution channels, including theatres, streaming platforms, and self-distribution.	
		Final Projects and Showcase - Students work on their own short film projects, applying skills learned throughout the course. Screening and discussion of student films, culminating in a final showcase event.	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Demonstrate an understanding of the history and evolution of film, identifying key movements, genres, and influential filmmakers. Develop proficiency in scriptwriting and storyboarding, applying narrative structure and visual storytelling techniques	U, R, Ap	PSO-1,2,6
CO-2	Exhibit competence in basic cinematography, including camera operation, framing, composition, and the use of different shot types	Ap	PSO-2,6,7
CO-3	Demonstrate the ability to edit and post-produce films using non-linear editing software, incorporating basic editing techniques, transitions, and audio synchronization.	Ap	PSO-2,6,5

CO-4	Analyse the role of sound design, music, and distribution channels in filmmaking, preparing them to exhibit their work in film festivals or online platforms.	E	PSO-3,2,6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Demonstrate an understanding of the history and evolution of film, identifying key movements, genres, and influential filmmakers.	PO-1,2,4,	F	F, C	L	
2	Develop proficiency in scriptwriting and storyboarding, applying narrative structure and visual storytelling techniques.	PO-5,2,1	C, P	P	L	
3	Exhibit competence in basic cinematography, including camera operation, framing, composition, and the use of different shot types	PO-5,2,1	F,C	C	L	
4	Demonstrate the ability to edit and post-produce films using non-linear editing software, incorporating basic editing techniques, transitions, and audio synchronization.	PO-4,5,2	P	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2		2				3	2				2	
CO2	1	2			3				3				2	2
CO3	2	2			3				3			1	2	
CO43		2		3	2				2	3			2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

"The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus

"Story: Substance, Structure, Style and the Principles of Screenwriting" by Robert McKee

"In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch

"Cinematography: Theory and Practice" by Blain Brown

"Film Directing Shot by Shot: Visualizing from Concept to Screen" by Steve

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK3VACJMC204.1**				
Course Title	**Environment, Climate change and Media**				
Type of Course	VAC				
Semester	3				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	1		4
Pre-requisites	1 To analyse the role of media in shaping public understanding and perceptions of environmental issues. 2. Strong critical thinking skills are essential for analyzing and evaluating media representations on environmental issues. 3. Effective written and oral communication skills are crucial for conveying scientific information to diverse audiences				
Course Summary	Enhances awareness among individuals, communities, and societies about the challenges facing the environment and the impacts of climate change. Media plays a crucial role in disseminating this information to the public, educating them about the importance of conservation and sustainable practices.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Environment**	15
	1	What is environment; how do we protect and conserve our environment;	
	2	Natural resources- Renewable and non-renewable resources in nature	
	3	Structure and functions of an ecosystem- forest ecosystem, grassland ecosystem, desert ecosystem and aquatic ecosystem	
	4	food chains, food webs and ecological pyramids;	
II		**Climate Change-Social Issues**	15
	5	Biodiversity and its conservation; threats to biodiversity; conservation of biodiversity; biodiversity issues in India;	
	6	solid waste management; disaster management (flood, earth quake, cyclone and landslides).	
	7	Social issues and sustainable development initiatives- major social issues in India-Air pollution, water pollution, Food and water shortage, Biodiversity Loss, Migration	
	8	Climate Change: Impacts, Adaptation and Mitigation, - global warming; acid rain and ozone layer depletion, nuclear accidents and holocaust;	
III		Media and Environment	15
	9	Environment Protection Acts and Rules in India;	
	10	Media and its role on Environmental awareness- Print and Electronic media	

	11	Evironmental impact assessment, community Engagement and Public interest Litigation	
	12	Environmental movements in India- Bishnoi Movement, Chipko movement, Save Silent Valley Movement, Narmada Bachao Andholan	
IV		**Programmes and practices**	15
	13	Discussion on one national and one international case study related to the environment and sustainable development.	
	14	Field visits to identify local/regional environmental issues, make observations including data collection and prepare a brief report	
	15	Participation in plantation drive and nature camps	
	16	Campus environmental management activities such as solid waste disposal, water Management and sanitation	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understanding of the importance of sustainable development by keeping the environmental resources intact for future generations	U	PSO-1,6,3
CO-2	Gaining scientific knowledge about environment, eco system, energy sources and factors influencing the deterioration nature and environment	R, U	PSO-1,6,3
CO-3	Analysis of effective management of natural resources, conservation of such sources and causes of natural and man-made disasters	An	PSO-1,6,3

| CO-4 | Sensitisation of ill effects of global warming, climate change and the international debates on such issues, legal framework for environment conservation, social impact of the unsustainable development programmes and gain awareness through field trip. | Ap, C | PSO-1,6,3 |

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
1	Understanding of the importance of sustainable development by keeping the environmental resources intact for future generations	PO-3,1,7	C	F, C	L	
2	Gaining scientific knowledge about environment, eco system, energy sources and factors influencing the deterioration nature and environment	PO-3,1,5	C	P	L	
3	Analysis of effective management of natural resources, conservation of such sources and causes of natural and man-made	PO-3,2,5	C	P	L	
4	Sensitisation of ill effects of global warming, climate change and the international debates on such issues, legal framework for environment	PO-3,1,5	C	P	L	

conservation, social impact of the unsustainable development programmes and gain awareness through field trip.														

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	1		3				1	2		1			1	
CO2	2		3		1			2		1			1	
CO3		1	3		1			2		1			1	
CO43	2		3		1			2		1			1	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations

CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

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Rao, M. N. & Datta A. K. Waste Water Treatment. New Delhi: Oxford UP & IBH, 1987.

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SEMESTER IV

Course	Course code
Advanced Journalism Practices	**MIUK4DSCJMC250.1**
Radio Programming and Podcasting	**MIUK4DSCJMC251.1**
Online Journalism and Multimedia Story Telling	**MIUK4DSEJMC252.1**
Graphic Design	**MIUK4SECJMC253.1**
Digital Media and Civic Engagement	**MIUK4VACJMC254.1**
Internship	**MIUK4INTJMC255.1**

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK4DSCJMC250.1**				
Course Title	**Advanced Journalism Practices**				
Type of Course	**DSC**				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	1. Students should have a foundational understanding of journalism principles, including news gathering and writing. 2. Students should have a strong command of grammar, syntax, and style				
Course Summary	This course builds upon core journalistic skills by exploring specialized reporting techniques and writing styles. Through a combination of theory, case studies, and hands-on exercises, students				

will explore investigative journalism, feature writing, opinion pieces, and editorial writing. Emphasis will be placed on critical thinking, ethical considerations, and the evolving landscape of journalism in the digital age.

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Feature Writing**	12
	1	Understanding Features: Definition and Types	
	2	Crafting Compelling Narratives - Finding Unique Angles and Perspectives	
	3	Interviewing Techniques, Research and Fact-Checking for Features	
	4	Writing Style and Voice in Feature Writing	
	5	Multimedia Integration: Photography, Video, and Audio	
	6	Practical Exercise: Developing a Feature Story from Pitch to Publication	
II		**Investigative Journalism**	12
	7	Introduction to Investigative Journalism - Historical Overview and Notable Investigations	
	8	Research Techniques and Strategies	
	9	Interviewing Skills and Source Verification	
	10	Legal and Ethical Considerations in Investigative Reporting	
	11	Practical Exercise: Conducting an Investigative Project	
III		**Opinion Pieces**	12
	12	Opinion Journalism: Purpose and Scope	
	13	Opinion vs. News Reporting: Understanding the Difference	
	14	Identifying Target Audiences and Tailoring Content	
	15	Constructing Persuasive Arguments - Incorporating Data and Evidence to Support Opinions	
	16	Op-Ed Structure and Formatting	
	17	Practical Exercise: Writing and Pitching an Op-Ed Piece	
IV		**Editorial Writing**	12
	18	The Role of Editorials in Journalism	
	19	Differentiating Between Editorials, Columns, and Opinion Pieces	
	20	Editorial Writing Techniques: Clarity, Conciseness, and Impact	
	21	Editorial Board Dynamics and Decision-Making	
	22	Engaging with Current Events and Community Issues	
	23	Ethical Considerations in Editorial Writing	
	24	Practical Exercise: Collaborative Editorial Writing and Publication	
V		**Practicum**	12
	25	Students have to publish a magazine (online/print) that contains long form journalism	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Develop advanced research and interviewing skills for investigative journalism	Ap, An	PSO-4,5,6
CO-2	Craft engaging feature stories that showcase depth, character, and human interest	C	PSO-6,5,4
CO-3	Formulate well-reasoned arguments and present them in a clear, concise style for opinion pieces	An, E, C	PSO-3,2,5
CO-4	Analyze issues and advocate positions through effective editorial writing	An	PSO - 3,2,6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Develop advanced research and interviewing skills for investigative journalism	PO-2,4,5	Ap, An	C, P	L	
CO-2	Craft engaging feature stories that showcase depth, character, and human interest	PO-5,4,2	C	P, M	L	P

| CO-3 | Formulate well-reasoned arguments and present them in a clear, concise style for opinion pieces | PO-5,4,2 | An, E, C | P, M | L | P |
| CO-4 | Analyze issues and advocate positions through effective editorial writing | PO-2,5,4 | An | M | | P |

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1		3		2	2						3	2	2	
CO2		2		2	3						2	2	3	
CO3		2		2	3				2	3		2		
CO43		3		2	2				2	3			2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

References

Garrison, Bruce. *Professional Feature Writing*. Routledge, 2023.

Gaines, William C. *Investigative Journalism: Proven Strategies for Reporting the Story*. CQ Press, 2008.

Aldisert, Ruggero J. *Opinion Writing*. Carolina Academic Press, 2012.

Flint, Leon Nelson. *The Editorial: A Study in Effectiveness of Writing*. Kessinger Pub., 2008

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK4DSCJMC251.1**				
Course Title	**Radio Programming and Podcasting**				
Type of Course	**DSC**				
Semester	**4**				
Academic Level	**200-299**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	4		4
Pre-requisites	1. Have a genuine interest in radio and podcasting. Passion will keep motivated and engaged throughout the process. 2. Familiarize yourself with different radio formats and podcast genres				
Course Summary	Radio and podcasting course offers a comprehensive exploration of radio broadcasting and podcasting, covering both theoretical concepts and practical skills. Students will learn about the history of radio, audio production techniques, storytelling for audio, and business aspects of podcasting. Through hands on projects and critical analysis, student will develop the skills needed to create produce and distribute radio shows and podcasts.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Radio Broadcasting**	12
	1	History and evolution of radio as a medium	
	2	Radio broadcasting in India	
	3	Characteristics of radio as a medium	
	4	Radio Formats	
II		**Radio Programmes**	12
	5	Radio news – news room operation – news format – news writing – news presentation – structure of news bulletins	
	6	Radio Programme Production: Types of programmes- radio talk – interview – radio drama – running commentary – documentaries – characteristics of each format-	
	7	Frequency spectrum – AM – FM – short wave - long wave – satellite radio . Community radio ,	
	8	Presentation for Radio programmes: Formal and Informal-Radio Jockey-Programming in Commercial FM Radio stations	
III		**Sound and Studio Practices**	12
	9	Writing for different radio programmes	
	10	Sound recording and production (DAW,Acoustic room,Dubbing and editing suite, Audio mixers, Sound formats, SFX, Cables and connectors)	
	11	Microphones- Various types of Microphones	

	12	Audio editing softwares	
IV		**Podcasting**	12
	13	Introduction to podcast (Podcasting history, Trends and Industry landscape)	
	14	Understanding podcast formats and Genres	
	15	Principles of storytelling and Narrative structure for podcasting	
	16	Exploring podcasting platforms ,Hosting and distribution options, Techniques for engaging and retaining podcast audience	
V		**practicum**	12
	17	Writing for different radio programmes	
	18	10 mnts Radio News Bullettin	
	19	Radio anchoring and Presentation	
	20	10 minutes of Radio drama and interview or Podcasting Series	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Students will grasp the foundational concepts of broadcasting, including production techniques specific to radio and podcasting.	R,U	PSO-1,2,6
CO-2	Students will acquire proficiency in operating broadcasting equipment such as soundboards, microphones, recording software, and editing tools .	Ap, C	PSO-2,6,7

SCO-3	Students will learn effective scriptwriting techniques for various formats.	Ap			PSO-2,6,7	
CO-4	Provide insights into career pathways in radio programming and podcasting,.	Ap			PSO-2,6,7	

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/ Tutorial (T)	Practical (P)
1	Students will grasp the foundational concepts of broadcasting, including production techniques specific to radio and podcasting.	PO-1,5,2	F, C	F, C	L	
2	Students will acquire proficiency in operating broadcasting equipment such as soundboards, microphones, recording software, and editing tools .	PO-5,2,1	P	P	L	
3	Students will learn effective scriptwriting techniques for various formats.	PO-5,2,1	P	P	L	
4	Provide insights into career pathways in radio programming and podcasting,.	PO-5,2,1	P	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2			2			3	2				2	
CO2	1	2			3				3				3	2
CO3	2	2			3				3				3	2
CO43	2	2			3				3				3	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

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Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK4DSEJMC252.1**				
Course Title	**Online Journalism and Multimedia Story Telling**				
Type of Course	**DSE**				
Semester	4				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	1. Basic computer literacy 2. Access to a personal computer				
Course Summary	This course examines the principles and practices of online journalism and multimedia storytelling in the digital era. Through a blend of theory, case studies, and hands-on exercises, students will explore the evolution of online journalism, digital storytelling techniques, multimedia content creation, and the ethical considerations inherent in online journalism.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Foundations of Online Journalism**	**12**
	1	Introduction to Online Journalism - Historical Overview	
	2	Characteristics of Online Journalism	
	3	The Role of Social Media in Online News Distribution	
	4	Legal Framework for Online Journalism in India: Information Technology Act – Privacy, Censorship, and Freedom of Speech Online	
II		**Digital Storytelling Techniques**	**12**
	5	Principles of Digital Storytelling	
	6	Narrative Structures in Digital Journalism	
	7	Incorporating Multimedia Elements: Text, Images, Video, Audio, etc.	
	8	Interactive Storytelling Tools and Techniques	
	9	Audience Engagement Strategies in Digital Storytelling	
III		**Multimedia Content Creation**	**12**

	10	Photojournalism in the Digital Age: Techniques and Ethics	
	11	Video Production for Online Journalism	
	12	Audio Storytelling and Podcasting	
	13	User-Generated Content and Crowdsourcing	
IV		**Emerging Trends and Future Directions**	**12**
	14	Mobile Journalism (MOJO): Reporting with Mobile Devices	
	15	Virtual Reality (VR) and Augmented Reality (AR) in Journalism	
	16	Artificial Intelligence (AI) and Automated Journalism	
	17	Ethical Challenges of Emerging Technologies	
V		**Practicum**	**12**
	18	Practical Exercise: Creating Multimedia Content	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Develop a critical understanding of online journalism principles and best practices	U, E	PSO-3,2,1
CO-2	Craft engaging news stories optimized for digital platforms	C	PSO - 3,2,1
CO-3	Incorporate multimedia elements (audio, video, data visualization) into online content	Ap, C	PSO-3,2, 1
CO-4	Analyze the ethical considerations and legal issues specific to online journalism	An, E	PSO-2,3, 1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Develop a critical understanding of online journalism principles and best practices	PO-2,1,5	U, E	F, M	L	
CO-2	Craft engaging news stories optimized for digital platforms	PO-5,2,4	C	P	L	P
CO-3	Incorporate multimedia elements (audio, video, data visualization) into online content	PO-2,1,5	Ap, C	P	L	P
CO-4	Analyze the ethical considerations and legal issues specific to online journalism	PO-2,3,5	An, E	M	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	2	3			2			1	2	3				
CO2		2		1	3			1	2	3				
CO3	2	3			2			1	2	3				
		3	2		2			2	3	2				

CO43														

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

References

Ward, Mike. *Journalism Online*. Routledge, Taylor & Francis Group, 2016.

Lister, Martin. *New Media: A Critical Introduction*. Routledge, 2010.

Bull, Andy. *Multimedia Journalism a Practical Guide*. Routledge, 2016.

Miller, Carolyn Handler. *Digital Storytelling: A Creator's Guide to Interactive Entertainment*. CRC Press, 2020.

Boden, Margaret A. *Artificial Intelligence: A Very Short Introduction*. Oxford University Press, 2018.

Albuero, De Luna Alvin. *Introduction to Virtual Reality*. Arcler Press, 2022

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK4SECJMC253.1**				
Course Title	**Graphic Design**				
Type of Course	SEC				
Semester	4				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	1hours		4
Pre-requisites	1. Familiarity with design software 2. Proficiency in basic computer operations such as file management and navigation.				
Course Summary	The course offers an overview of design principles, practical training in open-source software, and hands-on experience in project development. Students explore the history of design, learn essential tools, and build a professional portfolio, preparing them for entry-level positions in the field.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Graphic Design**	15

	1	History of Graphic Design- Overview of key movements, styles, and influential designers.	
	2	Introduction to design elements and principles such as balance, contrast, hierarchy, and typography.	
II	**Digital tools and Software**		15
	3	Introduction to Open Source Design Software	
	4	Hands-on Training in GIMP, Inkscape, and Scribus	
III	**Design Fundamentals**		15
	5	Visual Communication and Composition	
	6	Typography and Layout Design	
IV	**Applied projects and portfolio development**		15
	7	Practical Projects and Portfolio Building - Guided design projects covering various mediums such as print, web, and branding.	
	8	Feedback and critique sessions to refine skills and develop a professional portfolio	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the fundamental principles of design	U, R	PSO-1, 3
CO-2	Demonstrate proficiency in using open-source design software to create and manipulate raster	Ap	PSO-2,3,1

CO			
CO-3	Analyse and apply advanced design principles, including typography, layout, and visual hierarchy, in their design projects.	An, Ap	PSO-3,2,1
CO-4	Develop the ability to critique and provide constructive feedback on design work, considering both aesthetic and functional aspects. Compile a professional portfolio showcasing their design work, effectively communicating their skills, style, and versatility to potential employers or clients	E, Ap	PSO-3,2,1

The top row of the table (continuation of CO-2) reads:

"and vector graphics. Conceptualize and execute complex design projects across various mediums, demonstrating creativity, problem-solving skills, and attention to detail."

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)

1	Understand the fundamental principles of design	PO-1,2,4	F	F, C	L	
2	Demonstrate proficiency in using open-source design software to create and manipulate raster and vector graphics. Conceptualize and execute complex design projects across various mediums, demonstrating creativity, problem-solving skills, and attention to detail.	PO-5,4,2	C, P	P	L	
3	Analyse and apply advanced design principles, including typography, layout, and visual hierarchy, in their design projects.	PO-5,4,2	F,C	C	L	
4	Develop the ability to critique and provide constructive feedback on design work, considering both aesthetic and functional aspects. Compile a professional portfolio showcasing their design work, effectively communicating their skills, style, and versatility to potential employers or clients	PO-5,4,2	P	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2		2				3		2				
CO2		2		2	3			1	3	2				
CO3		2		2	3			1	2	3				

		2		2	3			1	2	3				
CO43														

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Wendell. C.Crow, Communication Graphics, Prentice-hall, Englewood Cliffs, N.J1986

Peter Bridgewater, An Introduction to Graphic Design, ChartwellBooksNJ1987

Russell N. Baird, The Graphic Communication, Holt, Rinehart and Winston, Canada1987

JerryPalmer & Mac Dodson, Design and Aesthetics, Routledge, London1995

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK4VACJMC254.1**				
Course Title	**Digital Media and Civic Engagement**				
Type of Course	VAC				
Semester	4				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours	1 hour		4
Pre-requisites	1. Students should have completed introductory courses in media studies or communication 2. Familiarity with concepts related to civic engagement, such as community involvement, social activism, and civic responsibility, would be beneficial. 3. Students should have basic proficiency in using digital tools and navigating online platforms.				
Course Summary	The course explores the intersection of media, democracy, and citizenship, delving into historical and theoretical foundations, media literacy, and community journalism. Students engage in civic dialogue, ethical considerations, social media activism, and media campaigns, fostering social change and grassroots empowerment.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Media, Democracy, and Citizenship**	15
	1	Understand the historical and theoretical foundations of media's role in democracy and citizenship.	
	2	Concept of media literacy and informed citizenship (Media literacy, citizenship,constitution)	
	3	Over view of Community Journalism and its significance in civic engagement (homogenies, heterogenies communities, civic sense constitutional morality)	
	4	Different community media platforms	
II		**Community Journalism and Civic Dialogue**	15
	5	Importance of community-based media engagement for civic dialogue	
	6	Identifying relevant community issues and concerns (gender, cast, class, linguistics and geographical issues)	
	7	Ethical consideration in community and civic journalism (media ethics especially on sensitive issues)	
	8	Techniques for conducting interviews with community members and stake holders	
III		**Social Media and Civic Activism**	15
	9	Different social media platforms for civic engagement and activism	
	10	Social media driven movements and campaigns for social justice (example –Arab spring revolution)	
	11	Social media for grassroot level community enhancement (illiteracy, poverty, health issues)	
	12	Citizen journalism and new media	
IV		**Media and Civic Engagement Campaigns**	15
		Learn how to develop and implement media campaigns for social	

	change	
	Collaborate with community organisations to design and execute a media advocacy project (NGO, charity organisations)	
	Create civic influencing projects (Traffic awareness programmes, election commission programmes)	
	Collaborate with community partners to plan and implement a civic engagement initiative that promotes dialogue, participation, and collective action within a specific community or social issue. (Visit a nearby school or local government body or a specific community)	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the role of media in shaping public discourse and promoting civic engagement.	U, R	PSO-7,1,4
CO-2	Develop media literacy skills to critically evaluate media content and engage in informed civic action	Ap	PSO-7,1,4
CO-3	Analyse the impact of media representations on civic awareness, participation, and social movements.	An	PSO-7,1,4
CO-4	Apply media strategies and platforms to advocate for social justice, equity, and community empowerment.	Ap	PSO-3,2,7

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand the role of media in shaping public discourse and promoting civic engagement.	PO-1,7,5	F	F, C	L	
2	Develop media literacy skills to critically evaluate media content and engage in informed civic action	PO-4,7,5	C, P	P	L	
3	Analyse the impact of media representations on civic awareness, participation, and social movements.	PO-2,7,5	F,C	C	L	
4	Apply media strategies and platforms to advocate for social justice, equity, and community empowerment.	PO-4,7,5	P	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3				2		3	2			2			3
CO2				3	2		3	2			2			3
CO3		3			2		3	2			2			3
CO43				3	2		3		1	3				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Bennett, W. L. (2012). The Personalization of Politics and Civic Engagement: The Role of Newspapers. Routledge. ISBN: 9780415881769

Dahlgren, P. (2009). Media and Political Engagement: Citizens, Communication, and Democracy. Cambridge University Press. ISBN: 9780521515468

Cook, T. E. (2005). Governing with the News: The News Media as a Political Institution. University of Chicago Press. ISBN: 9780226115084

Couldry, N., & Curran, J. (Eds.). (2003). Contesting Media Power: Alternative Media in a Networked World. Rowman & Littlefield. ISBN: 9780742529051

Castells, M., Fernandez-Ardevol, M., Qiu, J. L., & Sey, A. (2006). Mobile Communication and Society: A Global Perspective. MIT Press. ISBN: 9780262033589

Couldry, N., & Fotopoulou, A. (2017). Digital Citizenship: The Internet, Society, and Participation. Oxford University Press. ISBN: 9780199970833

McAllister, I. (2014). The Civic Culture Transformed: From Allegiant to Assertive Citizens. Cambridge University Press. ISBN: 9781107625376

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SEMESTER V

Course	Course code
Communication for Development and Social Change	**MIUK5DSCJMC300.1**
Television Principles and Practices	**MIUK5DSCJMC301.1**
Mass Communication Theory	**MIUK5DSCJMC302.1**
Business and Financial Journalism	**MIUK5DSEJMC303.1**
Documentary Film	**MIUK5DSEJMC304.1**
Data Journalism	**MIUK5SECJMC305.1**

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK5DSCJMC300.1**				
Course Title	**Communication for Development and Social Change**				
Type of Course	**DSC**				
Semester	**5**				
Academic Level	**300-399**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week

	4	4	4		4
Pre-requisites	None				
Course Summary	This course gives a comprehensive overview about the genesis and evolution of development communication as a discipline and its progress to communication for social change with evaluation of case studies and real world experiences of communicating development and change.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Concepts of Development**	14
	1	Defining development: Approaches and Perspectives with emphasis on Indian thought process	
	2	Development Indicators: GDP, GNP, HDI, PQLI, MDPI	
	3	Issues of development: Inequality, Poverty, Health, Education, Literacy, Infrastructure, Freedom, Digital divide, Unemployment, Housing, Climate crisis, Gender bias, Human-animal conflicts	
	4	Revisiting the ideas of development	
II		**Paradigms and Shifts**	14
	5	Dominant Paradigm (Rostow, Lerner, Schramm, Rogers)	
	6	Dependency and Structuralist theories	
	7	Alternative (Another development) Paradigm (Jan Servaes)	
	8	Participation, Capability and Rights based approaches	
III		**Development Communication**	12
	9	Defining Development Communication	
	10	Development Support Communication and Strategies	
	11	Development Journalism	

	12	C4D strategies	
IV		**Communication for Social Change**	**12**
	13	From Development to Social Change	
	14	Social and Cultural Norms	
	15	SBCC and advocacy: Case studies	
	16	Culture centred approach	
V		**Role of Media in C4D and C4SC**	
	17	Mapping the field: Status of reporting development and social change	**8**
	18	Emphasis on Rural Journalism	
	19	Communication campaigns: Case studies	
	20	The Kerala Experiences: Rethinking the Kerala Model of Development	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO Addressed
CO-1	Recall, articulate and break down the concepts and issues of development and synthesise it with the reporting of development	R, U, An and E	PSO-1,3,4
CO-2	Differentiate paradigmatic shifts in development and illustrate the progress towards holistic approaches	U	PSO-1,3,4

CO-3	Evaluate the role of media in development and social change through examples and case studies and assess an on-going project	An	PSO-3,2,4
CO-4	Applying the ideas of development gained so far in order to critique it and relate it with the emerging scholarship on social change.	Ap	PSO-3,2,4

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Recall, articulate and break down the concepts and issues of development and synthesise it with the reporting of development	PO-2,4,1	F	F, C	L	
2	Differentiate paradigmatic shifts in development and illustrate the progress towards holistic approaches	PO-2,4,1	C, P	P	L	
3	Distinguish the core ideas of development communication, journalism, development support communication and C4D	PO-4,3,1	F,C	C	L	
4	Applying the ideas of development gained so far in order to critique it and relate it with the emerging scholarship on social change. Evaluate the role of media in	PO-4,3,1	P	P	L	

development and social change through examples and case studies and assess an on-going project								

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	2	3		2				3		2	2			
CO2	2	3		2				3		2	2			
CO3	2		2	3				2	2	3				
CO43	2		2	3				2	2	3				

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations

CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Srinivas R Melkote and H Leslie Steeves (2007), Communication for Development in the Third World: Theory and Practice for Empowerment, New Delhi, Sage

D.V.R. Murthy (2007), Development Journalism- What Next? An Agenda for the Press, Hyderabad, Kanishka

Dipankar Sinha (2013) Development Communication: Contexts for the 21st Century, New Delhi, Orient BlakSwan

Maya Ranganathan and Usha M. Rodrigues (2010), Indian Media in a Globalised World, Sage

Manyozo (2012) Media, Communication and Development: Three Approaches, New Delhi, Sage

Ratnesh Dwivedi (2013) Mass Media and Communication in Global Scenario, Kalpaz Publication

Mridula Menon (2007), Development Communication and Media Debate, Kanishka

P Sainath, Everybody Loves a Good Drought

Jan Servaes, Communication Development and Social Change

Kirk Johnson, Television and Social Change in Rural India

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK5DSCJMC301.1**				
Course Title	**Television Principles and Practices**				
Type of Course	DSC				
Semester	5				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	4 hours		4
Pre-requisites	1. Familiarity with basic digital tools and software is essential. 2. Strong writing skills are important for scriptwriting and writing news stories for television. 3. The ability to analyse television content, and students should be able to effectively communicate and collaborate with peers on group work.				
Course Summary	The course explores the historical, theoretical, and practical aspects of television production. Students learn camera operations, editing techniques, and ethical considerations, culminating in collaborative projects that apply these skills to create compelling television content, fostering critical understanding and hands-on experience in the field.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**TV Camera Operations Basics**	12
	1	White Balance- Recording	
	2	Storage- Camera support systems-	
	3	Lighting: Three-point lighting- Indoor and Outdoor lighting	
	4	Types of lights- Intensity- colour temperature	
II		**Editing**	12
	5	Evolution of editing	
	6	Editing principles – functions – transition devices	
	7	Linear and nonlinear editing, online and off line editing –editing in the digital era	
	8	Computer graphics and basic animation techniques	
III		**Television Production & Policy**	12
	9	Preproduction, Production, and Postproduction	
	10	Policy on TV Broadcating- Broadcasting Bill	
	11	Ethics of Telecasting	
	12	Current trends in television broadcasting	
IV		**Planning a TV news story**	12
	13	Writing news stories for television – writing to pictures	
	14	Case studies – intro – opening shot – SOT's – teasers – PTC – voice over – packaging etc	
	15	run down and panel production of news bulletins	

	16	TV newsroom structure – ENG – live broadcasts, planning and execution	
V		**Television Production Project**	**12**
		Concept Development and Scriptwriting: Students brainstorm ideas and write scripts for their television production project, incorporating storytelling techniques and visual elements.	
		Camera Operations and Recording: Students apply camera operation basics, ensure proper white balance, and capture footage for their project.	
		Editing and Graphics: Students edit their footage using nonlinear editing software, applying principles learned in previous modules. They incorporate basic animation and graphics to enhance visual appeal.	
		Presentation and Reflection: Students present their television production projects to the class, reflecting on their experience and receiving feedback from peers. They discuss challenges, successes, and areas for improvement.	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Demonstrate an understanding of the historical and theoretical foundations of television production and its role in society.	U, R	PSO-3,2,1
CO-2	Apply principles of television production, including camera operations, lighting techniques, and editing, to	Ap	PSO-2,3,1

| CO-3 | Develop practical skills in scriptwriting, news story development, and production planning, enabling them to effectively communicate ideas and narratives through TV medium | Ap, An | PSO-2,3,1 |
| CO-4 | Collaborate with peers to plan, execute, and present television production projects, demonstrating effective teamwork, communication, and problem-solving skills. | C, E | PSO-2,3,4 |

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Demonstrate an understanding of the historical and theoretical foundations of television production and its role in society.	PO-1,2,5	F	F, C	L	
2	Apply principles of television production, including camera operations, lighting techniques, and editing, to effectively create and manipulate visual content.	PO-5,4,2	C, P	P	L	
3	Develop practical skills in scriptwriting, news story development, and production	PO-5,4,2	F,C	C	L	

	planning, enabling them to effectively communicate ideas and narratives through television media.					
4	Collaborate with peers to plan, execute, and present television production projects, demonstrating effective teamwork, communication, and problem-solving skills.	PO-5,4,7	P	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognig

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2			2			1	2	3				
CO2		2		2	3			1	3	2				
CO3		2		2	3			1	3	2				
CO43				2	3		3		3	2	1			

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

References

Ralph Donald and Thomas Spann, Fundamentals of Television Production
Herbert Zettl, Television Production Handbook, New York, Wadsworth
Ivan Cury, Directing and Producing for Television
Steve Wetton, Writing TV Scripts
Millerson, Gerald, Video Production Handbook
Gerald Anderson, The Technique of Television Production
Steven E Brown, Videotape Editing
John Halas and Roger Manuelle, The Technique of Film Animation
Gray Anderson, Video Editing and Post Production- A Professional Guide
Browzzard and Holgate, Broadcast News
Fletcher, Professional Broadcasting
Ted White, Broadcast News Writing, Reporting & Producing
Vasuki Belavadi, Video Production

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK5DSCJMC302.1**				
Course Title	**Mass Communication Theory**				
Type of Course	Discipline Specific Core (DSC)				
Semester	5				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	4		4
Pre-requisites	None				
Course Summary	A theoretically intensive course which helps to gain robust understanding of Mass Communication theoretical insights and find connections with media practices.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introducing Theory**	**12**
	1	What is theory?	
	2	Communication Theory: An overview on Genesis and Development	

	3	Perspectives of Communication: Eastern and Western Schools	
	4	Communication: Language and Non-verbal means	
II		**Concepts of Mass Communication**	**12**
	5	Public Opinion	
	6	Persuasion and Propaganda	
	7	Public Sphere	
	8	Gatekeeping	
III		**Media and Effects**	**12**
	9	Scholarship on Media Effects	
	10	Media and agenda setting	
	11	Media and Audience	
	12	Media Effects theories more	
IV		**Media and Psychological Theories**	**12**
	13	Media and Psychological effects	
	14	Learning Theories	
	15	**Conditioning theories**	
	16	Dissonance theory	
V		**Normative Theories**	
	17	Authoritarian and Libertarian theories	**12**
	18	Social Responsibility and Soviet Media Theory	
	19	Democratic Participant and Development Media Theories	
	20	**Exercise:** Reading Media Texts	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO Addressed
CO-1	Understand and develop a holistic perspective on 'theory' and connect it with Mass Communication theoretical insights. Gain knowledge about how language and non-verbal means operates in everyday human communications.	U	PSO-1,3,6
CO-2	Interpret concepts of Mass Communication in the formation of 'publics' and build perspectives on how the systems of media and publics operate together	Ap	PSO-1,3,6
CO-3	Examine the role of media in terms of effects and impact and differentiate various types of audience in relation with media ecosystem	An and E	PSO-1,3,6
CO-4	Identify media effects at individual and group level with the help of psychological theories. Explain how media operated in different forms of ruling structures attached to different strands of ideologies and identify connections with the contemporary world events.	U	PSO-6,7,3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understand and develop a holistic perspective on 'theory' and connect it with Mass Communication theoretical insights. Gain knowledge about how language and non-verbal means operates in everyday human communications.	PO-1,2,5	F	F, C	L	
2	Interpret concepts of Mass Communication in the formation of 'publics' and build perspectives on how the systems of media and publics operate together	PO-1,2,5	C, P	P	L	
3	Examine the role of media in terms of effects and impact and differentiate various types of audience in relation with media ecosystem	PO-5,4,1	F,C	C	L	
4	Identify media effects at individual and group level with the help of psychological theories. Explain how media operated in different forms of ruling structures attached to different strands of ideologies and identify connections with the contemporary	PO-5,4,1	P	P	L	

	world events.						

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2			2			3		2			2	
CO2	3	2			2			3		2			2	
CO3	1			2	3			3		2			2	
CO43	1			2	3					2			3	7

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓

CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Fiske, John (1996), Introduction to Mass Communication Studies, London, Routledge

Mc Quail, Dennis (2010), Mc Quail's Mass Communication Theory, New Delhi, Sage

Chaturvedi, B. K. & S. K. Mittal (2011), Mass Communication Principles and Practices, New Delhi. G V Publishing House

Hasan, Seema (2010), Mass Communiction: Principles and Concepts, New Delhi, CBS Publishers

Narula, Uma (2014), Handbook of Communication: Models, Perspectives and Strategies, New Delhi, Atlantic Publishers

Berger, Arthur Asa (2012), Media Analysis Techniques, New Delhi, Sage

Katz,Elihu (1981), Mass Media and Social Change, London, Sage

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK5DSEJMC303.1**				
Course Title	**Business and Financial Journalism**				
Type of Course	DSE				
Semester	5				
Academic Level	**300-399**				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	4		4
Pre-requisites	None				
Course Summary	Business and Financial Journalism is a course that helps in entry into the nuances of reporting business and public finance with a foundation on economics, monetary and fiscal policies and issues and challenges of Indian economy.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Economic Schools of Thought**	**12**
	1	Defining Economics, Mercantilism, Physiocracy, Population theory	

	2	Classical and Neo-classical schools of economic thought	
	3	Marxian, Keynesian and Monetarist Schools	
	4	Economic Reforms: LPG policies, Neo-liberal approach and critique	
II		**Indian Economy**	**12**
	5	History of Indian Economy: Nehruvian model	
	6	Five year plans, Green revolution, Bank nationalisation	
	7	Economic Liberalisation; Current Status of Indian Economy	
	8	Institutions: Planning and Finance Commissions, NITI Aayog, State level planning Boards	
III		**Reporting Business and Public Finance**	**12**
	9	Business reporting: Principles and Practice	
	10	Budget Reporting: Union and State Budgets	
	11	Business Journalism in India: Evolution and Growth	
	12	Major Business dailies, TV Channels and Online media	
IV		**Monitoring Monetary Policy**	**12**
	13	Monetary Policy	
	14	RBI	
	15	**Introduction to Stock Markets**	
	16	Stock Market regulatory mechanisms	
V		**Reporting Rural Economy**	
	17	Agriculture	**12**
	18	Traditional industries	
	19	Disasters and Impact on Rural Economy	
	20	Reporting Poverty	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO Addressed
CO-1	Describes and infers the evolution of Indian economy since independence and familiarises with the major institutions involved in decision making and implementation of programmes	U	PSO-1,2,3
CO-2	Articulate and demonstrate the nuances of reporting business and financial affairs with emphasis on budgets and make related stories	Ap	PSO-4,3,2
CO-3	Study the various aspects of monetary policy, institutions involved in the making of monetary policy and exposure to the functioning of stock markets.	An and E	PSO-4,3,2
CO-4	Engage with the issues and challenges of reporting rural economic economy and develop news reports on rural issues	U	PSO-4,3,2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Describes and infers the evolution of Indian economy since independence and familiarises with the major institutions involved in decision making and implementation of programmes	PO-1,2,5	F	F, C	L	
2	Articulate and demonstrate the nuances of reporting business and financial affairs with emphasis on budgets and make related stories	PO-5,4,2	C, P	P	L	
3	Study the various aspects of monetary policy, institutions involved in the making of monetary policy and exposure to the functioning of stock markets.	PO-5,4,2	F,C	C	L	
4	Engage with the issues and challenges of reporting rural economic economy and develop news reports on rural issues	PO-5,4,2	P	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2			2			3	2	2				
CO2		2		2	3				2	2	3			
CO3		2		2	3				2	2	3			
CO43		2		2	3				2	2	3			

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Jay Taparia (2003), Understanding Financial Statements: A Journalist's Guide, Marion Street Press

Chris Roush (2010), Show Me the Money: Writing Business and Economics Stories for Mass Communication, Routledge. (second edition)

Terri Thompson (Ed.) (2000), Writing About Business: The New Columbia Knight-Bagehot Guide to Economics and Business Journalism, Columbia University Press.

Conrad Fink (2000), Bottom Line Writing: Reporting the Sense of Dollars, Iowa State University Press

Robert Reed and Glenn Lewin (2005), Covering Business: A Guide to Aggressively Reporting on Commerce and Developing a Powerful Business Beat, Marion Street Press

Kenneth Morris and Virginia B. Morris (2004), The Wall Street Journal Guide to Understanding Money & Investing, Lightbulb Press Inc

Chris Roush (2010), Profits and Losses: Business Journalism and Its Role in Society, Marion Street Press (second edition)

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK5DSEJMC304.1**				
Course Title	**Documentary Film**				
Type of Course	DSE				
Semester	5				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	4 hours		4
Pre-requisites	None				
Course Summary	The course provides theoretical knowledge on the historical evolution of documentary films and the current trends in this genre. It also discusses production aspects and hands-on training on documentary film making. This course improves the capability of students to approach a subject critically and make it into a comprehensive television documentary.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**History of Documentary Filmmaking**	**12**
	1	A short history of documentary film making	

	2	Key persons - Flaherty – Grierson – Vertov	
	3	Documentary films in India	
	4	Philosophy of Documentary films	
II		**Understanding Documentaries**	**12**
	5	Defining Documentaries	
	6	Functions of documentary as a medium – differences with fictional films	
	7	Types of documentaries – narrative, expository, portrait, story, news, etc.	
	8	Difference with TV news programmes	
III		**Developing a documentary**	**12**
	9	Writing for documentaries	
	10	Creative use of visuals, sound, music etc. – research	
	11	Treatment and scripting	
	12	Documentaries for development communication	
IV		**Documentary Production & Appreciation**	**12**
	13	Documentary – shooting and editing patterns	
	14	Appreciation exercises for key national and international documentaries	
	15	Appreciation of works of Satyajith Ray, Adoor Gopalakrishnan, Anand Patwardhan- Yann Artus Bertrand- Michael Moore- Herzog	
	16		
V		**Documentary Production Project**	**12**
		The students will apply the knowledge and skills acquired in the previous modules to plan, produce, and present a documentary	

	film project.	
	Students develop a treatment and script for their documentary, outlining the narrative structure and visual elements.	
	Students apply shooting techniques and creatively use visuals, sound, and music to capture footage for their documentary.	
	Students edit their footage using editing software.	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Differentiate between documentary and fictional films, identifying the functions and characteristics unique to the documentary medium.	An, E	PSO-3,2,1
CO-2	Develop proficiency in the creative aspects of documentary production, including concept development, research, scripting, and the creative use of visuals, sound, and music.	Ap, C	PSO-2,3,6
CO-3	Demonstrate technical skills in documentary production, including shooting, editing, and postproduction techniques, through hands-on projects and exercises.	Ap, E	PSO-2,3,7

CO-4	Critically analyse and appreciate the works of renowned documentary filmmakers, recognizing the impact and significance of their contributions to the genre.	E, C	PSO-2,3,7

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Differentiate between documentary and fictional films, identifying the functions and characteristics unique to the documentary medium.	PO-1,2,4	F	F, C	L	
2	Develop proficiency in the creative aspects of documentary production, including concept development, research, scripting, and the creative use of visuals, sound, and music.	PO-2,4,5	C, P	P	L	
3	Demonstrate technical skills in documentary production, including shooting, editing, and postproduction techniques, through hands-on projects and exercises.	PO-2,4,5	F,C	C	L	
4	Critically analyse and appreciate the works of renowned documentary filmmakers, recognizing the impact	PO-2,4,5	P	P	L	

and significance of their contributions to the genre.				

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2		2				2	2	3				
CO2		3		2	2				3	2			2	
CO3		3		2	2				3	2				2
CO43		3		2	2				3	2				2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Wolverton, Mike, How to Make Documentaries

Rabiger, Michael, Directing the Documentary

Bernard, Sheila Curran, Documentary Story Telling

Aufderheide, Patricia (2008) Documentary Film: A Very Short Introduction, Oxford, OUP

K.P.Jayasankar and Anjali Monteiro, A Fly in the Curry: Independent Documentary Film in India. Sage.New Delhi (2016)

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK5SECJMC305.1**				
Course Title	**Data Journalism**				
Type of Course	**SEC**				
Semester	5				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3hours	1		4
Pre-requisites	1. Should have basic knowledge of Excel Sheets 2. Should have access to a personal computer				
Course Summary	This course equips students with the tools and techniques to become data journalists. Students will learn how to find, collect, clean, analyze, and visualize data to create compelling news stories with impact.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Data Journalism**	**17**
	1	What is Data Journalism? - Historical Context and Evolution of Data Journalism	
	2	Importance of Data in Modern Journalism	
	3	Types of Data: Public, Private, Structured, Unstructured, etc.	
	4	Data Journalism Tools and Software	
II		**Inverted Pyramid of Data Journalism**	**17**
	5	Inverted Pyramid of Data Journalism – Conceive, Compile, Clean, Context, Combine and Communicate	
	6	Identifying Data Sources: Government Databases, NGOs, Corporations, etc.	
	7	Web Scraping Techniques and Tools	
	8	RTI and Data Requests	
	9	Data Cleaning and Pre-processing	
	10	Understanding Data Formats: CSV, Excel, JSON, APIs, etc.	

III	11	Data Verification and Fact-Checking	
		Analyzing and Visualizing Data	**17**
	12	Data Analysis Tools and Techniques: Excel, SQL, Python, etc.	
	13	Data Visualization Principles and Best Practices	
	14	Using Visualization Tools	
	15	Infographics and Interactive Graphics	
	16	Storytelling with Data: Identifying Narrative Arcs	
IV		**Practicum**	**9**
	17	Final Project: Data Journalism Investigation	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the fundamental principles and ethics of data journalism	U	PSO-1,6,2
CO-2	Master the art of data wrangling: finding, collecting, and cleaning data	Ap, An, E	PSO-2,1,3
CO-3	Develop skills in data analysis using basic statistical methods	Ap	PSO-2,3,6
CO-4	Utilize data visualization tools to create informative and engaging graphics. Craft data-driven narratives that inform and empower audiences	C	PSO-2,6,3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)

CO-1	Understand the fundamental principles and ethics of data journalism	PO-1,2,4	U	F	L	
CO-2	Master the art of data wrangling: finding, collecting, and cleaning data	PO-4, 5,2	Ap, An, E	P	L	P
CO-3	Develop skills in data analysis using basic statistical methods	PO-5,4,2	Ap	P	L	
CO-4	Utilize data visualization tools to create informative and engaging graphics	PO-5,4,2	C	P	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2		2				3	1				2	
CO2		2		3	2			2	3	2				
CO3		2		2	3				3	2			2	
CO43		2		2	3				3	2			2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Richards, Alex. *Foundations of Data and Digital Journalism*. Taylor & Francis Group, 2023.

Bounegru, Liliana, and Jonathan Gray. *The Data Journalism Handbook: Towards a Critical Data Practice*. Amsterdam University Press, 2021.

"Knowledge Bridge." *Knowledge Bridge | Guide #3: Best Practices for Data Journalism*, www.kbridge.org/en/guide-3-best-practices-for-data-journalism/.

SEMESTER VI

Course	Course code
Public Relations and Corporate Communication	MIUK6DSCJMC350.1
Advertising	MIUK6DSCJMC351.1
Media Laws and Ethics	MIUK6DSCJMC352.1
Media Management	MIUK6DSEJMC353.1
History of Media	MIUK6DSEJMC354.1

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK6DSCJMC350.1**				
Course Title	**Public Relations and Corporate Communication**				
Type of Course	DSC				
Semester	6				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	4 hours		4

Pre-requisites	1. Strong writing skills are essential for PR and corporate communication
	2. Effective verbal communication skills are crucial for PR and Corporate communication.
Course Summary	PR and corporate communication course equips students with the knowledge, skills, and ethical principles needed to succeed in the dynamic and fast-paced field of public relations. It covers a wide range of topics aimed at providing students excel in the field. It explores the role of PR in organizations, its importance in shaping public perception, and its relationship with other departments like marketing and advertising. Students learn how to develop comprehensive communication plans aligned with organizational goals and objectives. This involves conducting research, identifying target audiences, setting communication objectives, and selecting appropriate communication channels and tactics.

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Public Relations**	**12**
	1	Public relations-origin and development of PR	
	2	Objectives and functions of PR-process, Responsibilities.	
	3	Qualities of PRO, PR codes of ethics	
	4	Key personalities: Ivy Lee, Edward L Burney's, Paul Garret	
II		**Principles of PR**	**12**
	5	Public opinion, Governors of opinion	
	6	PR Agency: IPRA,PRSI, IPRD,PIB	
	7	Propaganda, Publicity, advertising, campaign, lobbying, spin	

		doctoring	
	8	Elements of PR-Human relations, Empathy, Persuasion, Dialogue	
III		**PR tools and methods**	**12**
	9	Crisis Management	
	10	Organisational setup of PR agency	
	11	Media relations	
	12	Transactional analysis, PR Wheel	
	13	Internal and External tools-Press Conference, Press release, House Journals, Bulleting board, audio-visual aids, digital media, Community relationship	
IV		**Corporate Communication**	**12**
	14	Definition and scope of Corporate Communication	
	15	Concepts and practices of Corporate Communication	
	16	Functions of Corporate Communication, Corporate Social Responsibility.	
	17	Key concepts: corporate personality, corporate identity(Logo, Tagline, Slogan, Motto), corporate image, corporate reputation and brands	
V		**Practicum**	**12**
		Design and conduct a PR Campaign	
		Conduct an interview with PR professionals and prepare a report	
		Draft a Press Release	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Students should grasp the fundamental principles of public relations, including its role in shaping corporate image, managing reputation, and fostering relationships with various stakeholders.	U, R	PSO-1,2,3
CO-2	Develop the ability to craft strategic communication plans tailored to corporate objectives, considering target audiences, messaging, channels, and timing.	C, Ap	PSO-2,6,3
CO-3	Learn how to anticipate, prepare for, and respond to crises effectively, safeguarding corporate reputation and mitigating potential damage.	An, Ap	PSO-2,6,3
CO-4	Acquire writing skills for various PR materials, such as press releases, speeches, blog posts, and social media updates, ensuring clarity, consistency, and persuasiveness.	C, Ap	PSO-2,6,3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive	Knowledge	Lecture (L)/T	Practical

		Level	Category	utorial (T)	(P)
1	Students should grasp the fundamental principles of public relations, including its role in shaping corporate image, managing reputation, and fostering relationships with various stakeholders.	PO-1,2,4	F	F, C	L	
2	Develop the ability to craft strategic communication plans tailored to corporate objectives, considering target audiences, messaging, channels, and timing.	PO-2,5,1	C, P	P	L	
3	Learn how to anticipate, prepare for, and respond to crises effectively, safeguarding corporate reputation and mitigating potential damage.	PO-2,5,1	F,C	C	L	
4	Acquire writing skills for various PR materials, such as press releases, speeches, blog posts, and social media updates, ensuring clarity, consistency, and persuasiveness.	PO-2,5,1	P	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2		2				3	2	2				
CO2	2			3	2				3	2			2	

CO3	2			3	2				3	2			2	
CO43	2			3	2				3	2			2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

K.R Balan, Public Relations in India
Joseph Fernandez, Corporate Communications
Scott M. Cutlip and Allen, Effective Public Relations
  Theaker, The Public Relations Handbook
 C. S. Rayadu and K. R. Balan, Principles of Public Relations
 B. N. Ahuja and S. S. Chhabra, Advertising and Public Relations

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**
Course Code	**MIUK6DSCJMC351.1**
Course Title	**Advertising**
Type of Course	**DSC**
Semester	6
Academic Level	300 – 399

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4

Pre-requisites	1. Creative thinking and problem-solving skills 2. Basic computer literacy
Course Summary	This course provides a comprehensive understanding of the principles and practices of advertising, covering foundational concepts, advertising strategy development, creative execution, media planning, and digital advertising techniques such as Search Engine Optimization (SEO) and Search Engine Marketing (SEM).

Detailed Syllabus:

Modules	Unit	Content	Hrs
I		**Introduction to Advertising**	**13**
	1	Definition and scope of advertising	
	2	Historical overview and evolution of advertising	
	3	Theories and models of advertising communication - Hierarchy of Effects Model, AIDA Model	
	4	Different types and forms of advertising	
	5	Ethics in Advertising – Code of ASCI	
II		**Advertising Strategy and Planning**	**13**
	6	Understanding target audiences and market segmentation	
	7	Setting advertising objectives and goals - DAGMAR	
	8	Media planning and buying	

	9	Brand positioning and differentiation	
III		**Creative Development and Execution**	**13**
	10	Copywriting techniques and message creation	
	11	Visual design principles in advertising	
	12	Layout and production considerations	
	13	Pre-testing and refining creative concepts	
IV		**Digital Advertising: SEO and SEM**	**13**
	14	Digital advertising and its importance	
	15	Search Engine Optimization (SEO) principles and techniques	
	16	Implementing SEO strategies to improve website visibility and organic traffic	
	17	Search Engine Marketing (SEM) and pay-per-click (PPC) advertising	
	18	Designing and managing SEM campaigns to drive targeted traffic and achieve advertising objectives	
V		**Practicum**	**8**
	19	Create a advertising campaign for a brand to be advertised in print, TV, radio and New Media	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understand the fundamental principles and concepts of advertising	U	PSO-1,2,4
CO-2	Analyze the role, and impact of advertising in society and culture	U, An, E	PSO - 2,4,3
CO-3	Familiarize students with the ethical principles and values that guide advertising professionals	R, U	PSO-6.2.4
CO-4	Demonstrate proficiency in creative development, including message creation and visual design	Ap	PSO - 2,4,6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Understand the fundamental principles and concepts of advertising	PO-1,5,4	U	F, C	L	
CO-2	Analyze the role and impact of advertising in society and culture	PO - 2,5,4	U, An, E	M	L	
CO-3	Develop comprehensive advertising strategies tailored to specific objectives and target audiences	PO-5,4,2	Ap, C	M	L	P
CO-4	Demonstrate proficiency in creative development, including message creation and visual design	PO - 5,4,2	Ap	M	L	P

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3			2	3			3	2		2			
CO2		3		2	2				3	2	2			
CO3		2		2	3				2		2		3	
CO4	3	2		2	3				3		2		2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Moriarty, Sandra. *Advertising Principles and Practice*. Pearson Australia, 2015.

"The ASCI Code - Advertising Standards Council of India." *ASCI*, 18 Jan. 2024, www.ascionline.in/the-asci-code/.

Fletcher, Winston. *Advertising: A Very Short Introduction*. Oxford University Press, 2010.

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Mar Ivanios College (Autonomous)

Discipline	Journalism and Mass Communication				
Course Code	**MIUK6DSCJMC352.1**				
Course Title	**Media Laws and Ethics**				
Type of Course	**DSC**				
Semester	6				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	4		4
Pre-requisites	1. Familiarity with the various forms of media (print, broadcast, digital, etc.) and their role in society. 2. Basic knowledge of legal terminology and principles can be helpful 3. Understanding how media messages are created, distributed, and consumed				
Course Summary	It covers a range of topics pertaining to the legal and ethical frameworks that govern the media industry. It explores the contemporary issues and emerging trends in media law and ethics, such as fake news, misinformation, data privacy, and the role of technology in shaping media practices. Examination of freedom of speech, freedom of the press, and how these rights are protected and regulated by law and study of the various laws and regulations that				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Constitution**	12
	1	Introduction to Indian legal system-	
	2	Salient Features of Indian constitution, (Preamble, Federal system)-	
	3	Fundamental rights and Fundamental Duties, Directive principles,	
	4	Four Estates of democracy-(Legislature, executive, Judiciary, Media)	
II		**Legal framework**	12
	5	Major courts of India-SC,HC,DC -	
	6	Comparative analysis of IPC and Bharatiya Nyaya Sanhitha Act-2023	
	7	Sedition, CPC(Civil Procedure), CrPC,	
	8	Cyber Crimes(Cyber Laws,Crimes on Net ,Crimes using computers, Cyber Terrorism) etc.	
III		**Media laws**	12
	9	Press and Registration of books act-2023, Working Journalist Act-1958-,	
	10	Official Secret's Act-1923, RTI Act-2005,Copy Right Act1957	
	11	Drugs and Magic Remedies (Objectionable Advertisements) Act-1954, The Indecent Representation of Women (Prohibition) Act, 1986. , IT Act-2000	
	12	Intellectual property rights-CR , Patents, Trademarks,Trade secret,	

		Geo. Indications,	
IV		**Media Ethics**	**15**
	13	Freedom of press, Press commissions,	
	15	Reasonable Restrictions-Contempt of court and Contempt of Legislature, Defamation-Definition, explanations and defences	
	16	Press council of India Act1978, Ombudsman, Code of ethics-PCI, AINEC, Censorship, Media Regulations, Self-regulation.	
	22	Major ethical issues-Paid news, Embedded journalism, Sensationalism, Fake news, Deep fake, Plagiarism(Types of plagiarism)	
V		**PracticumS**	**9**
	23	Case study analysis (Individual)	
	24	Research and analyse a recent issue on media content regulation in India in the context of press freedom	
	25	Familiarisation of legal terminology.	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Understanding the role of government regulations, industry standards, and self-regulatory bodies in shaping media practices and content.	U,R	PSO-1,6,7

CO-2	Students should be able to comprehend the foundational legal principles that affect media operations, such as freedom of speech, defamation, copyright law,	U, E,	PSO-3,2,6
CO-3	Students should develop skills in ethical reasoning and decision-making, considering the societal impact and consequences of media content and practices.	An, Ap	PSO-6,3,2
CO-4	Appreciating the balance between media freedom and responsibility, including the ethical considerations involved in reporting sensitive issues and handling sources.	AP, E	PSO-6,3,2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Understanding the role of government regulations, industry standards, and self-regulatory bodies in shaping media practices and content.	PO-1,4,5	F,C	F, C	L	

2	Students should be able to comprehend the foundational legal principles that affect media operations, such as freedom of speech, defamation, copyright law,	PO-7,4,5	C	C	L	
3	Students should develop skills in ethical reasoning and decision-making, considering the societal impact and consequences of media content and practices.	PO-7,5,4	P	P	L	
4	Appreciating the balance between media freedom and responsibility, including the ethical considerations involved in reporting sensitive issues and handling sources.	PO-7,5,4	P	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	P 7
CO1	3			3	3			3					2	2
CO2				2	2		3		2	3			2	
CO3				2	2		3		2	2			3	
CO4				2	2		3		2	2			3	

3																

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

K. D. Umrigar, Media Laws

Kundra S., Media laws and Indian Constitution

Naresh Rao and Suparna Naresh, Media Laws: An Appraisal

Karan Sanders, Ethics and Journalism

Paranjoy Guha Thakurtha (2012), Media Ethics: Truth, Fairness and Objectivity, New Delhi,

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Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK6DSEJMC353.1**				
Course Title	**Media Management**				
Type of Course	DSE				
Semester	6				
Academic Level	300 – 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	1. Basic understanding of media landscape and industry 2. Rudimentary knowledge about business and economics				
Course Summary	This course provides a comprehensive overview of media management principles and practices, covering key topics such as basics of management, media economics, newspaper management, television studio management, radio studio management, and new media management. The learner will develop the knowledge and skills necessary to effectively manage media organizations in today's dynamic and evolving media landscape.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Basics of Management**	12
	1	Introduction to Management	
	2	Functions of Management: Planning, Organizing, Leading, and Controlling	
	3	Roles and Responsibilities of Managers	
II		**Resource Management**	13
	4	Human Resource Management – Recruitment, Training, Performance Appraisal, Employee Motivation and Engagement	
	5	Financial Management - Budgeting and Forecasting, Cost	

		Management and Control, Financial Risk Management	
	6	Operations Management (**Physical Resources and Technology**) - Inventory Management and Control, Maintenance Planning and Asset Management, Technology Adoption and Integration, Quality Management and Continuous Improvement	
III		**Media Economics**	**13**
	7	Definition and Scope of Media Economics Key Concepts: Scarcity, Competition, Demand, Supply, Market Structures	
	8	Market Structures in Media Industries: Monopoly, Oligopoly, Monopolistic Competition, Perfect Competition - Concentration and Consolidation Trends in Media Ownership	
	9	Revenue Models in Media Economics - Advertising Revenue Models, Subscription and Paywall Models, Freemium and Hybrid Revenue Models, Other Revenue Streams (Events, Merchandise, Licensing, Syndication)	
	10	Economics of Content Production, Distribution, and Consumption	
IV		**Media Management**	**13**
	11	Newspaper Management - Newsroom Organization and Staffing, Business Strategies and Revenue Models for Newspapers	
	12	Radio Station Management - Programming and Scheduling in Radio Stations, Advertising Sales and Revenue Generation Strategies	
	13	Television Studio Management - Production Workflow and Operations in Television Studios, Talent Management and Crew Coordination, Equipment and Resource Management in Television Production	
	14	New Media Management - Content Creation and Distribution Strategies in New Media, Audience Engagement, Monetization Models	
V		**Practicum**	**9**
	15	Students must submit a report about a visit to a media house to understand the business side of the profession	

Course Outcomes

No.	Upon completion of the course the graduate	Cognitive	PSO

		will be able to	Level	addressed
CO-1	Identify the key functions of media management	U	PSO-1,3,6
CO-2	Explore the roles and responsibilities of managers in media organizations	R, U	PSO-6,2,1
CO-3	Define media economics and its relevance to media management. Examine market structures and competition within media industries	R, U, E	PSO-2,3,6
CO - 4	Examine the production workflow and operations in newspapers, television and radio stations and New Media	An, E	PSO-2,3,6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Identify the key functions of media management	PO-1,5,7	U	F, C	L	
CO-2	Define media economics and its relevance to media	PO-2,5,7	R, U, E	F	L	

CO												
CO-3	Examine market structures and competition within media industries	PO-2,5,7	An, E	P	L							
CO- 4	Examine the production workflow and operations in newspapers, television and radio stations and New Media	PO-2,5,7	An, E	P	L							

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3				2		2	3		2			2	
CO2		3			2		2	2	2				3	
CO3		3			2		2		3	2			2	
CO4 3		3			2		2		3	2			2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium

3	Substantial / High	

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Albarran, Alan, et al. *Handbook of Media Management and Economics*. Routledge, 2018.

Chaturvedi, B. K. *Media Management*. Global Vision Publishing House, 2009.

Quinn, Stephen. *Knowledge Management in the Digital Newsroom*. Focal Press, 2003.

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Social Media Management: Technologies and Strategies for Creating Business Value. Springer International Publishing, 2015.

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Macmillan, 2024.

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK6DSEJMC354.1**				
Course Title	**History of Media**				
Type of Course	DSE				
Semester	6				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	4		4
Pre-requisites	None				
Course Summary	This course gives an overview of history of media with a nuanced approach to discuss contemporary trends in media by historicising the past events				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**History and Development of Journalism across the World**	12
	1	Evolution of Journalism: Emphasis on UK and USA	

	2	Early History of Indian Press	
	3	Indian Press and Renaissance	
	4	Missionary Zeal of Indian Journalism	
II		**Indian Press and Freedom Movement**	**12**
	5	Leaders of Freedom Movement as Editors	
	6	Gandhiji and Indian Press	
	7	Press in Independent India (1945-1975)	
	8	Press during Emergency, Press in India since 1977	
III		**Indian Press and Global Scenario**	**12**
	9	Transnational News flow debates: NWICO, MacBride Commission	
	10	Press Commissions in India	
	11	Autonomy of Public Broadcaster in India: Committees and recommendation	
	12	Prasar Bharti	
IV		**History of Radio in India**	**12**
	13	A short History of Radio in India before independence	
	14	Growth of AIR	
	15	**Radio as a medium for national development**	
	16	FM Radio in India	
V		**History of Television in India**	
	17	Television in India: The beginnings	**12**
	18	Evolution and Growth of Doordarshan	
	19	Major development communication exercises through Doordarshan (SITE, Kheda experiments)	
	20	Satellite Television in India	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO Addressed
CO-1	Describe the early history and evolution of journalism practices and connect it with contemporary events such as circulation war, freedom of press and objective journalism principles.	R and U	PSO-1,3,2
CO-2	Identify and differentiate the role of press in Indian freedom movement by tracing the contributions of national leaders and the father of the nation	R and An	PSO-1,3,2
CO-3	Illustrate the history of Radio in India by emphasising its role in national development	U	PSO-1,3,2
CO-4	Illustrate the history of television in India by emphasising the development communication campaigns and trace the development of satellite television in India	U and An	PSO-1,3,2

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)

CO-1	Describe the early history and evolution of journalism practices and connect it with contemporary events such as circulation war, freedom of press and objective journalism principles.	PO-1,4,2	U	F, C	L	
CO-2	Identify and differentiate the role of press in Indian freedom movement by tracing the contributions of national leaders and the father of the nation	PO-1,4,2	R, U, E	F	L	
CO-3	Illustrate the history of Radio in India by emphasising its role in national development	PO-1,4,2	An, E	P	L	
CO - 4	Illustrate the history of television in India by emphasising the development communication campaigns and trace the development of satellite television in India	PO-1,4,2	An, E	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3	1		2				3	1	2				
CO2	3	1		2				3	1	2				
CO3	3	1		2				3	1	2				

CO4 **3**	3	1		2			3	1	2					

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Kumar, Keval J. (2010), Mass Communication in India, New Delhi, Jaico Publishers

J.Natarajan, History of Indian Journalism, Publications Division

Nadiga Krishna Moorthy, Journalism in India: From the earliest times to the present day, Sterling Publishers

Puthuppalli Raghavan: Kerala Pathrapravarthana Charitram, Kerala Sahithya Academy

Vilanilam, J. V. (2003), Growth and Development of Mass Communication in India, New Delhi, NBT

Bhargava, G. S. (2012), The Press in India: An Overview, New Delhi, NBT

Jeffry, Robin (2011), India's Newspaper Revolution – Capitalism, Politics and the Indian-Language Press, New Delhi, OUP

Thomas, M. V. (2005), Bharathiya Pathracharithram, Thiruvananthapuram, KSLI

SEMESTER VII

Course	Course code
Media and Communication Research	**MIUK7DSCJMC400.1**
Media, Culture and Society	**MIUK7DSCJMC401.1**
Political Communication	**MIUK7DSEJMC402.1**

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK7DSCJMC400.1**				
Course Title	**Media and Communication Research**				
Type of Course	**DSC**				
Semester	7				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	1. Familiarity with various forms of media and their role in society				

is essential

2. Ability to critically evaluate media content, identify biases, analyze media representations, and understand the influence of media on culture, society, and individuals.

3. Understanding of digital media platforms, social media dynamics, and online communication trends.

Course Summary	This course is aimed at giving exposure to students to Mass Media Research. The data collection and analysis techniques on the basis of existing knowledge will empower them to build critical thinking abilities and scientific analytical skills.

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Research**	12
	1	Definition- Social Science Research- Scientific Research-.	
	2	Types of Research: Basic, descriptive, explanatory, exploratory, qualitative, quantitative and triangulation methods	
	3	Significance of Theory- Deduction and Induction-	
	4	Communication Research Areas: Source, Message, Medium, Audience.	
II		**Research Process**	12
	5	Problem identification	
	6	Review of literature-	
	7	Theoretical Framework- Research Questions- Hypotheses	
	8	Analysis and Interpretation, Report, Bibliography.	
III		**Data and Measurement**	12

	9	Variables: dependent/independent/control/continuous and discrete.	
	10	Research Instrument: Survey- Construction of questionnaire- -Online tools for survey	
	11	Data-Nominal, ordinal, interval and Ratio. Attitude measurement:	
	12	Scales- Likert, Semantic Differential scales	
IV		**Sampling Techniques**	**12**
	13	The Logic of Sampling; Population and Sample;	
	14	Probability Sample Designs (Simple Random/ Systematic/Stratified/Cluster).	
	15	Non-probability Sample Designs (Convenience/Purposive/Quota);	
	16	Ethical Aspects of Research	
V		**Practicum**	**12**
	17	Analyse a specific media text (e.g., a news article, advertisement, film, TV show) using theories and concepts.	
	18	Designing a survey or interview protocol to gather data on a media-related topic of their choice	
	19	Assign students to conduct a small-scale media effects study.	
	20	Develop a research proposal for a study that would like to conduct in the future.	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addresse

			d
CO-1	Knowledge in various approaches of research and areas of research that can be pursued upon.	R, U	PSO-1,3,4
CO-2	Exposure to qualitative techniques of research	U, Ap	PSO-4,3,6
CO-3	Skills in quantitative data collection, analysis and presentation of results	Ap, An	PSO-4,3,6
CO-4	Ability to define problem and frame a concrete research plan to find solutions to problems	Ap, C	PSO-4,3,6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial	Practical (P)
1	Knowledge in various approaches of research and areas of research that can be pursued upon.	PO-1,6,2	F, C	P	L	
2	Exposure to qualitative techniques of research	PO-6,2,4	C	F	L	
3	Skills in quantitative data collection, analysis and presentation of	PO-6,2,4	P	C	L	

	results												
4	Ability to define problem and frame a concrete research plan to find solutions to problems	PO-6,2,4	P, C		F		L						

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3	2				2		3		2	2			
CO2		2	3		3				2	3		2		
CO3		2	3		3				2	3		2		
CO4 3		2	3		3				2	3		2		

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments

- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

A Guide to Conducting Online Research: Ted J. Gaiser & Anthony E. Schreiner, Sage, 2009.

Mass Media Research– Processes, Approaches & Applications: Roger D. Wimmer & Joseph

R. Dominick, Wadsworth, 2008.

Research Methodology– A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008.

Research Methods in the Social Sciences: eds Bridget Somekh & Cathy Lewin, Sage, 2005.

Doing Qualitative Research– A Comprehensive Guide: David Silverman & Amir Marvasti,

Sage, 2008.

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK7DSCJMC401.1**				
Course Title	**Intercultural Communication**				
Type of Course	DSC				
Semester	7				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	4		4
Pre-requisites	None				
Course Summary	This course traces the linkages between Media, Society and Culture and its connections and conflicts by using the theoretical insights from media and cultural studies. It will be helpful in media readings and in understanding how messages and cultural norms are assimilated in society.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introducing 'Culture'**	12
	1	Defining 'Culture'	
	2	High/Low culture, Popular/Mass Culture	
	3	Power and Culture, Culture as Industry and Capital	
	4	The Circuit of Culture	
II		**Media, Society and Culture: Connections and Conflicts**	12
	5	Mass Society Theory: The Elitist view	
	6	Themes integrating Media and Society: Mediation, Mediatisation, Identity, Space and Time	
	7	Political Economy, Social Constructionism	
	8	Marxism, Neo Marxism (Birmingham and Frankfurt Schools)	
III		**Technology and Culture**	12
	9	Toronto School and Technological and Media determinism	
	10	Structuralism and Semiotics	
	11	Demassification, Information Society	
IV		**Intercultural Communication, Gender and Media**	12
	12	Defining Intercultural Communication	
	13	Barriers	
	14	Media as vehicles of Intercultural Communication	
	15	Media and Gender	
V		**Globalisation and Culture**	
	16	Impact of Globalisation on culture	12
	17	Arjun Appadurai's global cultural flows	
	18	Digital Media and Digital Culture	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO Addressed
CO-1	Identify and distinguish the various scholarly discussions on the term 'culture' and correlate it with media ecosystem	U	PSO-1,7,3
CO-2	Explain the connections and conflicts between and within the themes of Media, Society and Culture and delineate the Marxist (Political economy) and neo-Marxist readings culture along with media production and consumption.	Ap	PSO-3,7,6
CO-3	Delineate the impact of technology on culture by tracing the various theoretical constructs	An and E	PSO-3,7,6
CO-4	Articulate the various facets of intercultural communication in order to understand the barriers and its significance on global living contexts. Trace the impact of culture with emphasis on digital cultures	U	PSO-3,7,6

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial	Practical (P)
1	Identify and distinguish the various scholarly discussions on the term 'culture' and correlate it with media ecosystem	PO-1,7,2	F, C	P	L	
2	Explain the connections and conflicts between and within the themes of Media, Society and Culture and delineate the Marxist (Political economy) and neo-Marxist readings culture along with media production and consumption.	PO-7,2,4	C	F	L	
3	Delineate the impact of technology on culture by tracing the various theoretical constructs	PO-7,2,4	P	C	L	
4	Articulate the various facets of intercultural communication in order to understand the barriers and its significance on global living	PO-7,2,4	P, C	F	L	

	contexts. Trace the impact of culture with emphasis on digital cultures							

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3	2					2	3		2				2
CO2		2		2			3			3			2	3
CO3		2		2			3			3			2	3
CO4 3		2		2			3			3			2	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Inter- cultural Communication Theory- Gudykunst(ed)
Global Communication – John Merril
Handbook of Inter-cultural Communication – Asante et al (ed)
Electronic Colonialism – Thomas L.McPhail
Media and the Third world – UNESCO
McQuail's Media and Mass Communication Theory (Eds. Denis McQuail and Mark Deuze (7th Edition)

Mar Ivanios College (Autonomous)

Discipline	**Journalism and Mass Communication**				
Course Code	**MIUK7DSEJMC402.1**				
Course Title	**Political Communication**				
Type of Course	**DSE**				
Semester	7				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4	4		4
Pre-requisites	None				
Course Summary	This course gives an overview about the theoretical foundations of political communication and its implications in real-world situations. The course also discusses various media practices employed in political communication and its impact on society.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I		**Introduction to Political Communication**	12
	1	Political Communication : Definitions	
	2	Elements: Political Organisations, Citizens, Media	
	3	The Role of Media in Political Communication (Reconstruction of reality, Manufacturing Consent	
	4	Means: Rhetoric, Propaganda, Advertising, Campaigns, Debates, Digital-Social Media Interactions	
II		**Political Communication: Audience Perspective**	12
	5	Understanding the audience (Classification and Characteristics)	
	6	Public Opinion	
	7	Public Sphere	
	8	Political Communication Theories: Effects theories, Spiral of silence, Rally-around- the- flag, agenda setting	
III		**Political Communication: Media Perspective**	12
	9	News Coverage: Hard News and Soft News, Data driven stories, Interviews	
	10	Participation and Political Communication	
	11	Political Communication and Governance	
	12	Political Communication and the Marginalised	
IV		**Political Communication and Elections**	12
	13	Coverage Plan and execution	
	14	Voting Behaviour, Election surveys, Psephology	
	15	**Debates during elections**	
	16	Interactive media during elections	
V		**Political Communication: Experiences**	
	17	US Elections	12
	18	Indian Elections	

	19	Strategies and Political Communication: Case studies	
	20	Current trends in Political Communication	

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO Addressed
CO-1	Outline and differentiate the introductory concepts of Political Communication.	R and U	PSO-1,3,6
CO-2	Examine the concepts of political Communication from an audience perspective by drawing insights from the relevant Mass Communication theories.	Ap	PSO-1,3,6
CO-3	Demonstrate and distinguish media practices related to political communication with emphasis on participation and marginalised communities	Ap and An	PSO-1,3,6
CO-4	Evaluate political communication practices and Connect the political communication theory and practice with real world situations; specifically elections	E, Ap	PSO-3,6,1

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No	CO	PO/PSO	Cognitive	Knowledge	Lecture (L)/T	Practical

.			Level	Category	utorial	(P)
1	Outline and differentiate the introductory concepts of Political Communication.	PO-1,2,4	F, C	P	L	
2	Examine the concepts of political Communication from an audience perspective by drawing insights from the relevant Mass Communication theories.	PO-1,2,4	C	F	L	
3	Demonstrate and distinguish media practices related to political communication with emphasis on participation and marginalised communities	PO-1,2,4	P	C	L	
4	Evaluate political communication practices and Connect the political communication theory and practice with real world situations; specifically elections	PO-2,4,1	P, C	F	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with POs and PSOs :

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3	2		2				3		2			2	

CO2	3	2		2				3		2			2	
CO3	3	2		2				3		2			2	
CO4 3	2	3		2				2		3			2	

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignme nt	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO	✓	✓		✓

3				
CO 4	✓	✓		✓

Evaluation Pattern of the Course

30% weightage shall be given for CCA and the remaining 70% of the weight shall be for the ESE. CCA criteria details are given in the introductory part

REFERENCES

Watson, James and Hill, Anne: Dictionary of Media and Communication Studies.

Mc Quail, Dennis (2010), Mc Quail's Mass Communication Theory, New Delhi, Sage

Baran, Stanley J., & Davis, Dennis. K. Mass Communication Theory. Foundations, Ferment, and Future

McQuail, Denis and Windahl, Sven: Communication models for the study of mass communications.

De Fleur, Melvin L. and Ball-Rokeach, Sandra J: Theories of mass communication.

McNair, Brian: An Introduction to Political Communication.

Kaid, Lynda Lee (ed.): Handbook of Political Communication Research.

Nimmo, Dan D. and Sanders, Keith R. (ed.): Handbook of Political Communication

Swanson, David L. and Nimmo, Dan (ed.): New Directions in political communication – A resource book.

Graber, Doris A. Media Power in Politics.

Kraus, Sidney., & Davis, Dennis. The Effects of Mass Communication on Political Behavior

Kaid, Lynda Lee., & Holtz-Bacha, Christina. Encyclopedia of Political Communication.

Steven H. Chaffee (ed.), Politica

SEMESTER VIII

Course	Course code
CIPS	MIUK8CIPJMC450.1
ODL/MOOC	
ODL/MOOC	

MAR IVANIOS COLLEGE (AUTONOMOUS), THIRUVANANTHAPURAM
BOARD OF STUDIES IN JOURNALISM AND MASS COMMUNICATION, 2023 – 2026

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2.	Dr.M.S.Harikumar (University Nominee)	Asst. Professor, Dept. of Communication and Journalism, Universityof Kerala
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