



UNIVERSITY OF CALICUT

Abstract

General and Academic - B.Voc Programme in Broadcasting & Journalism under modified B.Voc Regulations 2014 - Revised Scheme & Syllabus w.e.f. 2018-19 Admission onwards - Implemented - Orders issued.

G & A - IV - B

U.O.No. 481/2019/Admn

Dated, Calicut University.P.O, 14.01.2019

- Read:-*1. Minutes of the meeting of the Board of Studies in Journalism (UG) held on 02.02.2018 Item No.1
2. Minutes of the meeting of the Faculty of Journalism held on 20-06-2018 Item No.I(1)
3. Minutes of the meeting of the Academic Council held on 18.07.2018 Item No. II D

ORDER

The meeting of the Board of Studies in Journalism(UG) held on 02.02.2018, vide paper read first above, resolved to approve the revised syllabus of B.Voc Programme in Broadcasting & Journalism w.e.f 2018-19 Admission onwards and the meeting of the Faculty of Journalism held on 20.06.2018 vide paper read second above, resolved to approve this resolution of the meeting of the Board of Studies in Journalism (UG) held on 02.02.2018.

The Academic Council in its meeting held on 18.07.2018, vide Item No. II D of the minutes, read third above, resolved to approve the minutes of the meeting of the Faculty of Journalism held on 20.06.2018 and the minutes of the meeting of various Boards of Studies coming under the Faculty.

The Vice Chancellor has accorded sanction on 25.07.2018 to implement Item No. II D of the minutes of the meeting of the Academic Council meeting held on 18.07.2018.

Sanction has therefore been accorded to implement the revised syllabus of B.Voc Programme in Broadcasting & Journalism w.e.f 2018-19 Admission onwards.

Orders are issued accordingly.

{Syllabus of B.Voc Programme in Broadcasting & Journalism appended}

Biju George K

Assistant Registrar

To

The Principals of Colleges offering the B.Voc Programme in Broadcasting & Journalism

Copy to:

PA to CE/ JCE I/ JCE VII/ EX IV/ System Administrator (with a request to upload the syllabus in the Uty. website)/ GA I F/ GA IV J/ Library/ SF/ DF/FC

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT

THENHIPALAM, CALICUT UNIVERSITY P.O



DEGREE OF
BACHELOR OF VOCATION
IN
BROADCASTING & JOURNALISM

UNDER THE
FACULTY OF JOURNALISM

SYLLABUS

(FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2018 - 19
ONWARDS)

BOARD OF STUDIES IN JOURNALISM

THENHIPALAM, CALICUT UNIVERSITY P.O
KERALA, 673635, INDIA

**REGULATIONS FOR THE DEGREE OF
BACHELOR OF VOCATION (BROADCASTING & JOURNALISM)**

EFFECTIVE FROM THE ACADEMIC YEAR 2018-19

1. TITLE

Regulations for conducting B. Voc. Programme under University of Calicut.

2. SCOPE

The regulations stated in this document shall apply to all B. Voc Programmes conducted by colleges affiliated to University of Calicut, sanctioned by the University Grants Commission. These regulations strictly adhere to B. Voc Programmes and may not apply to any other graduate or under graduate level programmes conducted by any college and/or university.

3. OBJECTIVES

The B. Voc courses are designed with the following objectives,

- a) To provide judicious mix of skills relating to a profession and appropriate content of General Education.
- b) To ensure that the students have adequate knowledge and skills, so that they are work ready at each exit point of the programme.
- c) To provide flexibility to the students by means of pre-defined entry and multiple exit points.
- d) To integrate NSQF within the undergraduate level of higher education in order to enhance employability of the graduates and meet industry requirements. Such graduates apart from meeting the needs of local and national industry are also expected to be equipped to become part of the global workforce.
- e) To provide vertical mobility to students coming out of 10+2 with vocational subjects.

4. TERMS AND DEFINITIONS

- a) **B. Voc:** Bachelor of Vocation- a scheme introduced by UGC for skills

- development based higher education as part of college/university education.
- b) **NSQF** : National Skills Qualifications Framework
 - c) **Programme**: A Programme refers to the entire course of study and examinations for the award of the B. Voc degree.
 - d) **Semester**: A term consisting of 90 working days including examination days distributed over a minimum of 18 weeks of 5 working days consisting of six hours. Total credits in a semester: 30 (equivalent to 450 hours) For final semester internship, the total duration is 900 hours.
 - e) **Course**: Refers to the conventional paper, which is portion of the subject matter to be covered in a semester. A semester shall contain many such courses from general and skill development areas.
 - f) **Exit Level**: B. Voc has multiple exit points at each year and successfully completing a year (2 semesters) the candidate will be awarded Diploma. Higher Diploma and/or B.Voc Degree will be awarded accordingly mentioned (in Item 6).
 - g) **Sector**: Sector refers to conventional branch.
 - h) **Credit**: B. Voc programme follows a credit semester system and each Course has an associated credit.
 - i) **Grade**: Uses seven point grading system suggested by Hrudayakumari Commission to assess the students.
 - j) **B. Voc Steering Committee**: A University level committee consisting Convenor of Steering Committee on CUBCSS UG, Director, College Development Council (DCDC), Controller of Examinations and principals/representatives of respective colleges.
 - k) **B. Voc Governing council**: A college level committee constituted by the principal of the college. Member includes principal, representative from industrial partner, head of the department and other faculty members nominated by the principal and university representative.

5. PROGRAMME STRUCTURE

The B. Voc Programme is designed to bridge the potential skill gap identified. The curriculum in each of the years of the programme would be a suitable mix of general education and skill development components.

GENERAL EDUCATION COMPONENTS:

- a. The general education component provides emphasis to Communication skill, Presentation skill, Health and Safety, Industrial Psychology,

Environmental awareness, Entrepreneurship development and other relevant subjects in the field.

- b. An option for additional language should be provided which enhances the employability outside the state.
- c. General Education Components should not exceed 40% of the curriculum
- d. All B.Voc Programmes should follow the General Education Component pattern listed in the LRP Programmes of University of Calicut. The Courses are distributed as per the following table. Changes made in the syllabus of the General Education Component by the respective boards will be applicable to B.Voc courses also.

No	Semester	Course No	Course Code	Paper
1	1	1.1	GEC1EG01	(A01) Common English Course I
2	1	1.2	GEC1ML02 GEC1AR02 GEC1HD02	Additional Language Course I Hindi/Malayalam/Arabic (LRP)
3	2	2.1	GEC2EG04	(A02) Common English Course II
4	2	2.2	GEC2ML05 GEC2AR05 GEC1HD05	Additional Language Course II Hindi/Malayalam/Arabic (LRP)
5	3	3.1	GEC3EG07	(A03) Common English Course III
6	4	4.1	GEC4EG10	(A04) Common English Course IV

SKILL DEVELOPMENT COMPONENTS:

- a) This component should match the skill gap identified.
- b) At least 50% of Skill Development Component should be allotted to practical and can grow up to 60% based on the nature of the course. The practical component can be carried out in the college and/or the industry partner premises.

COURSE CODE:

Each Course shall have a unique alphanumeric code number, which includes the abbreviation of subject component (GEC for General education component and SDC for Skill Development Component), the Semester number (1 to 6) in which the course is offered, abbreviation for subject and serial number of the courses. For example GEC1EG01

represent General education component in English of serial number 01 offered in the semester 1 and SDC4IT11 represent the Skill Development Component in the Sector Information Technology of serial number 11 offered in semester 4

6. LEVELS OF AWARDS

B. Voc is programme with multiple exits. Following table shows the various certificates and their duration.

Awards	Duration
Diploma	2 Semester
Advance Diploma	4 Semester
B. Voc Degree	6 Semester

1. Students are free to exit at any point in the duration of the programme.
2. Only those students who successfully complete the courses and clear the examination are eligible for the certificate.
3. Separate certificate will be awarded for each year for successful candidates.
4. Students who fail in any course may be allowed to move the higher level but won't be eligible for any certificates until he/she clears previous courses.
5. B. Voc degree will confer to those whose successfully complete the diploma, higher diploma and internship.

7. DURATION OF THE COURSE

Duration of B. Voc programme shall be 6 semesters distributed over a period of 3 academic years. Each semester shall have 90 working days inclusive of all examinations.

8. SECTOR & SPECIALIZATION

Following sectors and specializations were considered while preparing this document.

1. Automobiles
2. Digital Film Production
3. Medical Laboratory Technology
4. Software Development

5. Software Technology
6. Jewellery Designing
7. Gemmology
8. Broadcasting & Journalism
9. Multimedia
10. Pharmaceutical Chemistry
11. Tourism & Hospitality Management

9. BOARD OF STUDIES

The B. Voc Programmes in each sector is attached to the UG Board of studies of the parent subjects. The BoS is responsible for reviewing and approving the syllabus and provide suggestions in the curriculum. BoS will decide the fee structure and also formulate the index marks for ranking. B.Voc programmes and its associated BoS are attached in the annexure 1.

Each B.Voc Programme has the option to select any course of the existing Programme approved by BoS in the Calicut University.

10. CONDITIONS FOR ADMISSIONS

ELIGIBILITY

- The admission to B Voc programme will be as per the rules and regulations of the University for UG admissions.
- Basic eligibility for B.Voc is 10+2 and above in any stream (No age limit)
- The eligibility criteria for admission shall be as announced by the University from time to time.
- Separate rank lists shall be drawn up for reserved seats as per the existing rules.
- Grace Marks may be awarded to a student for meritorious achievements in co- curricular activities such as Sports/Arts/ NSS/NCC/ Student Entrepreneurship.
- Preferred subjects and index mark calculations will be decided by the respective Board of Studies.

DIPLOMA HOLDERS

Diploma holders (after 10+2) in the parent courses, approved by the University,

who satisfies eligibility criteria can be admitted to the higher diploma (3 rd semester) based on the availability of the seats and is under the sole discretion of the principal of the college/ B. Voc consortium.

RESERVATION/QUOTA

A maximum of 50 students can be admitted to one B. Voc programme. The students can be admitted only to the first semester (except for diploma holders). No students are admitted directly to the Third and Fifth semester in any circumstance except for diploma holders. Diploma holders may be permitted to third semester directly as mentioned above.

The reservation rules for Government/Aided Colleges are as same as that of the regular UG programmes conducted in colleges affiliated to this university.

FEES STRUCTURE

1. The course fee and examination fee for the first three years will be decided by the University. The details of the fee structure for various courses are attached in the annexure 2.
2. The college can collect Caution deposit, PTA fund, special fees, university fees, sports fee etc according to the norms provided by the university at the time of admission.
3. After third year, with the consent of university/UGC, the college can conduct the same programme in self-financing mode (provided UGC not granting further funds).

The course fee and examination fee (Regular/improvement/supplementary) structure in self financing mode will be decided by the University.

11. COURSE CALENDAR

The B. Voc programme conducted by the affiliated institutions follows a separate calendar from the conversional degree/ PG programme. The programme is distributed over six semesters and each semester constitute 90 working days inclusive of examination.

Note: Within a week after the commencement of classes of each semester, Head

of each Institution should forward the list of students, details of faculty members allotted from the college and from industry partners along with their qualification and year of experience, to the University. Also, Head of each Institution shall ensure the availability of sufficient number of faculty members having experience and qualifications in the institution.

12. ASSESSMENT OF STUDENTS

Assessment of students for each subject will be done by internal continuous assessment and Semester-End examinations. This dual mode assessment will be applicable to both Theory and Practical courses except for internship and project. Total marks in theory course reflect 80 marks external and 20 marks internal assessments. The mark division for practical courses are 20 marks internal and 80 marks external. For internship and project, there is no internal assessment. (Except for Broadcasting and Journalism, Software Technology and Digital Film Production)

Sl No	Courses	Internal	External
1	Theory	20	80
2.	Practical	20	80
3.	Internship/Project	0	100

INTERNAL

Internal assessment shall be conducted throughout the semester. It shall be based on internal examinations, assignments (such as home work, problem solving, group discussions, quiz, literature survey, seminar, team project, software exercises, etc.) as decided by the faculty handling the course, and regularity in the class. Assignments of every semester shall preferably be submitted in Assignment Book, which is a bound book similar to laboratory record.

The mark distribution to award internal continuous assessment marks for theory subject should be as follows:

Assessment Type	Mark
Test papers (minimum two, best two out of three is preferred)	10
Assignments (minimum two) such as home work, problem solving, group discussions, quiz, literature survey, seminar, term-project, software exercises, etc.	5
Regularity in the class	5

The mark distribution to award internal continuous assessment marks for practical subject should be as follows:

Assessment Type	Mark
Evaluation in the lab and Rough Record	10
End-Semester Test	4
Viva	1
Regularity	5

Note:

1. No candidate will be permitted to attend the end-semester practical examination unless he/she produces certified record of the laboratory.
2. Full credit for regularity in the class can be given only if the candidate has secured minimum 90% attendance in the subject. Attendance evaluation for each course is as follows

Attendance	Marks
90% and Above	5
85 to 89.9%	4
80 to 84.9%	3
76 to 79.9%	2
75 to 75.9 %	1

EXTERNAL

- Semester-End examinations for theory and practical courses will be conducted by the University. There shall be University examinations at the

end of each semester for both theory and practical. Failed or improvement candidates will have to appear for the Semester-End examinations along with regular students.

- At the starting of each semester, Colleges should prepare question bank (containing questions from each module of various types mentioned in section 13- pattern of question paper as follows: Section A- minimum of 10 times, Section B- Minimum of 10 times, Section C- Minimum of 5 times and Section D- Minimum of 5 times.) for the external theory/practical examinations for all courses during that semester and will be sent to the university. University will prepare the question papers and answer keys for each course and will sent back to the college for conducting the examination.
- University will appoint a Chairman for each B.Voc Programme. Chairman will monitor the University Practical Examinations and Evaluation of Theory and Practical papers.
- For the evaluation of theory papers, Chairman should form a team consisting of a chief and required additional Examiners for each course.
- At the starting of each semester, Colleges should prepare a panel of External examiners for conducting Practical examinations. Chairman/University will appoint examiners from the panel proposed by colleges.
- Practical Examinations can be conducted and evaluated from the college or the industry partner premises. The team for conducting and evaluating practical exams should include an examiner appointed from the approved panel of faculties, and an internal examiner.
- Head of Institution/ Chief of Examination of the college should take necessary steps to prevent any malpractices in the Semester-End examinations. If any such instances are detected, they should be reported to the University without any delay.
- University will be issuing mark list, provisional/original certificates to the candidates.

INTERNSHIP AND PROJECT

Internship and the major project should be carried out in the industry, not necessarily with industry partner. The major idea for internship is to implement the things learned and to get a real life experience. The Evaluation process follows 100% external assessment (Except for Broadcasting and Journalism).

1. There will be internship/project at the end of 2nd and 4th semesters and an internship for the whole sixth semester.
2. Every student will be assigned an internal guide, allotted from the parent department concerned or an expert available in the college appointed by the principal or the head of the department.
3. The student has to make regular discussions with the guide while choosing the subject/area and throughout the life time of the project.
4. At least three reviews should be conducted to evaluate the progress of work.
5. An evaluation team is constituted for conducting the evaluation. The team consist of external examiner, allotted by the university from the approved examination panel, representative from the industry and a faculty.
6. Students should submit a report of their work. A valid certificate from the organization should be produced as a proof that the work is carried out in the respective organization.
7. Students are required to demonstrate the working model of their work (if possible) to the panel of examiners. A viva will be conducted based on the report and students are supposed to clarify the queries regarding their work. 8.
8. Mark distribution for internship assessment. (Except for Broadcasting and Journalism).

Distribution	Marks
Content and relevance or Dissertation	60
Viva	20
Presentation	20

MINIMUM FOR PASS

The successful completion of all the courses prescribed for the diploma/degree programme with E grade (40 %) shall be the minimum requirement for the award of diploma/degree.

Notes:

1. For Project/internship, the minimum for a pass shall be 50% of the total marks assigned to the respective examination.

2. A student who does not secure this pass marks in a subject will have to repeat the respective subject.
3. If a candidate has passed all examinations of B.Voc. Course (at the time of publication of results of last semester) except project/internship in the last semester, a re- examination for the same should be conducted within one month after the publication of results. Each candidate should apply for this Save-A-Year examination within one week after the publication of last semester results.

MODERATION

- a) Moderation shall be awarded subject to a maximum of 5 % of external total marks to be awarded in Semester.
- b) For a course concerned, the maximum of moderation awarded shall be limited to 10% of the total marks to be awarded for the external course concerned.
- c) If a student fails for a single course, this limit can be enhanced to 15 % of external in the course.
- d) However Board of examiners/B. Voc consortium concerned shall have the liberty to fix low percentage of marks for moderation subjected to the conditions mentioned above.

13. PATTERN OF QUESTION PAPERS

The question papers of Semester-End examinations of theory subjects shall be able to perform achievement testing of the students in an effective manner.

The question paper shall be prepared

- a) Covering all sections of the course syllabus and total marks from each module should be approximately same.
- b) Unambiguous and free from any defects/errors
- c) Emphasizing knowledge testing, problem solving & quantitative methods
- d) Containing adequate data/other information on the problems assigned
- e) Having clear and complete instructions to the candidates. Duration of Semester-End examinations will be 3 hours.

The pattern of questions for theory subjects shall be as follows:

Section	Total No of Questions	No. of Questions to be answered	Marks for each question	Total marks
A: Very Short/Objective answer questions	10	10	1	10
B: Short answer questions	12	8	2	16
C: Short Essays	9	6	4	24
D: Essays	4	2	15	30
Total				80

And for Practical

Marks Distribution	Total marks
Theory / Algorithm / Flow diagram	20
Implementation	30
Result / Output	10
Record	10
Viva	10
Total	80

14. CREDIT SYSTEM

Each subject shall have a certain number of credits assigned to it depending upon the academic load and the nature and importance of the subject. The credit associated with each subject will be shown in the prescribed scheme and syllabi. Each course shall have an integer number of credits, which reflects its weightage.

- a. One Credit would mean equivalent of 15 periods of 60 minutes each,

- for theory, workshops/IT and tutorials;
- b. For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;
 - c. For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops.

15. INDIRECT GRADING SYSTEM

- Indirect Grading System based on a 7 -point scale is used to evaluate the performance of students.
- Each course is evaluated by assigning marks with a letter grade (A+, A, B, C, D, E or F) to that course by the method of indirect grading.
- An aggregate of E grade with 40 % of marks (after external and internal put together) is required in each course for a pass and also for awarding a degree/diploma.
- Appearance for Internal Assessment and End Semester Evaluation are compulsory and no grade shall be awarded to a candidate if she/he is absent for Internal Assessment / End Semester Evaluation or both.
- For a pass in each course 40% marks or E grade is necessary.
- A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch.
- After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.
- SGPA of the student in that semester is calculated using the formula
SGPA = $\frac{\text{Sum of the credit points of all courses in a semester}}{\text{Total credits in that semester}}$
- The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student

determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following

$$\text{CGPA} = \frac{\text{Total credit points obtained in six semesters}}{\text{Total credits acquired (180)}}$$

- SGPA and CGPA shall be rounded off to two decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points).
- An overall letter grade (Cumulative Grade) for the entire programme shall be awarded to a student depending on her/his CGPA (See Annexure 4)

Marks scored	Grade	Remarks
90 and Above	A+	Outstanding
80 to 89	A	Excellent
70 to 79	B	Very Good
60 to 69	C	Good
50 to 59	D	Satisfactory
40 to 49	E	Adequate
Below 40	F	Failure

16. GRADE CARDS

The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- Name of University
- Title of B.Voc Programme
- Semester concerned
- Name and Register Number of student

- Code number, Title and Credits of each course opted in the semester
- Internal marks, External marks, total marks, Grade point (G) and Letter grade in each course in the semester
- The total credits, total credit points and SGPA in the semester (corrected to two decimal places)
- Percentage of total marks

The final Grade/mark Card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. However, as already mentioned, for the computation of CGPA only the best performed courses with maximum grade points alone shall be taken subject to the minimum credits requirements (180) for passing a specific degree. The final grade card shall show the percentage of marks, CGPA (corrected to two decimal places) and the overall letter grade of a student for the entire programme. The final grade/mark card shall also include the grade points and letter grade of general course and skill developmental courses separately. This is to be done in a seven point indirect scale.

17. ATTENDANCE

A candidate shall be permitted to appear for the Semester-End examinations only if he/she satisfies the following requirements:

- a) He/she must secure not less than 75% attendance in the total number of working hours in each semester.
- b) He/she must earn a progress certificate from the head of the institution stating that he/she has satisfactorily completed the course of study prescribed in the semester as required by these regulations.
- c) His/her conduct must be satisfactory

It shall be open to the Vice Chancellor to grant condonation of shortage of attendance on the recommendation of the head of the institution in accordance with the following norms.

- The shortage shall not be more than 10%

- Shortage up to 20% shall be condoned once during the entire course provided such shortage is caused by continuous absence on genuine medical grounds.
- Shortage shall not be condoned more than twice during the entire course.
- Candidate who is not eligible for condonation of shortage of attendance shall repeat the semester as per university norms.

18. REGISTRATION/RE-REGISTRATION

Every candidate should register for all subjects of the Semester-End examinations of each semester. A candidate who does not register will not be permitted to attend the Semester-End examinations; he/she shall not be permitted to attend the next semester. A candidate shall be eligible to register for any higher semester, if he/she has satisfactorily completed the course of study and registered for the examination. He/she should register for the semester at the start of the semester before the stipulated date. University will notify the starting and closing dates for each semester.

REJOINING THE COURSE

1. Rejoining the course will be allowed to only if the candidate has secured a minimum CGPA of 2.5.2.
2. The candidate should remit the fees prevailing that time.
3. B. Voc governing council will take the decision regarding the re joining.

19. EXAMINATION MONITORING CELL

Head of the each institution should formulate an Examination Monitoring Cell at the institution for conducting and supervising all examinations including the internal examinations. The structure and their collective responsibilities will be as per the university norms.

20. ELECTIVES

Students are permitted to take elective subjects provided along with the syllabus of the programme.

21. GRIEVANCE CELL

Each college should setup a Grievance Cell with at least four faculty members to look into grievances of the students, if any.

22. ANTI-RAGGING CELL

Head of Institution shall take necessary steps to constitute anti-ragging committee and squad at the commencement of each academic year. The committee and the squad shall take effective steps as specified by the Honorable Supreme Court of India, to prevent ragging.

23. CLASS COMMITTEE

Head of institution shall take necessary steps to form a class committee for each class at the start of classes of each semester. This class committee shall be in existence for the semester concerned. The class committee shall consist of the Head of Department, Staff Advisor of the class, a senior faculty member of the department, a faculty member from another department, and three student representatives (one of them should be a girl).

There should be at least two meetings of the class committee every semester; it shall be the responsibility of the Head of Department to convene these meetings. The decisions of the Class Committee shall be recorded in a register for further reference. Each class committee will communicate its recommendations to the Head of Institution.

The responsibilities of the class committee are:

- a) To review periodically the progress and conduct of students in the class.
- b) To discuss any problems concerning any courses in the semester concerned.
- c) To identify weaker students of the class and suggest remedial measures.
- d) To review teaching effectiveness and coverage of syllabus.
- e) Discuss any other issue related to the students of the class.

24. COLLEGE TRANSFER

College transfer is not allowed in any circumstances.

B.Voc degree is equal to any degree approved by University of Calicut

25. TRANSITORY PROVISION

Notwithstanding anything contained in these regulations, the Vice-Chancellor has the power to provide by order that these regulations shall be applied to any program with such necessary modification.

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Note: * For Project/internship, the minimum for a pass shall be 50% of the total marks assigned to the respective examination

BVOC PROGRAMME IN BROADCASTING & JOURNALISM

SYLLABUS SUMMARY

	COURSE NO	COURSE CODE	COURSE TITLE	CREDITS	HOURS	MARKS		
						INTERNAL	EXTERNAL	TOTAL
Semester I	1.1	GEC1EG01	(A01) Common English Course I	4	4	20	80	100
	1.2	GEC1HD02 GEC1ML02 GEC1AR02	Additional Language Course I Hindi/Malayalam/Arabic (LRP)	4	4	20	80	100
	1.3	GEC1IC03	Introduction to Computer Graphics & Media Design	4	4	20	80	100
	1.4	SDC1BJ01	Introduction to Communication, Journalism & Broadcasting	4	4	20	80	100
	1.5	SDC1BJ02	Reporting, Editing & Translation for Media	5	5	20	80	100
	1.6	SDC1BJ03	Computer Graphics & Media Design - Practical	5	5	20	80	100
	1.7	SDC1BJ04	Photography & Photo Journalism - Practical	4	4	20	80	100
Semester II	2.1	GEC2EG04	(A02) Common English Course II	4	4	20	80	100
	2.2	GEC2HD05 GEC2ML05 GEC2AR05	Additional Language Course II Hindi/Malayalam/Arabic (LRP)	4	4	20	80	100
	2.3	GEC2NM06	(A11) Basic Numerical Skill	4	4	20	80	100
	2.4	SDC2BJ05	Audio Recording, Editing & Sound Design	4	4	20	80	100
	2.5	SDC2BJ06	Radio Broadcasting	5	5	20	80	100
	2.6	SDC2BJ07	Audio Recording, Editing & Sound Design - Practical	5	5	20	80	100
	2.7	SDC2BJ08	Radio Broadcasting - Mini Project	4	4	20	80	100
Semester III	3.1	GEC3EG07	(A03) Common English Course III	4	4	20	80	100
	3.2	GEC3IP08	Indian Politics & Communication	4	4	20	80	100
	3.3	GEC3ML09	Media Laws & Ethics	4	4	20	80	100
	3.4	SDC3BJ09	Video Recording, Editing & Visual Design	4	4	20	80	100
	3.5	SDC3BJ10	Mobile Journalism	5	5	20	80	100
	3.6	SDC3BJ11	Video Recording, Editing & Visual Design - Practical	5	5	20	80	100
	3.7	SDC3BJ12	Mobile Journalism - Practical	4	4	20	80	100
Semester IV	4.1	GEC4EG10	(A04) Common English Course IV	4	4	20	80	100
	4.2	GEC4AP11	Advertising & Public Relations	4	4	20	80	100
	4.3	GEC4ED12	(A13) Entrepreneurship Development	4	4	20	80	100
	4.4	SDC4BJ13	Television Broadcasting	5	5	20	80	100
	4.5	SDC4BJ14	Multimedia Animation & Motion Graphics	4	4	20	80	100
	4.6	SDC4BJ15	Multimedia Animation & Motion Graphics - Practical	5	5	20	80	100
	4.7	SDC4BJ16	Television Broadcasting - Mini Project	4	4	20	80	100
Semester V	5.1	GEC5FA13	Film Appreciation	4	4	20	80	100
	5.2	GEC5LS15	(S0C4B.06) Life Skill Development	4	4	20	80	100
	5.3	SDC5BJ17	Online Journalism	4	4	20	80	100
	5.4	SDC5BJ18	Documentary Film Production	5	5	20	80	100
	5.5	SDC5BJ19	Development Communication	4	4	20	80	100
	5.6	SDC5BJ20	Online Journalism - Practical	5	5	20	80	100
	5.7	SDC5BJ21	Documentary Film Production - Practical	4	4	20	80	100
Semester VI	6.1	SDC6BJ22	Six Months Internship OR Two Months Internship with Broadcast Production Project	30	900	20	80	100
TOTAL				180				3600

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SEMESTER I									
C No.	Course Code	Course Title	Hours	Marks			Hours		
				Int	Ext	Total	T	P	Total
1.1	GEC1EG01	(A01) Common English Course I	4	20	80	100	4	-	4
1.2	GEC1HD02 GEC1ML02 GEC1AR02	Additional Language Course I Hindi/Malayalam/Arabic (LRP)	4	20	80	100	4	-	4
1.3	GEC1IC03	Introduction to Computer Graphics & Media Design	4	20	80	100	4	-	4
1.4	SDC1BJ01	Introduction to Communication, Journalism & Broadcasting	4	20	80	100	4	-	4
1.5	SDC1BJ02	Reporting, Editing & Translation for Media	5	20	80	100	5	-	5
1.6	SDC1BJ03	Computer Graphics & Media Design - Practical	5	20	80	100	-	5	5
1.7	SDC1BJ04	Photography & Photo Journalism - Practical	4	20	80	100	-	4	4

GEC1EG01

(A01) COMMON ENGLISH COURSE I

COURSE CODE	GEC1EG01
TITLE OF THE COURSE	(A01) Common English Course I
SEMESTER	I
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

The detailed syllabi of this common course shall be as prescribed by the University for the Common English Course I of LRP programmes of CUCBCSSUG.

GEC1HD02 / GEC1ML02 / GEC1AR02

ADDITIONAL LANGUAGE COURSE I

COURSE CODE	GEC1HD02 / GEC1ML02 / GEC1AR02
TITLE OF THE COURSE	ADDITIONAL LANGUAGE COURSE I HINDI/MALAYALAM/ARABIC (LRP)
SEMESTER	I
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

The detailed syllabi of this common course shall be as prescribed by the University for the Additional Language Course I of LRP programmes of CUCBCSSUG.

GEC1IC03

INTRODUCTION TO COMPUTER GRAPHICS & MEDIA DESIGN

COURSE CODE	GEC1IC03
TITLE OF THE COURSE	Introduction to Computer Graphics & Media Design
SEMESTER	I
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Introduction to Computers – History and Evolution of Computers – Computer Hardware and Software- Input and Output Devices and their functions – Open Source Software – Computer Networking – Types of Computer Networks – Internet – Types of Internet Connections and ISP – Internet in Education and Communication – Online Classrooms and MOOC – E-Governance – E-learning – Cloud Computing – CADD – Computer and Multimedia – Computers in Print, Audio and Visual Media –

Computers and New Media.

MODULE II

Computer for Print Media – Office Automation – Microsoft Office Word – Setting a Page – Using and Designing templates in MS Word – Inserting Graphics and Images – Alignment and Formatting Options - Creating Brochures, Flyers and Business Cards using MS Word – Tabulation – Review and Reference Menus – Mail Merge – Content Editing using MS Word – Font and Style – Malayalam Computing – Malayalam Inscript Keyboard typing and Pagination – Malayalam Font Formats – MS Power Point - Tips for Preparing Presentation – Introduction to MS Excel – Diagrams, Charts and Statistics.

MODULE III

Introduction to Graphic design – Design aesthetics – Pixel, Resolution and Colour Mode – Concept of Vector and Raster –Introduction to Adobe Illustrator - Basic Drawing Tools - Introduction to Adobe Photoshop – Page Setting – Concept of Layers.

MODULE IV

Designing for Print and Web – Basic Drawing Tools- Preparing Charts and Graphs – Infographics – Introduction to Colouring – Basic Photo Editing Tools – Image Adjustments and Enhancement Tools– Blending Modes – Scanning Images – Image Optimization – Saving for Print and Web – Output File Formats.

MODULE V

Introduction to Media Publishing – Pagination – Page Designing and Layout – Introduction to Adobe InDesign – Setting a Page – Page Size and Print Area – Margin, Gutter and Columns – Importing Files - Creating Master Page – Adding Text, Graphics and Photographs – Design Aspects – Facing Pages and Single Pages – Designing Cover Pages - Creating Templates for Multiple Page Design – Style Sheet – Character Style and Paragraph Styles – Adding New Fonts - Print Properties – Output File Quality, Size and Compression – Output File Formats.

Books for Reference

1. Computer Fundamentals, Goel Anita, Pearson Education India, 2010
2. Easy Computer Basics, Miller Michel, QUE Publishers, 2009
3. Basics of Computer, P K Singh, VK Publications, 2011
4. Absolute Beginners Guide, Mille Micheller, QUE Publishers, 2007
5. DTP Course Book, Singh Meenakshi, Singh Vishnu Priya, Computech Publication Ltd

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New Asian, 2011

6. The Graphic Communication, Russell N Barid, Holt, Rinehart and Winston, Canada, 1987
7. Design and Aesthetics, Jerry Palmer & Mac Dodson, Routledge, London, 1995
8. Design Methods, John Christopher Jones, Wiley, 1992

Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks (5 x 2)**

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

2. **Attendance** : **5 Marks**

Allotment of marks as per University regulations.

3. **Media Assignments/ Presentation** : **5 Marks**

Sample: Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.

Semester End Examination: 80 Marks

SDC1BJ01

INTRODUCTION TO COMMUNICATION, JOURNALISM & BROADCASTING

COURSE CODE	SDC1BJ01
TITLE OF THE COURSE	Introduction to Communication, Journalism & Broadcasting
SEMESTER	I
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Introduction to Communication – Need for Communication – Definitions of Communication – Elements of Communication – Barriers of Communication – Functions of Communication – Types of Communication – Evolution of Mass Communication – Mass Media:- Nature, Characteristics, Functions and Dysfunctions of Mass Media – Types of Media: Print, Radio, TV, Film, Traditional, Folk and New media.

MODULE II

Communication Models – Models of Aristotle, Lasswell, Schramm, Berlo, Shannon & Weaver and Dance – Theories of Communication – Hypodermic Needle Theory, Two-Step Flow Theory, Uses & Gratification Theory, Agenda Setting Theory, Magic Bullet Theory.

MODULE III

Introduction to Journalism – Principles of Journalism – Journalism as a Profession – Role and Responsibilities of a Journalist – Ethics in Journalism – Genres of Journalism – Print, Broadcast, New Media/Cyber Journalism – Advocacy Journalism – Citizen Journalism – Participatory Journalism – Data Journalism – Investigative Journalism – Tabloid Journalism – Yellow Journalism – Freelance Journalism.

MODULE IV

History of Photography – Principles of Photography – Pinhole Camera – Basics of Camera Operation – Parts of the Camera – Types of Lenses- Normal, Wide, Telephoto, Filters – Digital versus Analogue Camera – SLR – Point and Shoot Camera – Basic Elements of Composition – Perspectives – Depth of Field – Rule of Third – Focal Length – Branches of Photography – Basics of Photojournalism.

MODULE V

Introduction to Broadcasting – Definition of Broadcasting – History of Broadcasting – Broadcast Technology – Earth Station – Teleport – Uplinking – Downlinking – Transmission – Cable, Terrestrial and Satellite Transmission – Jargons in Journalism and Broadcasting.

Books for Reference

1. Communicology: An Introduction to the Study of Communication, Joseph A Devito
2. Media Today: An Introduction to Mass Communication, Turow, Joseph, 4th Edition, Routledge

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3. The Dynamics of Mass Communication, Joseph R Dominick
4. McQuail's Mass Communication Theory, Denis McQuail
5. Mass Communication in India, Dr. J V Vilanilam
6. Textbook of Mass Communication and Media, Uma Joshi, Anmol Publications New Delhi, 1999.
7. Mass Communication in India, Keval J Kumar, Jaico Publishing House, New Delhi, 2005.
8. Mass Communication and Journalism in India, D S Mehta
9. 'Broadcasting in India', G C Aswathy
10. 'Broadcasting and the People', Mehra Masani

Continuous Assessment: 20 Marks

1. **Class Tests** : 10 Marks (5 x 2)

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

2. **Attendance** : 5 Marks

Allotment of marks as per University regulations.

3. **Media Assignments/ Presentation** : 5 Marks

Sample: Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.

Semester End Examination: 80 Marks

SDC1BJ02

REPORTING, EDITING & TRANSLATION FOR MEDIA

COURSE CODE	SDC1BJ02
TITLE OF THE COURSE	Reporting, Editing & Translation for Media
SEMESTER	I
NO. OF CREDITS	5
NO. OF CONTACT HOURS	75 (5 hours/week)

COURSE OUTLINE

MODULE I

Organizational Structure of a Newspaper – Editorial Hierarchy – Roles, Responsibilities and Qualities of Chief Editor, News Editor, Chief Sub-Editors, Bureau Chiefs, Reporters, Stringers, Freelancers and Photographers.

MODULE II

Definitions and Types of News - News Determinants or News Values – News Story Structure – Inverted Pyramid Style – Hour Glass Style – Elements of a News Story – Types of Leads / Intros – Types of Reporting – Principles of Reporting – Reporting Practices – News Sources – Beats – Press Conferences – Meet the Press – News Releases – Agency Copies – Reporting Accidents, Scandals, Speeches, Crime, Court, Legislature, Business and Sports – The Art of Interviewing – Writing Features – Editorials – Interviews – Reviews – Cartoons – Columns and Readers’ Letters.

MODULE III

Principles of Editing – Role and Responsibilities of a Sub-Editor – Style Book – Editing Process – Checking Facts, Correcting Language, Rewriting News Stories, Condensing Stories, Preventing Slanting of News – Headline Writing – Functions of Headlines – Principles of Writing Headlines – Types of Headlines.

MODULE IV

Newspaper Page Make-up – Principles of Page Design – Types of Lay-outs – Newspaper Formats – Broadsheet, Tabloid, Berliner – Designing General Pages and Specialised Pages – History of Printing – Letter Press and Offset Printing – DTP.

MODULE V

Translation: Definition, Nature and Scope – Characteristics of Translation – Qualities and Tools of Translator – Process of Translation; Source Language Text, Target Language Text, Analysis, Transfer, Restructuration – Types of Translation – Translating News Reports, Features, Articles, Scripts and Advertisements.

Books for Reference

1. News reporting and Editing, K M Shrivastava, Sterling Publishers Pvt. Ltd.
2. Professional Journalism, M.V Kamath, Vikas Publishing House
3. Essential of Practical Journalism, Vir Bala Aggarwal, Concept Publishing Company
4. News Writing and Reporting for Today's Media, Bruce Itule, Douglas Anderson, McGraw Hill
5. The Complete Reporter, Julian Leiter, Macmillan
6. Newsman's English, Harold Evans, William Hainemann Ltd
7. The Art of Editing, Baskette, Floyd K., Sissors, Jack Z., Brooks, S, Macmillan Publishing Co. Inc
8. News Editing, Bruce Westly
9. The News Writer's Hand Book, M.L. Stein. and Susan F Paterno, Surjeet Publications
10. Fundamental Aspects of Translation, Shastri Pratima Dave, PHI Learning New Delhi 2012
11. Translation Studies, Bassnett, Susan 1998, Routledge London
12. Aspects of Translation, Smith, A.H. (ed), Secker & Warburg, London 1958

Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks (5 x 2)**

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

2. **Attendance** : **5 Marks**

Allotment of marks as per University regulations.

3. **Media Practical** : **5 Marks**

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

Semester End Examination: 80 Marks

SDC1BJ03

COMPUTER GRAPHICS & MEDIA DESIGN – PRACTICAL

COURSE CODE	SDC1BJ03
TITLE OF THE COURSE	Computer Graphics & Media Design – Practical
SEMESTER	I
NO. OF CREDITS	5
NO. OF CONTACT HOURS	75 (5 hours/week)

COURSE OUTLINE

Online Education

1. Attending any Massive Open Online Course

Office Automation

2. Malayalam Typing and Pagination Exercises

Adobe Illustrator

3. Designing Logos and Mastheads
4. Creating Visiting Card and Letter Pad
5. Preparing Brochures, Leaflets and Hoardings

Adobe Photoshop

6. Editing and Enhancing Photographs
7. Designing Posters and Cover Pages
8. Designing Web Banners and Infographics

Adobe InDesign

9. Designing Newspaper Front Pages
10. Designing Sports Pages
11. Designing Tabloid
12. 6-8 page Lab Journal Production (Group work)

Continuous Assessment: 20 Marks

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1. Evaluation in Lab & Rough Record : 10 Marks

There should be a continuous evaluation process to assess the performance of the students in practical sessions. Marks should be given based on the technical quality of the works done during lab hours and the contents in Rough Record. For Project works, students may keep a Project Report in the prescribed format with details of the Programme, Research done and the Script.

2. End Semester Test : 4 Marks

A practical test may be conducted at the end of the semester.

3. Viva :1 Marks

A viva may be conducted based on the lab/project work done or from the subject.

4. Regularity in Lab : 5 Marks

Teachers should keep a record of the attendance of students during Lab hours and marks should be given based on the percentage of attendance secured by the students.

Semester End Examination: 80 Marks

External Evaluation may be conducted based on the three hour practical test conducted by an external examiner appointed by the university. The mark distribution for practical exam shall be in the following pattern:

Evaluation of Practical Exam : 60 Marks

Lab Record : 10 Marks

Viva : 10 Marks

SDC1BJ04

PHOTOGRAPHY & PHOTO JOURNALISM – PRACTICAL

COURSE CODE	SDC1BJ04
TITLE OF THE COURSE	Photography & Photo Journalism – Practical
SEMESTER	I
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

Getting to know the DSLR

1. Basic Still Camera Maintenance and Operations
2. Understanding DSLR Menu, Settings and Functions
3. Photo Composition
4. Experimenting with Different Lenses
5. Use of Flash in Still Photography

Aperture and Lighting

6. Exercises of Setting Aperture and Depth of Field
7. Experiments with Low Light and ISO
8. Experiment with Exposure -Silhouette

Photojournalism

8. Theme based Photo Stories
9. Human interested Photo Stories
10. Covering Events for News
11. Sports Photography
12. Post Production, Colour Correction and Enhancement of DSLR Photographs

Continuous Assessment: 20 Marks

1. Evaluation in Lab & Rough Record : 10 Marks

There should be a continuous evaluation process to assess the performance of the students in practical sessions. Marks should be given based on the technical quality of the works done during lab hours and the contents in Rough Record. For Project works, students may keep a Project Report in the prescribed format with details of the Programme, Research done and the Script.

2. End Semester Test : 4 Marks

A practical test may be conducted at the end of the semester.

3. Viva :1 Marks

A viva may be conducted based on the lab/project work done or from the subject.

4. Regularity in Lab : 5 Marks

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Teachers should keep a record of the attendance of students during Lab hours and marks should be given based on the percentage of attendance secured by the students.

Semester End Examination: 80 Marks

External Evaluation may be done by the external examiner after evaluating an individual project (photography and photo journalism album) submitted by the students. The mark distribution for project-based practical assessment shall be in the following pattern.

Evaluation of Project : 50 Marks

Project Report : 10 Marks

Viva : 20 Marks

SEMESTER II									
C No.	Course Code	Course Title	Credits	Marks			Hours		
				Int	Ext	Total	T	P	Total
2.1	GEC2EG04	(A02) Common English Course II	4	20	80	100	4	-	4
2.2	GEC2HD05 GEC2ML05 GEC2AR05	Additional Language Course II Hindi/Malayalam/Arabic (LRP)	4	20	80	100	4	-	4
2.3	GEC2NM06	(A11) Basic Numerical Skill	4	20	80	100	4	-	4
2.4	SDC2BJ05	Audio Recording, Editing & Sound Design	4	20	80	100	4	-	4
2.5	SDC2BJ06	Radio Broadcasting	5	20	80	100	5	-	5
2.6	SDC2BJ07	Audio Recording, Editing & Sound Design - Practical	5	20	80	100	-	5	5
2.7	SDC2BJ08	Radio Broadcasting - Mini Project	4	20	80	100	-	4	4

GEC2EG04

(A02) COMMON ENGLISH COURSE II

COURSE CODE	GEC2EG04
TITLE OF THE COURSE	(A02) Common English Course II
SEMESTER	II
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

The detailed syllabi of this common course shall be as prescribed by the University for the Common English Course II of LRP programmes of CUCBCSSUG.

GEC2HD05 / GEC2ML05 / GEC2AR05

ADDITIONAL LANGUAGE COURSE II

COURSE CODE	GEC2HD05 / GEC2ML05 / GEC2AR05
TITLE OF THE COURSE	Additional Language Course II Hindi/Malayalam/Arabic (LRP)
SEMESTER	II
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

The detailed syllabi of this common course shall be as prescribed by the University for the Additional Language Course of LRP programmes of CUCBCSSUG.

GEC2NM06

(A11) BASIC NUMERICAL SKILL

COURSE CODE	GEC2NM06
TITLE OF THE COURSE	(A11) Basic Numerical Skill
SEMESTER	II
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Sets and Set Operation – Venn Diagrams – Elements of Co-ordinate System – Matrices – Fundamental ideas about Matrices and their Operational Rules – Matrix Multiplication – Inversion of Square Matrices of not more than 3rd order – Solving System of Simultaneous Linear Equations.

MODULE II

Theory of Equations: Meaning, Types of Equations – Simple Linear and Simultaneous Equations (only two variables) Eliminations and Substitution Method only – Quadratic Equation Factorization and Formula Method ($ax^2 + bx + c = 0$ form only) Problems on Business Application.

MODULE III

Progressions: Arithmetic Progressions Finding the 'n'th term of an AP and also Sum to 'n' terms of an AP – Insertion of Arithmetic means in given terms of AP and Representation of

AP – Geometric Progression: Finding nth term of GP – Insertion of GMs in given GP and also Representation of GP – Mathematics of Finance – Simple and Compound Interest (Simple problems only).

MODULE IV

Meaning and Definitions of Statistics – Scope and Limitations – Statistical Enquiries – Scope of the Problem – Methods to be Employed – Types of Enquiries –

Presentation of Data by Diagrammatic and Graphical Method – Formation of Frequency Distribution.

MODULE V

Measures of Central Tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic Mean, Measures of Variation and standard, Mean and Quartile Deviations – Skewness, Kurtosis and Lorenz Curve. Analysis of Time Series – Methods of Measuring – Trend and Seasonal Variations - Index Number - Unweighted Indices - Consumers Price and Cost of Living Indices.

Books for Reference

1. An Introduction to Business Mathematics and Statistical Methods, Sundaresan and Jayaseelan
2. A textbook of Business Mathematics, Dr. A K Arte & R V Prabhakar
3. Business Mathematics, Sanchethi and Kapoor
4. Statistical Methods, Gupta S.P
5. Business Mathematics, Navaneethan P
6. Statistics, R.S.N. Pillai, Mrs. Bhagavathi
7. Business Mathematics and *Statistic*, P.R. Vittal

Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks (5 x 2)**

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

2. **Attendance** : **5 Marks**

Allotment of marks as per University regulations.

3. **Assignments/ Presentation** : **5 Marks**

Sample: Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.

Semester End Examination: 80 Marks

SDC2BJ05

AUDIO RECORDING, EDITING & SOUND DESIGN

COURSE CODE	SDC2BJ05
TITLE OF THE COURSE	Audio Recording, Editing & Sound Design
SEMESTER	II
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

What is Sound? – Introduction to Sound Production Process – Characteristics of Sound – Frequency, Wavelength, Amplitude, Pitch, Tone, Loudness and Intensity – Features of Sound Wave – Reflection, Refraction and Diffraction – Acoustics – Psychoacoustics – Sound Recording and Editing Equipment – Sound for Audio-Visual Media.

MODULE II

Designing a Sound – Directing a Sound Production – Sound Production Crew – Aesthetics of Sound Design – Role of Special Effects in Audio Production – Impact of Post Production – Relevance of On-location Sound Recording Process – Principles of Sound Design.

MODULE III

Introduction to Audio Recording Process – Analogue and Digital Audio Recording – Audio Recording Equipment – DAW – Types of Microphone – Functional, Directional and Design Properties of Microphones – Indoor and Outdoor Audio Recording – Cables and Connectors used in Audio – Audio Recording on Digital Recording Devices – Audio Recording on Mobile Phone – Audio Recording on Computer – Sample Rate, Bit Rate and Recording Setting – Mono and Stereo Tracks – Audio Recording Software – Single-track and Multi-track Recording – MIDI Recording – Dubbing – Dubbing Software – Multi-track Audio Recording using Audio Console – Analogue and Digital Mixer – Effects and Presets on Audio Mixer – Filters – Live Audio Mixing for Broadcast.

MODULE IV

Audio Editing using Cool Edit Pro – Audio Recording Formats – File Compatibility – Working with Raw Files and Compressed Files – Single-track Editing – Audio Enhancing Tools – Mono and Stereo Editing – Amplitude – Channel Mixer and Levelling – Normalizing Audio – Audio Trimming – Noise Reduction – Multi-track Editing – Splitting Audio Blocks – Importing Compressed and Uncompressed Music Files – Volume Levelling and Keying – Envelope Setting – Block Labelling – Mixing Audio – Exporting Output – Output File Formats.

MODULE V

Audio Editing in Adobe Audition – Single-track and Multi-track Editing – Audio Enhancement Tools – Advanced Editing Tools and Techniques – Audio Filters – Noise Reduction Process – Advantages of the Software – Introduction to Avid Pro Tools.

Books for Reference

1. Sound Engineering Explained, 2nd Edition, Michael Talbot and Smith
2. The Theory of Sound, John Strutt & Baron Williams Rayleigh, 1996
3. Sound and Recording: An Introduction, Francis Rumsay and Tim Mick Oxford, Focal Press
4. Pro Tools for Music Production: Recording, Editing, Collins Mike Academic P, 2009
5. Audio and Video Systems R G Gupta New Delhi, Tata McGraw Hill, 2003
6. Audio Post Production in Video and Film, Tim Amyes, Boston, Focal Press, 1998
7. Television Production Gerald, Millerson London, Focal Press, 1999
8. Digital Film Making Handbook, Ben Long Rockland, CRMIC, 2001
9. Multimedia: An Introduction John Vallamill & Louis Molina New Jersey, Prentice Hall.
10. Directing the Documentary, Michael Rabiger London, Focal Press, 1998

Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks (5 x 2)**

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

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Media Assignments/ Presentation : 5 Marks

Sample: Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.

Semester End Examination: 80 Marks

SDC2BJ06

RADIO BROADCASTING

COURSE CODE	SDC2BJ06
TITLE OF THE COURSE	Radio Broadcasting
SEMESTER	II
NO. OF CREDITS	5
NO. OF CONTACT HOURS	75 (5 hours/week)

COURSE OUTLINE

MODULE I

Introduction to Radio - Characteristics of Radio - History of radio – Radio Frequency Spectrum – AM – FM – Short Wave - Long Wave – Satellite Radio - Internet Radio – Car Radio – Community Radio – Organizational Structure of Radio Stations - Editorial Hierarchy – Job Roles in Radio.

MODULE II

Elements of Radio Programme – Spoken Words – Music – Sound Effects and Silence – Stages in Radio Production – Radio Formats – Radio Talk – Interview – Radio Drama – Chat Shows – Phone-in and Phone-out Programmes – Running Commentary – News Bulletins – Features – and Documentaries – Radio Commercials – Writing for Radio – Writing for the Ear – Radio as “Blind Sister of TV” – Scripting Techniques for different Formats.

MODULE III

Radio News – Local, Regional, National and Global News – Radio News Reporting – Qualities and Responsibilities of a Radio Reporter – Live News Reporting – Scripting for Radio News – Language and Style of News Reports – News Magazine Programmes – News Flashes – Voice Dispatches – Structure of a News Bulletin – Headline Techniques – Principles of Script Editing – Process of Radio News Editing – Proof Reading & Correction System – Broadcasting Codes and Guidelines.

MODULE IV

Effective Verbal Communication – Quality of Voice, Good Pronunciation, Modulation, Clarity and Uniqueness of Speech Delivery, Skills in the Use of Language – Radio Anchoring and News Presentation – Qualities of a Programme Presenter / News Anchor – Live Presentation – Local Slang and Standard Language in Broadcasting – Voice Modulation Techniques – Intimacy – Formal and Informal Presentation – ‘On-air’ Techniques – Speed – Breathing – Emphasis and Pitch – Art of Interviewing – Practical Training in Voice Modulation, Diction and Sight Reading.

MODULE V

Radio Programme Production – Familiarizing with Radio Studio and Equipment – Theory of Sound – Sound Formats – Programme Recording – Types of Microphones – Speakers – Headphones – Recording and Editing Software – Sound Effects – Special Effects – Mixing and Dubbing.

Books for Reference

1. Sound Engineering Explained, 2nd Edition, Michael Talbot-Smith
2. Radio Production, 3rd Edition, Robert McLeish.
3. Other Voices, Vinod Pavarala and Kanchan K Malik
1. Basic Radio Journalism, Paul Chantler and Peter Stewart, Focal Press
2. This is All India Radio, U. L. Baruah
3. Broadcast Journalism: Techniques of Radio and Television News, 5th Edition, Andrew Boyd.
4. Writing and Producing Radio Dramas, Esta De Fossard, Sage Publications
5. Modern Radio Production: Programming and Performance, Carl Hausman, Philip Benoit, Lewis B O Donnell

Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks (5 x 2)

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

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Radio production practical : 5 Marks

Students shall submit a script for a radio programme such as radio documentary, PSA, radio interview and news magazine programme.

Semester End Examination: 80 Marks

SDC2BJ07

AUDIO RECORDING, EDITING & SOUND DESIGN – PRACTICAL

COURSE CODE	SDC2BJ07
TITLE OF THE COURSE	Audio Recording, Editing & Sound Design - Practical
SEMESTER	II
NO. OF CREDITS	5
NO. OF CONTACT HOURS	75 (5 hours/week)

COURSE OUTLINE

Audio Recording

1. Voice Analysis And Audition
2. Outdoor Sound Recording using Digital Audio Recorders
3. Single Track Studio Recording (Cool Edit Pro & Adobe Audition)
4. Multi Track Studio Recording (Cool Edit Pro& Adobe Audition)
5. MIDI Recording
6. Live Audio Mixing

Audio Editing

7. Digital Audio Editing (Cool Edit Pro & Adobe Audition)
8. Noise Reduction
9. Equalizing Audio
10. Audio File Compression and Conversion
11. Digital Audio Mixing (Cool Edit Pro & Adobe Audition)
12. Creating Audio Titles with Audio Filters and SFX

Continuous Assessment: 20 Marks

1. **Evaluation in Lab & Rough Record : 10 Marks**

There should be a continuous evaluation process to assess the performance of the students in practical sessions. Marks should be given based on the technical quality of the works done during lab hours and the contents in Rough Record. For Project works, students may keep a Project Report in the prescribed format with details of the Programme, Research done and the Script.

2. **End Semester Test : 4 Marks**

A practical test may be conducted at the end of the semester.

3. **Viva :1 Marks**

A viva may be conducted based on the lab/project work done or from the subject.

4. **Regularity in Lab : 5 Marks**

Teachers should keep a record of the attendance of students during Lab hours and marks should be given based on the percentage of attendance secured by the students.

Semester End Examination: 80 Marks

External Evaluation may be conducted based on the three hour practical test conducted by an external examiner appointed by the university. The mark distribution for practical exam shall be in the following pattern:

Evaluation of Practical Exam : 60 Marks

Lab Record : 10 Marks

Viva : 10 Marks

SDC2BJ08

RADIO BROADCASTING - MINI PROJECT

COURSE CODE	SDC2BJ08
TITLE OF THE COURSE	Radio Broadcasting - Mini Project
SEMESTER	II
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

Radio News Production

1. Produce a news bulletin comprising 6-8 news stories with a total duration of 10-15 minutes. The production crew may have a group of 8-10 students who shall be assigned with multiple roles as bulletin producer, anchor, reporters, and sound recordists and editors.

Radio Programme Production

2. Produce a Radio Programme package not more than one hour comprising of various programme formats including radio talk, interview, radio drama, chat show, phone-in/phone-out programme, radio feature/documentary or PSA. This should be a group project and all the students in each group must have a role in the project.

Continuous Assessment: 20 Marks

1. **Evaluation in Lab & Rough Record : 10 Marks**

There should be a continuous evaluation process to assess the performance of the students in practical sessions. Marks should be given based on the technical quality of the works done during lab hours and the contents in Rough Record. For Project works, students may keep a Project Report in the prescribed format with details of the Programme, Research done and the Script.

2. **End Semester Test : 4 Marks**

A practical test may be conducted at the end of the semester.

3. **Viva :1 Marks**

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A viva may be conducted based on the lab/project work done or from the subject.

4. Regularity in Lab : 5 Marks

Teachers should keep a record of the attendance of students during Lab hours and marks should be given based on the percentage of attendance secured by the students.

Semester End Examination: 80 Marks

External Evaluation may be done by the external examiner after evaluating a group project submitted by the students. The mark distribution for project-based practical assessment shall be in the following pattern.

Evaluation of Project : 50 Marks

Project Report : 10 Marks

Viva : 20 Marks

SEMESTER III									
C No.	Course Code	Course Title	Credits	Marks			Hours		
				Int	Ext	Total	T	P	Total
3.1	GEC3EG07	(A03) Common English Course III	4	20	80	100	4	-	4
3.2	GEC3IP08	Indian Politics & Communication	4	20	80	100	4	-	4
3.3	GEC3ML09	Media Laws & Ethics	4	20	80	100	4	-	4
3.4	SDC3BJ09	Video Recording, Editing & Visual Design	4	20	80	100	4	-	4
3.5	SDC3BJ10	Mobile Journalism	5	20	80	100	5	-	5
3.6	SDC3BJ11	Video Recording, Editing & Visual Design - Practical	5	20	80	100	-	5	5
3.7	SDC3BJ12	Mobile Journalism - Practical	4	20	80	100	-	4	4

GEC3EG07

(A03) COMMON ENGLISH COURSE III

COURSE CODE	GEC3EG07
TITLE OF THE COURSE	(A03) Common English Course III
SEMESTER	III
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

The detailed syllabi of this common course shall be as prescribed by the University for the Common English Course III of LRP programmes of CUCBCSSUG.

GEC3IP08

INDIAN POLITICS & COMMUNICATION

COURSE CODE	GEC3IP08
TITLE OF THE COURSE	Indian Politics & Communication
SEMESTER	III
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Political Communication – Role of Media in Politics; Mediation, Political Socialization, Political Participation, Political Processes, Public Opinion, Persuasion, Public Policy – Channels of Political Communication – Indian Politics – Political Administration of India – Political Parties and Leaders in India – National and Regional Parties – Congress and Communist Parties.

MODULE II

History of India – India under Colonial Rule – Origin and Growth of Media in India –

James Augustus Hickey – Raja Ram Mohan Roy – Early Regulations – Role of Media in National Awakening – Roy – Gandhiji – Nehru – Bal Gangadhar Tilak – Sisir Kumar Ghose – Integration of Princely States.

MODULE III

Communication after Independence – Linguistic Organization of the States – Regionalism – Salient Features Indian Constitution – Republican Constitution and Freedom of the Press – Media During Nehru Era – Press Council of India – Role of AIR and DD in Political Communication – Political Communication in India during Indira Gandhi – J P Movement and Emergency – Janata Government.

MODULE IV

Media's Role as Political Communicator – The Rajiv Years – Bofors and its Aftermath – National Front Government – Coalition Politics in India – Green Revolution – Globalization – Liberalization – Privatization – Pokhran I & II – Kargil War – Jammu and Kashmir – Punjab Crisis – Mandal Commission – Babri Masjid – Godhra Riots – 2G Spectrum Scam – Demonetization.

MODULE V

Political Communication during 1991, 2004, 2009, 2014 General Elections – Social Media and Political Communication: Analysis of Delhi Elections 2015 – Political Reporting in Kerala – Major Political Parties and their Leaders in Kerala – State Legislative Assembly Elections in Kerala from 1957.

Books for Reference

1. Bipan Chandra, India after Independence, Penguin Books, 2000
2. Ramachandra Guha, India after Gandhi, Macmillan, 2007
3. Zoya Hasan, Parties and Party Politics in India, Oxford India, 2004
4. Charlton, A. E. Wolseley (1953). Journalism in Modern India. University of California : Asia Publication House
5. Ghose, Subir. (1996). Mass Communication in the Indian Context Today
6. Iyenger, S., Role of Press and Indian Freedom Struggle, New Delhi, A.P.H. Publishing Corp.
7. Karkhanis, Sharad. (1981). Indian Politics and the Role of the Press. New Delhi: Vikas Publishing House Pvt. Ltd.

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8. The Role of Journalism in the Process of Socio-Political Change in India, A.G. Noorani
9. Freedom of the Press in India. Bombay: Nachiketa Publications Ltd. Luthra, H. R. (1986).
10. K. C. John, *Kerala Rashtriyam, Oru Asambandha Natatakam*, Pen Books, 1999
11. Cherian Philip, *Kaal Nootandu*

Continuous Assessment: 20 Marks

1. **Class Tests** : 10 Marks (5 x 2)

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

2. **Attendance** : 5 Marks

Allotment of marks as per University regulations.

3. **Media Assignments/ Presentation** : 5 Marks

Sample: *Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.*

Semester End Examination: 80 Marks

GEC3ML09

MEDIA LAWS & ETHICS

COURSE CODE	GEC3ML09
TITLE OF THE COURSE	Media Laws & Ethics
SEMESTER	III
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Indian Constitution – Basic Principles of the Preamble – Fundamental Rights and Duties – Directives Principles of State Policy – Judicial System in India – Indian Penal Code.

MODULE II

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

MODULE III

Press Laws – Official Secrets Act – Press & Registration of Books Act – Copyright Act – Contempt of Court Act – Young Person’s Harmful Publication Act – Indecent Representation of Women’s Act – Drug & Magic Remedies Act – Film Certification Rules – Intellectual Property Rights.

MODULE -IV

Emergence of Electronic and New Media Law – The AIR/DD Broadcast Code – The Commercial Code of AIR & Doordarshan – Cable Television Act and Rules – Prasar Bharathi Act – Advertising Standards Council – Privacy and Cyber laws – Right to Information Act.

MODULE V

Media Ethics and Issues – Code of Ethics for Media Personnel – Press Council of India – Code of Ethics – Censorship Versus Self-Regulation – Privacy Versus Public Good – Embedded Journalism – Sting Journalism – Sensational or Yellow Journalism – Paid Journalism – Media Ombudsmen – Corporatization of Media – Public Interest Litigation.

Books for Reference

1. Naresh Rao & Suparna Naresh, ‘Media Laws, an appraisal’, Premier Publishing Company, Bangalore.
2. Kundra.S, ‘Media Laws & Indian Constitution’, Anmol Publications Ltd, New Delhi.
3. Vakul Sharma, ‘Handbook of Cyber Laws’, Macmillan, 2002.
4. Nirmala Lakshman, ‘Writing a Nation, an Anthology of Indian Journalism’.
5. Nalini Rajan, ‘Practising Journalism’, Sage Publications.

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6. Hamid Moulana, 'International Information Flow'.
7. Karen Sandars, 'Ethics & Journalism', Sage Publications.
8. Aravind Singhal & Everett M. Rogers, 'India's Communication Revolution', Sage Publications.
9. Edward S. Herman & Noam Chomsky, 'Manufacturing Consent', Vintage Publications.
10. Dr. Jan R. Hakemuldar et.al, 'Principles & Ethics of Journalism', Anmol Publications.
11. Patrick Lee Plaisance, 'Media Ethics', Sage Publications.

Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks (5 x 2)**

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

2. **Attendance** : **5 Marks**

Allotment of marks as per University regulations.

3. **Media Assignments/ Presentation** : **5 Marks**

***Sample:** Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.*

Semester End Examination: 80 Marks

SDC3BJ09

VIDEO RECORDING, EDITING & VISUAL DESIGN

COURSE CODE	SDC3BJ09
TITLE OF THE COURSE	Video Recording, Editing & Visual Design
SEMESTER	III
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Introduction to Visual Language – Elements of Visual Language – Analogue and Digital Video – Building Blocks of Video – Camera Shots, Angles and Movements – Colour and Depth – Visual Language for Television, New Media, Film and Documentary.

MODULE II

Video Recording Process – Analogue and Digital Video Recording – Video Recording Devices – Invention and Development of Digital Video Camera – Digital Video File Formats – Interlaced and Progressive Formats – Video Dimension and Frame Rate – Using a Video Camera – Indoor and Outdoor Video Recording – White and Black Balance – Lighting Techniques for Videography – Rule of Third and Composition – Filters for Video Camera – Accessories of Video Camera – Live Sound Recording on Camera – Live Preview and Streaming Visuals – Introduction to Multi-camera Shoot.

MODULE III

Basics of Visual Editing – Aesthetics of Video Editing – History of Video Editing – Video Editing Principles and Theories – Continuity and Complexity Editing – Time and Space in Editing – Rhythm, Movement and Cadence in Video Editing – Action Cutting – Sequence Cutting – Parallel Cutting – Acceleration Editing – Insert Shots – Editing Styles in Advertising – Editing Dramatic Scenes – Editing News Stories – Editing Documentaries – Video Editing for Television and New Media.

MODULE IV

Video Editing using Adobe Premiere Pro – Basic Video Settings – Video Dimensions – Aspect Ratio – Video Resolution – Frame Rate – Sample Rate – Bit Rate – Video File Formats and Compatibility – Scratch Disks – Sequence Settings – Importing Visuals from Different Devices – Analogue and Digital Video Editing – Capturing – Timing – Manipulation of Time through Continuity – Structuring a Scene – structuring a Programme – Editing tools and Functions in Premiere – Transition and Video Effects – Motion Parameters – POP – Track Settings – Titling – Adding Graphic Content – Video Enhancement and Colour Correction Tools – Mixing Sound – Rendering and Exporting – Output File Formats – Pros and Cons of Premiere.

MODULE V

Video Editing on Final Cut Pro – Features of FCP X – Library, Event and Project Settings, Working with External Media – Keyboard Shortcuts – Track Modes – Basic Tools and Effect Controls – Colour Correction in FCP X – Supported Media and File

Format – Output Format – Pros and Cons of FCP X.

Books for Reference

1. Final Cut studio on the Spot, Richard Harrington, Shapiro, Robbie Carman, Focal Press, 2000
2. Ken Dancyger, The Technique of Film & Video Editing, History, Theory & Practice, Focal Press, 2007
3. Gerald Millerson (1999), Television Production, Focal Press, London
4. Gary H. Anderson (1993), Video Editing and Post Production, Focal Press, London
5. John Villamil & Louis Molina (2001), Multimedia: An Introduction, Prentice Hall, New Jersey
6. Hearn D. & Baker P. M, Computer Graphics, Prentice Hall, New Jersey, 2001
7. Charles Poynton, Digital Video and HDTV, Focal Press, London, 2002
8. R. G. Gupta, Audio and Video Systems, Tata Mc Graw Hill, New Delhi, 2003
9. Ben Long, Digital Film Making Handbook, CRMIC, Rockland, MA, 2001

Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks (5 x 2)**

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

2. **Attendance** : **5 Marks**

Allotment of marks as per University regulations.

3. **Media Assignments/ Presentation** : **5 Marks**

***Sample:** Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.*

Semester End Examination: 80 Marks

SDC3BJ10

MOBILE JOURNALISM

COURSE CODE	SDC3BJ10
TITLE OF THE COURSE	Mobile Journalism
SEMESTER	III
NO. OF CREDITS	5
NO. OF CONTACT HOURS	75 (5 hours/week)

COURSE OUTLINE

MODULE I

Introduction to Mobile Phones – Mobile Phone or Cell phone – Evolution of Mobile Phones – Radio based Cell Phones – Cellular Network – 1G – 2G – 3G – 4G – WiMAX & LTE standard – Technical Aspects of Mobile Telephony – Components of a Mobile Phone – Services of Mobile Phone – Text Messaging, MMS, E-mail, Internet Access, Short-range Wireless Communications (Infrared, Bluetooth), Business Applications, Video Games and Digital Photography – Feature Phones and Smart Phones – GSM – CDMA – SIM – R-UIM – IMEI – VoIP – Satellite Phone – Tablet PC – Features of Smart Phones – Smart Phone Market Player – Nokia – Motorola – BlackBerry – Samsung – Apple.

MODULE II

Introduction to Mobile Journalism or Mojo – Advantages of Mojo – Emergence of Mojo – Convergence Journalism – Backpack Journalism – Multi-tasking in Media Industry – Citizen Journalism – User-Generated Content (UGC) to User-Generated Stories (UGS) – Mobile Journalism around the Globe – Al Jazeera Experiment – Mojo in India – NDTV Experiment – Mojo in Kerala – Asianet Experiment.

MODULE III

Android OS – iOS – BlackBerry OS – Windows OS – Ubuntu Touch – Amazon Fire OS – Firefox OS – Tizen – Sailfish OS – Introduction to Mojo Apps – Photo Shooting and Editing – Video Recording – Video Editing – Audio Recording and Editing – Live Streaming – Other useful Apps: DropBox, Skype, Vyclone, VideoGrade, JamSnap, Storehouse, Instagram, Hyperlapse, Seene, Pages, Gravie, Google Voice, Evernote,

Snapchat.

MODULE IV

Mobile Journalism in Action – Planning: Story Angle, Potential Sources and Interviewees, Potential Shots and Script Ideas – News Gathering: Research, Finding Sources, Collecting and Verifying Data – Shooting, Scripting, Editing: Shoot Still Photo/Video, Extract Stills from Video Footage, Capture Audio, Write for Pic or Video, Edit Images – Audio – Video – File Formats – Publishing/Broadcasting – Digital Platforms – TV – Overcoming Technical Issues – Tips for using Facebook and YouTube Live - Checklist before Shooting or Going Live.

MODULE V

Reporting for Mojo – Skills needed for a Mojo – Three Levels of Multimedia Reporting – Tips on Filming with a Phone Camera – WMDs, the Triple Shot, and Move or Stand Still – Aspect Ratio for Mobile Phones – Shooting with Front and Back Camera - Mobile Journalism Kit – Essential Gears for Mojo – Mobile Phone Grip – Tripod / Handheld Rig / Selfie Stick – Microphone & Headphones – Power Bank and Memory – Advanced Gears – Camera Light – Handhelds – Lenses – Windshields.

Books for Reference

1. A Field Guide for Mobile Journalism, Robb Montgomery, Visual Editors
2. MOJO: The Mobile Journalism Handbook: How to make broadcast videos with an iPhone or iPad, Ivo Burum; Stephen Quinn, Routledge, Taylor & Francis Group, 2016.
3. Democratizing Journalism through Mobile Media: The Mojo Revolution, Ivo Burum, Taylor and Francis, 2016.
4. Mobile and Social Media Journalism: A Practical Guide, Anthony Adornato, Ithaca College, USA
5. Mojo - Mobile Journalism in the Asian Region, Stephen Quinn, Konrad-Adenauer-Stiftung, Singapore.
6. Mobile Journalism, Diana Larrea Maccise & Montaser Marai, Al Jazeera Media Training and Development Centre.

Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks (5 x 2)

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

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Media Assignments/ Presentation : 5 Marks

Sample: Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.

Semester End Examination: 80 Marks

SDC3BJ11

VIDEO RECORDING, EDITING & VISUAL DESIGN - PRACTICAL

COURSE CODE	SDC3BJ11
TITLE OF THE COURSE	Video Recording, Editing & Visual Design - Practical
SEMESTER	III
NO. OF CREDITS	5
NO. OF CONTACT HOURS	75 (5 hours/week)

COURSE OUTLINE

Video Recording

1. Camera Shots
2. Camera Angles
3. Camera Movements
4. Indoor Shoot with Three-point Lighting
5. Indoor shoot with Five-point Lighting
6. Outdoor Video Shoot

Video Editing

7. Analysing Editing Errors and Techniques used in Film and Television
8. Types of Video Editing
9. Editing News Stories

- 10. Editing Advertisements or PSAs
- 11. Editing Short Films
- 12. Editing Promos

Continuous Assessment: 20 Marks

1. Evaluation in Lab & Rough Record : 10 Marks

There should be a continuous evaluation process to assess the performance of the students in practical sessions. Marks should be given based on the technical quality of the works done during lab hours and the contents in Rough Record. For Project works, students may keep a Project Report in the prescribed format with details of the Programme, Research done and the Script.

2. End Semester Test : 4 Marks

A practical test may be conducted at the end of the semester.

3. Viva :1 Marks

A viva may be conducted based on the lab/project work done or from the subject.

4. Regularity in Lab : 5 Marks

Teachers should keep a record of the attendance of students during Lab hours and marks should be given based on the percentage of attendance secured by the students.

Semester End Examination: 80 Marks

External Evaluation may be conducted based on the three hour practical test conducted by an external examiner appointed by the university. The mark distribution for practical exam shall be in the following pattern:

Evaluation of Practical Exam : 60 Marks

Lab Record : 10 Marks

Viva : 10 Marks

SDC3BJ12

MOBILE JOURNALISM- PRACTICAL

COURSE CODE	SDC3BJ12
TITLE OF THE COURSE	Mobile Journalism - Practical
SEMESTER	III
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

1. Understanding Mobile Operating Systems.
2. Introduction to MoJo Equipment and Apps.
3. Making Compelling Visual Compositions using Mobile Phone.
4. Capturing Still Images and Editing on Mobile Phones.
5. Recording Audio Interviews and Bytes.
6. Editing Audios using Mobile Apps.
7. Shooting and Editing Videos using Mobile Phones.
8. Scripting for Mobile Journalism.
9. Use of Natural Lighting as a Key Light to Model and Illuminate the Subject.
10. Shooting Vox Pops, P to Cs and Interviews.
11. Producing Documentaries, Short films and News Reports using Mobile Phones.
12. Distribution of Content using Mobile Phones.

Continuous Assessment: 20 Marks

1. Evaluation in Lab & Rough Record : 10 Marks

There should be a continuous evaluation process to assess the performance of the students in practical sessions. Marks should be given based on the technical quality of the works done during lab hours and the contents in Rough Record. For Project works, students may keep a Project Report in the prescribed format with details of the Programme, Research done and the Script.

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2. End Semester Test : 4 Marks

A practical test may be conducted at the end of the semester.

3. Viva :1 Marks

A viva may be conducted based on the lab/project work done or from the subject.

4. Regularity in Lab : 5 Marks

Teachers should keep a record of the attendance of students during Lab hours and marks should be given based on the percentage of attendance secured by the students.

Semester End Examination: 80 Marks

External Evaluation may be done by the external examiner after evaluating an individual project (news report / short film / documentary, shot and edited using a mobile phone) submitted by the student. The mark distribution for project-based practical assessment shall be in the following pattern.

Evaluation of Project : 50 Marks

Project Report : 10 Marks

Viva : 20 Marks

SEMESTER IV									
C No.	Course Code	Course Title	Credits	Marks			Hours		
				Int	Ext	Total	T	P	Total
4.1	GEC4EG10	(A04) Common English Course IV	4	20	80	100	4	-	4
4.2	GEC4AP11	Advertising & Public Relations	4	20	80	100	4	-	4
4.3	GEC4ED12	(A13) Entrepreneurship Development	4	20	80	100	4	-	4
4.4	SDC4BJ13	Television Broadcasting	5	20	80	100	5	-	5
4.5	SDC4BJ14	Multimedia Animation & Motion Graphics	4	20	80	100	4	-	4
4.6	SDC4BJ15	Multimedia Animation & Motion Graphics - Practical	5	20	80	100	-	5	5
4.7	SDC4BJ16	Television Broadcasting - Mini Project	4	20	80	100	-	4	4

GEC4EG10

(A04) COMMON ENGLISH COURSE IV

COURSE CODE	GEC4EG10
TITLE OF THE COURSE	(A04) Common English Course IV
SEMESTER	IV
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

The detailed syllabi of this common course shall be as prescribed by the University for the Common English Course IV of LRP programmes of CUCBCSSUG.

GEC4AP11

ADVERTISING & PUBLIC RELATIONS

COURSE CODE	GEC4AP11
TITLE OF THE COURSE	Advertising & Public Relations
SEMESTER	IV
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Advertising – Definitions and Features of Advertising – Evolution and Functions of Advertising – Types of Advertising – Elements of Advertising – Advertising agencies – Ad Campaigns - Trends in Global Advertising Pattern.

MODULE II

Print Advertising – Principles and Components – Television Advertising – Principles,

Components and Production – Radio Advertisement – Principles – Components and Production – Internet Advertisement – Principles and Components – Visualization – Copy Writing for Print, Radio, Television and Online Advertisements.

MODULE III

Effects of Advertising – Advertising and Cultural Values – Economic, Social and Ethical Issues of Advertising – Professional Organizations and Code of Ethics – ABC, ASCI, AAI and others – Advertising Vs Publicity.

MODULE IV

Introduction to Public Relations – Definitions – Origin and Development of Public Relations – Public Relations as a Business – Objectives and Functions of Public Relations – Qualities of a PRO – Internal and External Public – Corporate Communications.

MODULE V

PR Campaigns, Propaganda and Public Relations – Publicity and Public Relations – Advertising Vs Public Relations – PR Techniques – Public Opinion in PR – PR Management Tools – Media Relations and Crisis Management Tools – Code of Ethics for PR – IPRA and PRSI – PR in Public Sector – Private Sector – PR and Social Responsibility.

Books for Reference

1. S.A Chunnawalla, Advertising: An Introductory Text, Himalaya Publishing House, Mumbai.
2. Subrata Banerjee, Advertising as a Career, National Book Trust, New Delhi
3. J.V. Vilnilam and A. K. Varghese, Advertising Basics: A Resource Guide for Beginners, Sage Publications, New Delhi
4. Scott M. Cutlip and Allen, Effective Public Relations
5. Alison Theaker, The Public Relations Handbook
6. C. S. Rayadu and K. R. Balan, Principles of Public Relations
7. B. N. Ahuja and S. S. Chhabra, Advertising and Public Relations
8. George Belch, Advertising and Promotion, Tata McGraw-Hill
9. Wells Burnett Moriarty, Advertising: Principles and Practice, Pearson Education
10. S.N. Murthy and U bhojana, Advertising; An IMC Perspective

Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks (5 x 2)

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

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Advertising Practical : 5 Marks

Sample: *Each student shall produce an ad copy for a print/electronic media for the promotion of product suggested by the faculty and submit it for valuation.*

Semester End Examination: 80 Marks

GEC4ED12

(A13) ENTREPRENEURSHIP DEVELOPMENT

COURSE CODE	GEC4ED12
TITLE OF THE COURSE	(A13) Entrepreneurship Development
SEMESTER	IV
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Entrepreneur and Fundamentals of Entrepreneurship – Entrepreneurial Competencies – Characteristics of Entrepreneurship – Barriers to Entrepreneurship – Factors affecting Entrepreneurial Growth – Role of Entrepreneur in Economic Development – Challenges of Women Entrepreneurs.

MODULE II

Micro Small and Medium Enterprises – Legal Framework – Licenses – Role of Promotional Institutions with Special Reference to Kinfra, Kitco, MSMEs & DICs –

Concessions, Incentives and Subsidies.

MODULE III

Project Management – Feasibility and Viability Analysis – Technical – Financial Network – Appraisal and Evaluation – Project Report Preparation.

MODULE IV

Identification of Business Opportunities in the Context of Kerala – Rate of Ed Clubs – Industrial Policies – Skill Development for Entrepreneurs – Business Incubation – Meaning – Setting up of Business Incubation Centres.

MODULE V

Strategic Importance of HRM – Objectives of HRM – Challenges to HR Professionals – Role, Responsibilities and Competencies of HR Professionals – HR Department Operations – Human Resource Planning – Objectives and Process – Human Resource Information System – Talent Acquisition – Recruitment and Selection Strategies – Career Planning and Management – Training and Development – Investment in Training Programme – Executive development.

References

1. S. L. Gupta, Arun Mittal, *Entrepreneurship Development*
2. K Ramachandran, *Entrepreneurship Development*

Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks (5 x 2)**

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

2. **Attendance** : **5 Marks**

Allotment of marks as per University regulations.

3. **Media Assignments/ Presentation** : **5 Marks**

Sample: Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.

Semester End Examination: 80 Marks

SDC4BJ13

TELEVISION BROADCASTING

COURSE CODE	SDC4BJ13
TITLE OF THE COURSE	Television Broadcasting
SEMESTER IN WHICH THE COURSE TO BE TAUGHT	IV
NO. OF CREDITS	5
NO. OF CONTACT HOURS	75 (5 hours/week)

COURSE OUTLINE

MODULE I

Television as an Audio-Visual Media – Structure and Functions of Television Channel – News Channels – Entertainment Channels – Infotainment Channels – Local, Regional, National and International Channels – Television Terminology.

MODULE II

Introduction to Television Journalism – Bureau and Desk Operation – Qualities and Responsibilities of a Broadcast Journalist – Writing for Television News – Structure of a Television News Bulletin – News Rundown – Techniques of News Cast – Television News Formats – ENG – DSNG – PTC – Live Reporting – Scoops – Exclusive and Investigative Stories – News Agencies – Roles and Responsibilities of News Production Crew – PCR Operation – Visuals and Graphics for TV News – News based Programme Formats.

MODULE III

News Anchoring and Presentation – Roles and Responsibilities of News Anchor – Aesthetics of Presentation – Speed, Breath, Gesture, Posture, Facial Expressions, Pitch, Pace, Pause and Duration – Multiple Job Roles of a News Anchor – Prominent News Anchors in National and Regional Television.

MODULE IV

Television as an Infotainment Media – Television Programmes – News based and Entertainment Programmes – Television Programme Formats – Television Interview – Panel Discussion – Automobile Show – Film Review – Development Communication Programmes – Quiz Shows – Reality Shows – Game Shows –

Programme Promos - Studio Productions and Field Productions – Programme Production – Production Crew – Roles and Responsibilities of Production Crew – Television programme production techniques – Super Imposition and Chroma key – Virtual Studio and VFX.

MODULE V

Television Programme Code – Social Responsibility of Television Programmes – Critical Analysis of Different Programmes of Malayalam Television – Competition among Visual Media – Struggle for Existence – Existence of Television in the Era of New Media – Ethics of Visual Journalism and Television Programme Broadcast.

Books for Reference

1. Television Production Handbook, Herbert Zettl, Wadsworth, Cengage Learning, USA 2012
2. Video Basics Workbook, Herbert Zettl, Wadsworth, Cengage Learning, USA 2012
3. The Technique of Film and Video Editing, History, Theory and Practice, Ken Dancyger, Focal Press, 2007
4. Writing for Television, Radio and New Media, Robert L. Hilliard, Wadsworth 2004
5. Scripts: Writing for Radio and Television, Arthur Asa Berger, Sage Publications, 1990
6. Fundamentals of Television Production, Ralph Donald and Thomas Spann, Surjeet Publications, 2004
7. Writing for Visual Media, Anthony Friedmann, Elsevier 2006
8. Directing and Producing for Television, Ivan Cury, Focal Press, 2007
9. Television News, Ivor Yorke, Focal Press
10. Broadcast Journalism, Techniques of Radio and Television News, Andrew Boyd, Focal Press
11. Broadcast News Writing, Reporting and Production, Ted White
12. Writing and Producing Television News, Eric K. Gormly, Surjeet Publications
13. Writing for Television, Radio and New Media, Robert L. Hilliard, Wadsworth 2004
14. Writing for Broadcast Journalism, Rick Thompson, Routledge

Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks (5 x 2)

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

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Media Assignments/ Presentation : 5 Marks

Sample: Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.

Semester End Examination: 80 Marks

SDC4BJ14

MULTIMEDIA ANIMATION & MOTION GRAPHICS

COURSE CODE	SDC4BJ14
TITLE OF THE COURSE	Multimedia Animation & Motion Graphics
SEMESTER	IV
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Definition of Multimedia – History of Multimedia, Animation and Motion Graphics – Nature and Characteristics of Multimedia – Multimedia Products and Services – Multimedia Applications – Multimedia Software.

MODULE II

Multimedia Production – Idea/Concept – Outline – Script – Story Board – Templates – User Interface – Multimedia Authoring Tools – UID – Instructional Design – Designing Navigation Structures – Multimedia Application Development –

Multimedia in Daily Life.

MODULE III

Graphic User Interface – Designing Multimedia – Creating Multimedia Content using Adobe Illustrator – Advanced Drawing and Designing Tools – Multimedia Authoring Tools – Page-based, Icon-based, Time-based and Object-oriented Tools – Aesthetics of Multimedia Design – Multimedia Design for Animation – Character Generation.

MODULE IV

Introduction to Motion Graphics – Animation and Motion Graphics in Adobe After Effects – Software Features - Layers – Compositions – Video Standards – Object Animation – Key Framing – Masks – Mask Animation – Animating Photographs and Artworks – Camera Movements – Titling – Creating Name Strips – Graphics Content for Visual Media – Logo Formation Graphics and Animation in 2D – Programme Title Graphics and Animation in 2D – Colour Correction and Advanced Visual Effects.

MODULE V

Role of Multimedia in Daily Life – Relevance of Multimedia Application in Media Industry – Multimedia for Entertainment and Infotainment – Use of Multimedia in Advertising – Multimedia in Education and E-Learning.

Books for Reference

1. New Media Handbook, Andrew Dewdney & Peter Ride, Routledge, London 2006
2. The Animator's Survival Kit, Richard Williams, Faber & Faber, New York 2009
3. Multimedia Applications, D. S. Sherawat & Sanjay Sharma, SS Kataria & Sons, New Delhi 2010
4. Multimedia in Practice, Judith Jeffcoate, Pearson Education, New Delhi
5. Adobe After Effects For Macintosh and Windows, Antony Bolante, Peachpit Press
6. Multimedia and Hypertext, J. Nielson, Academic Press, London 1995
7. Multimedia Systems, John F. Koegel Buford, Pearson Education India, 2009
8. Multimedia Basics, Holzinger Andreas, Firewall Media, 2009
9. Principles of Multimedia, Parekh Ranjan, Tata McGraw Hill Education, 2006
10. Multimedia Journalism: A Practical Guide, Bull Andey, Routledge, 2010
11. The Multimedia Journalist, George Jennifer, Oxford University Press, 2012

12. Multimedia Journalism, Kumar Arvind, Anmol Publications, 2011

Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks (5 x 2)

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

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Media Assignments/ Presentation : 5 Marks

Sample: Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.

Semester End Examination: 80 Marks

SDC4BJ15

MULTIMEDIA ANIMATION & MOTION GRAPHICS - PRACTICAL

COURSE CODE	SDC4BJ15
TITLE OF THE COURSE	Multimedia Animation & Motion Graphics - Practical
SEMESTER	IV
NO. OF CREDITS	5
NO. OF CONTACT HOURS	75 (5 hours/week)

COURSE OUTLINE

Multimedia Production

1. Developing the Concept of Multimedia Content for Entertainment, Infotainment and Education
2. Preparing the Story Board of Multimedia Productions for Entertainment, Infotainment and Education

User Interface Design

3. Instructional Designing for Multimedia Application
4. Designing GUI for Multimedia Application
5. Multimedia Application Development for Mobile Phone

Adobe Illustrator

6. Designing Multimedia Elements
7. Digital Drawing for Motion Graphics
8. Character Generation for Motion Graphics

Adobe After Effects

9. 2D Object Animation
10. Creating Name Strips Animation
11. Creating 2D Title Graphics Animation
12. Logo Formation Graphics Animation

Continuous Assessment: 20 Marks

1. Evaluation in Lab & Rough Record : 10 Marks

There should be a continuous evaluation process to assess the performance of the students in practical sessions. Marks should be given based on the technical quality of the works done during lab hours and the contents in Rough Record. For Project works, students may keep a Project Report in the prescribed format with details of the Programme, Research done and the Script.

2. End Semester Test : 4 Marks

A practical test may be conducted at the end of the semester.

3. Viva :1 Marks

A viva may be conducted based on the lab/project work done or from the subject.

4. Regularity in Lab : 5 Marks

Teachers should keep a record of the attendance of students during Lab hours and marks should be given based on the percentage of attendance secured by the students.

Semester End Examination: 80 Marks

External Evaluation may be conducted based on the three hour practical test conducted by an external examiner appointed by the university. The mark distribution for practical exam shall be in the following pattern:

Evaluation of Practical Exam	: 60 Marks
Lab Record	: 10 Marks
Viva	: 10 Marks

SDC4BJ16

TELEVISION BROADCASTING - MINI PROJECT

COURSE CODE	SDC4BJ16
TITLE OF THE COURSE	Television Broadcasting - Mini Project
SEMESTER	IV
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

Television Journalism

1. Produce a news bulletin comprising 6-8 news stories with a total duration of 24-26 minutes. The production crew may have a group of 8-10 students who shall be assigned with multiple roles as bulletin producer, anchor, reporters, camera persons and audio-visual editors.

Television Programme Production

2. Produce a television programme promoting social values or with an inspirational message in infotainment mode, with a total duration of 24-26 minutes. The production crew may have a group of 8-10 students who shall

be assigned with individual roles of programme producer, script writer, programme presenter, camera persons and audio visual editors.

Continuous Assessment: 20 Marks

1. Evaluation in Lab & Rough Record : 10 Marks

There should be a continuous evaluation process to assess the performance of the students in practical sessions. Marks should be given based on the technical quality of the works done during lab hours and the contents in Rough Record. For Project works, students may keep a Project Report in the prescribed format with details of the Programme, Research done and the Script.

2. End Semester Test : 4 Marks

A practical test may be conducted at the end of the semester.

3. Viva :1 Marks

A viva may be conducted based on the lab/project work done or from the subject.

4. Regularity in Lab : 5 Marks

Teachers should keep a record of the attendance of students during Lab hours and marks should be given based on the percentage of attendance secured by the students.

Semester End Examination: 80 Marks

External Evaluation may be done by the external examiner after evaluating a group project submitted by the students. The mark distribution for project-based practical assessment shall be in the following pattern.

Evaluation of Project : 50 Marks

Project Report : 10 Marks

Viva : 20 Marks

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SEMESTER V									
C No.	Course Code	Course Title	Credits	Marks			Hours		
				Int	Ext	Total	T	P	Total
5.1	GEC5FA13	Film Appreciation	4	20	80	100	4	-	4
5.2	GEC5LS15	(S0C4B.06) Life Skill Development	4	20	80	100	4	-	4
5.3	SDC5BJ17	Online Journalism	4	20	80	100	4	-	4
5.4	SDC5BJ18	Documentary Film Production	5	20	80	100	5	-	5
5.5	SDC5BJ19	Development Communication	4	20	80	100	4	-	4
5.6	SDC5BJ20	Online Journalism - Practical	5	20	80	100	-	5	5
5.7	SDC5BJ21	Documentary Film Production - Practical	4	20	80	100	-	4	4

GEC5FA13

FILM APPRECIATION

COURSE CODE	GEC5FA13
TITLE OF THE COURSE	Film Appreciation
SEMESTER	V
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Introduction to Cinema - Characteristics of Cinema – Origin and Growth of Cinema – Lumiere Brothers’ Actuality shots to the Present Digital Trends – World cinema – Hollywood - Genres of Films - Film as an Art, Industry and Political Propagandist.

MODULE II

Language of Cinema – Elements of Visual Composition; Visual Space; Balance; Contrast; Depth of Field; Mis-en-Scene; Shot, Scene and Sequence; Image Sizes – Camera and Subject Movements – Camera Angles – Creative use of Light and Colour – Sound Effects – Ambient Sounds – Music and Dialogue Delivery.

MODULE III

Stages of Film Production – Pre-production – Production – Post-production – Elements of a Film Script – Basics of Film Editing – Principles of Editing – Functions of Film Editing – Types of Editing – Evolution of Montage Theory.

MODULE IV

Major Film Movements – German Expressionism – Italian Neo-Realism – French New Wave – Masters of World Cinema – Hollywood – Iranian – Korean – Japanese – Notable films from World Cinema.

MODULE V

Indian Cinema – Brief History – Regional Film Industries in India – Great Masters of Indian Cinema – Satyajit Ray – Mrinal Sen – Ritwik Ghatak – Shyam Benegal – G. Aravindan – John Abraham – Adoor Gopalakrishnan – Mani Kaul – Balachandar – Girish Kasaravally – Dr. Biju – Anjali Menon – Popular and Middle Cinema – Film Society Movement – Malayalam Cinema – History of Malayalam Cinema – Adaptation of Malayalam Literary Works – Remakes of Malayalam Films – New Generation Films – Malayalam Cinema Today.

Books for Reference

1. Andrew Dixx (2005), *Beginning Film Studies*, New Delhi, Viva
2. Gerald Mast (1985), *A Short History of the Movies*, Oxford, OUP
3. Arthur Asa Berger (1998), *Seeing is Believing: An Introduction to Visual Communication*, New York, Mayfield
4. Rudolf Arnheim (1957), *Film as Art*, Los Angeles, University of California Press
5. Susan Hayward (2005), *Cinema Studies: Key Concepts*, London, Routledge
6. Bill Nichols (1976), *Movies and Methods*, Los Angeles, University of California Press
7. Joseph V. Mascelli (1965), *The Five C's of Cinematography*, Los Angeles, Silman James Press
8. Bruce Mamer, *Film Production Technique*, New York, Thomas Wadsworth
9. Bernard F. Dick (1978), *Anatomy of Films*, New York, St. Martin's Press

10. Louis G. (2004), Understanding Movies, New York, Simon & Schuster Co.

Continuous Assessment: 20 Marks

1. Class Tests : 10 Marks (5 x 2)

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

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Media Assignments/ Presentation : 5 Marks

Sample: *Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.*

Semester End Examination: 80 Marks

GEC5LS15

(SOC4B.06) LIFE SKILL DEVELOPMENT

COURSE CODE	GEC5LS15
TITLE OF THE COURSE	(SOC4B.06) Life Skill Development
SEMESTER	V
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Introduction to Life Skill Education, Definition, Components – Pillars of Learning – Need for Life Skill Training – Approaches – Critical Thinking Skills / Decision Making Skills – Interpersonal / Communication Skills – Criteria for using Life Skills.

MODULE II

Communication Skills – Communication – Definition – Components-Sender,

Message, Channel, Receiver, Feedback – Types of Communication – Effective Interpersonal Communication – Barriers – Communication Noise, – Listening – Ways to Improve Interpersonal Communication – Effective Public speaking – Interview, Group Discussion, etc.

MODULE III

Career Planning – Career Planning Steps – Choosing a Career – Career Development – Career Guidance and Career Guidance Centre – Need and Importance of Career Guidance – Career Guidance Centre and Sources – Making a Career Decision – Preparing a Resume and Tips.

MODULE IV

Self Management – Self-esteem – Definitions – Practice Self-acceptance – Characteristics of people with high Self-esteem, Low-self esteem – Causes – Self-esteem Building – Self Awareness Importance – Develop Self Awareness – Self Control – Developing Self Control – Emotional Intelligence or Emotional Quotient – Two Aspects of Emotional Intelligence – Five Domains of Emotional EQ or EI – Social Intelligence – Coping with Emotions – Emotional intelligence.

MODULE V

Stress and Strain – Concept of Stress – Meaning and Definition of Stress – Types of Stress – Major Symptoms of Stress – Manage Everyday Stress – Strain – Mental Strain – Causes of Strain – Conflict – Conflict Resolution – Understanding Conflict in Relationships – Emotional Awareness – Managing and Resolving Conflict – Stages of Healthy Conflict Resolution – Styles of Conflict Resolution – Styles of Dealing with Conflict – Developing Positive Thinking – Positive and Negative Self-talk – Better Self-talk – Impacts – Assertiveness – Behaviour – Importance of Assertive Behaviour.

Books for Reference

1. E Wachira, *Essential Life Skills*

Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks (5 x 2)**

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

2. **Attendance** : **5 Marks**

Allotment of marks as per University regulations.

3. Media Assignments/ Presentation : 5 Marks

Sample: *Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.*

Semester End Examination: 80 Marks

SDC5BJ17

ONLINE JOURNALISM

COURSE CODE	SDC5BJ17
TITLE OF THE COURSE	Online Journalism
SEMESTER	V
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

Internet as a Mass Medium – Potentials and Limitations – Internet and Culture – Information Society – Digital Divide – ICT – Features of Online Media – Media Convergence – Interactivity – Immediacy – Universality – Applications of Online Media – E-Governance – Online Transactions – Online education.

MODULE II

Internet Tools and Technology – IP – Networking – ISP – Browsers – Search Engines – SEO – Types of Websites – Classification Based on Domains – Interactive and Non-Interactive Websites – Video Conferencing – Webcasting and Narrowcasting – Live Streaming – YouTube and Facebook Live Streaming.

MODULE III

Online Journalism – History of Online Journalism in India and Abroad – News Portals

– Writing for Web – Elements of Web News – Impact of Visual Communication on Web – Audio Visual Media for Online Journalism – Traditional Vs Online Journalism – Online Writing and Editing – Annotative Reporting – Strengths and Limitations of Online Journalism – Participatory Journalism on Web – Recent Trends in Online Journalism in Kerala.

MODULE IV

Internet for Self Broadcast – Pros and Cons of Fifth Estate – Social Media for Information Dissemination – Facebook – Whatsapp – Twitter – Blog – Social Media Management – Ethics of Online Journalism – Privacy and Security on Cyber World – Cyber Crimes and Cyber Laws – IT Act – Hacking – Ethical Hacking.

MODULE V

Elements and Principles of Web Designing – Basics of HTML and CSS – Introduction to Adobe Dream Weaver – Aesthetics of Web Designing – Content and Design Navigation on Web – Interactive Elements – Website Promotion.

Books for Reference

1. Video Journalism for the Web, Lancaster Kurt, Routledge, 2012
2. Introduction to Online Journalism, Ronal Dewolk, Allyn & Bacon
3. New Media Technology, John Vernon Pavlik, Allyn & Bacon
4. New Communication Technologies: Application, Michael M. Mirabito
5. Web production for Writers and Journalists, Jason Whittaker, Routledge 2002
6. New Media theories and practice of Digitextuality, , Anna Everett & John T. Caldwell, Routledge, 2003
7. Digital Sub-Editing and Design, Stephen Quinn, Focal Press 2001
8. Breaking News: Craft and Technology of Online Journalism, Sunil Saxena, Tata MCGraw Hill, 2004

Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks (5 x 2)**

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

2. Attendance : 5 Marks

Allotment of marks as per University regulations.

3. Media Assignments/ Presentation : 5 Marks

Sample: Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.

Semester End Examination: 80 Marks

SDC5BJ18

DOCUMENTARY FILM PRODUCTION

COURSE CODE	SDC5BJ18
TITLE OF THE COURSE	Documentary Film Production
SEMESTER	V
NO. OF CREDITS	5
NO. OF CONTACT HOURS	75 (5 hours/week)

COURSE OUTLINE

MODULE I

Introduction to Documentary - Functions of Documentary – Observation, Analysis and Persuasion – History and Evolution of Documentary Filmmaking – Flaherty – Grierson – Vertov – Grierson – Leni Reifenstahl – Anand Patwardhan.

MODULE II

Types of Documentary: Poetic Documentaries – Expository Documentaries – Observational Documentaries – Participatory Documentaries – Reflexive Documentaries – Performative Documentaries – Actuality films – Cinema Verite – Docufiction – Docudrama – Mockumentary – Documentary as a Political Weapon.

MODULE III

Analysis of Notable Documentaries – Triumph of the Will – Nanook of the North – Man with the Movie Camera – Fahrenheit 9/11 – Ram Ke Naam – War and Peace – Born into Brothels – Smile Pinki – Bollywood: The Greatest Love Story ever Told –

Basheer, the Man – *Jalam Kondu Murivettaval*.

MODULE IV

Stages of Documentary Production – Pre-production – Proposal – Script development (Idea, Pitch, Synopsis, Shooting Script, Editing Script, Narration Script) – Discussion with Sponsors and/or Funding Agencies – Preliminary Research – Research – Writing the Shooting script – Acceptance and Modification Script.

MODULE V

Production – Shooting and Sound Recording – Types of Shots – Camera Movements and Angles – Shooting and Sound Recording Techniques for Documentary – Interviewing for Documentaries – Post-production – Features of Documentary Editing – Editing Visuals and Adding Narration – Distribution – Status of Documentary Film Making in India with Special Reference to Kerala.

Books for Reference

1. Documentary Storytelling, 2nd Edition – Sheila Curran Bernard.
2. Writing for Visual Media, 2nd Edition – Anthony Friedmann.
3. Directing the Documentary – Michael Rabiger.
4. How to Make Documentaries for Video/Radio/Film – Mike Wolverton.
5. The Open Frame Reader, Unreeling the Documentary Film – Rajiv Mehrotra (Editor)

Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks (5 x 2)**

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

2. **Attendance** : **5 Marks**

Allotment of marks as per University regulations.

3. **Media Assignments/ Presentation** : **5 Marks**

Sample: *Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.*

Semester End Examination: 80 Marks

SDC5BJ19

DEVELOPMENT COMMUNICATION

COURSE CODE	SDC5BJ19
TITLE OF THE COURSE	Development Communication
SEMESTER	V
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

MODULE I

The Concept of Development – First World, Second World and Third World – Theories of Development: Social, Political and Economic Theories – Models of Development – Western, Eastern – Schumacher’s – Basic Needs Model – Nehruvian Model – Gandhian Model – Major Development Theories – Characteristics of Developed and Developing societies.

MODULE II

Development Communication – Definition, Meaning, Scope and Concept of Development Communication – Paradigms of Development: Dominant Paradigm, Dependency, Alternative Paradigm – Development Communication Approaches – Diffusion of Innovation, Empathy, Magic Multiplier – Alternative Development Communication Approaches: Sustainable Development – Participatory Development – Inclusive Development – Gender and development – Panchayati Raj – Integrated Rural Development.

MODULE III

Mass Media as a Tool for Development – Role of Media in Development – Role of Mass Media Organizations in Development Communication, Newspaper, Radio, TV, Folk and Traditional Media, Films, PIB, DAVP, Song and Drama Division etc – Community Radio – Narrowcasting – International Agencies for Development and Aid: FAO, ILO, UNDP, UNESCO, UNFPA, UNICEF and WHO.

MODULE IV

Critical appraisal of Development Communication – Programmes and Govt. Schemes: SITE, Krishi Darshan, Kheda, Jhabua, MNREGA – Development and Communication Campaigns – Social Marketing of Family Planning, Health and Pro-social Innovations.

MODULE V

Development Journalism and Rural Reporting in India – ICT for Development – E-Governance – E-Chaupal – Akshaya – National Knowledge Network – Role of New Media in Development – Kerala Model of Development – Development Issues in Kerala.

Books for Reference

1. Development Communication – B. N. Ahuja and S. S. Chhabra.
2. Communication for Development in the Third World – Srinivas R. Melkote and H. Leslie Steeves.
3. Communication for Development and Social Change – Jan Servaes, Editor.
4. International & Development Communication, A 21st-Century Perspective, Bella Mody.
5. Participatory Communication, Working for change and development – Shirley A White, K Sadanandan Nair and Joeph Ascroft.
6. Development Communication and Media Debate – Mridula Meneon.
7. India, the Emerging Giant – Arvind Panagariya.
8. Participatory Video, Images that Transform and Empower – Shirley A. White (Editor).
9. The Art of Facilitating Participation – Shirley A. White (Editor).
10. Television and Social Change in Rural India – Kirk Johnson.
11. Communication, Modernization and Social Development– K. Mahadevan, Kiran Prasad, Ito Youichi and Vijayan K. Pillai.

Continuous Assessment: 20 Marks

1. **Class Tests** : **10 Marks (5 x 2)**

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

2. **Attendance** : **5 Marks**

Allotment of marks as per University regulations.

3. **Media Assignments/ Presentation** : **5 Marks**

Sample: Each student shall present a seminar/assignment on a subject allotted by the faculty and submit the paper/report for valuation.

Semester End Examination: 80 Marks

SDC5BJ20

ONLINE JOURNALISM - PRACTICAL

COURSE CODE	SDC5BJ20
TITLE OF THE COURSE	Online Journalism - Practical
SEMESTER	V
NO. OF CREDITS	5
NO. OF CONTACT HOURS	75 (5 hours/week)

COURSE OUTLINE

Self Broadcast

1. Creating and Maintaining YouTube, Facebook and Twitter Pages
2. YouTube and Facebook Live Streaming of Events
3. Maintaining Blogs
4. Preparing Audio-Visual and Design content for Social Media
5. Social Media Promotion/Campaign for Social Causes

Online Journalism

6. Analysis of Online Portals in Malayalam
7. Writing for Online Media
8. Editing Content for Online Media
9. Editing Audio-Visual Content for Web

Web Designing

10. Designing Templates/Banners for Web
11. Saving Content for Web & Search Engine Optimization
12. Designing News Portals

Continuous Assessment: 20 Marks

1. **Evaluation in Lab & Rough Record : 10 Marks**

There should be a continuous evaluation process to assess the performance of the students in practical sessions. Marks should be given based on the technical quality of the works done during lab hours and the contents in Rough Record. For Project works, students may keep a Project Report in the prescribed format

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with details of the Programme, Research done and the Script.

2. End Semester Test : 4 Marks

A practical test may be conducted at the end of the semester.

3. Viva :1 Marks

A viva may be conducted based on the lab/project work done or from the subject.

4. Regularity in Lab : 5 Marks

Teachers should keep a record of the attendance of students during Lab hours and marks should be given based on the percentage of attendance secured by the students.

Semester End Examination: 80 Marks

External Evaluation may be conducted based on the three hour practical test conducted by an external examiner appointed by the university. The mark distribution for practical exam shall be in the following pattern:

Evaluation of Practical Exam : 60 Marks

Lab Record : 10 Marks

Viva : 10 Marks

SDC5BJ21

DOCUMENTARY FILM PRODUCTION - PRACTICAL

COURSE CODE	SDC5BJ21
TITLE OF THE COURSE	Documentary Film Production - Practical
SEMESTER	V
NO. OF CREDITS	4
NO. OF CONTACT HOURS	60 (4 hours/week)

COURSE OUTLINE

1. Understanding Different types of Documentaries.
2. Watching Selected Documentaries.
3. Writing Documentary Proposals.
4. Doing Preliminary and Detailed Research for Documentary.
5. Writing Scripts-Idea, Pitch and Synopsis.
6. Writing Shooting Script.
7. Preparing Editing Script and Narration Script.
8. Shooting Visuals for Documentaries.
9. Preparing Interview for Documentary Films.
10. Recording Audio for Documentaries.
11. Editing Documentary Films.
12. Producing Documentary Trailers and other Publicity Materials.

Continuous Assessment: 20 Marks

1. Evaluation in Lab & Rough Record : 10 Marks

There should be a continuous evaluation process to assess the performance of the students in practical sessions. Marks should be given based on the technical quality of the works done during lab hours and the contents in Rough Record. For Project works, students may keep a Project Report in the prescribed format with details of the Programme, Research done and the Script.

2. End Semester Test : 4 Marks

A practical test may be conducted at the end of the semester.

3. Viva :1 Marks

A viva may be conducted based on the lab/project work done or from the subject.

4. Regularity in Lab : 5 Marks

Teachers should keep a record of the attendance of students during Lab hours and marks should be given based on the percentage of attendance secured by the students.

Semester End Examination: 80 Marks

External Evaluation may be done by the external examiner after evaluating a group documentary project submitted by the students. The mark distribution for project-based practical assessment shall be in the following pattern.

Evaluation of Project	: 50 Marks
Project Report	: 10 Marks
Viva	: 20 Marks

SEMESTER VI									
C No.	Course Code	Course Title	Credits	Marks			Hours		
				Int	Ext	Total	T	P	Total
6.1	SDC6BJ22	Six Months Internship OR Two Months Internship with Broadcast Production Project	30	20	80	100	-	900	900

SDC6BJ22

INTERNSHIP/BROADCAST PRODUCTION PROJECT

COURSE CODE	SDC6BJ22
TITLE OF THE COURSE	Internship / Broadcast Production Project
SEMESTER	VI
NO. OF CREDITS	30
NO. OF CONTACT HOURS	900

COURSE OUTLINE

1. Each student is required to undergo an internship of 900 Hours in a media organization in India or abroad (TV/Radio/Newspaper/Online Media/Production House/Ad Agency) approved by the institution. At the end

of the Internship he/she is required to prepare and submit a detailed report in the prescribed format with a diary of daily work and proofs of work done during the internship period. An Internship Completion Certificate from the media organization should also be submitted at the Department.

2. Students can also opt for a 300 Hours of Internship with an individual Broadcast Production Project (Radio/TV production, preferably a news based programme) of not more than 30 minutes. The subject for Broadcast Project must have a social relevance and a news value, and the detailed script with a complete action plan should be submitted to the Guide before starting the production process.
3. In the case of Radio programmes, all the works including scripting, presentation and editing should be done by students themselves.
4. For TV Programmes, scripting, presentation or P to C, and editing should be done by the candidate himself, whereas he may take the help of his classmates for Camera and other technical assistance. A copy of the detailed script in the prescribed format should be submitted to the External Examiner for evaluation.
5. The evaluation of the Internship report and Broadcast Production Project (along with a Viva-Voce pertaining to Internship work and Project) will be done by an External Examiner appointed by the University.
6. Those who are opting for 900 Hours of Internship may do it in two or three different media organization any time during the Sixth Semester period. Works done by the students during the internship which satisfies the criteria for Broadcast Production Project may also consider for the end semester evaluation.
7. If any student fails to do the Internship or Project or Both, his/her result will be withheld until the internship requirement is met within 12 months from the completion of the course.

Continuous Assessment: 20 Marks

1. Evaluation of Internship/Project & Report : 10 Marks

Marks shall be given based on the technical quality of the works done during internship and the contents in Internship Report. For Project works, students may keep a Project Report in the prescribed format with details of the Programme, Research done and the Script.

2. Internship Presentation : 5 Marks

Students shall do an oral or ppt presentation on the works and activities done during the internship before the teachers and junior students.

3. Regularity in Internship : 5 Marks

Teachers should keep a daily record of internship and marks should be given based on the percentage of attendance secured by the students.

Semester End Examination: 80 Marks

External Evaluation may be done by the external examiner after evaluating the internship report or project submitted by the students. The mark distribution for Internship/Project shall be in the following pattern.

Evaluation of Project/Internship : 50 Marks

Viva : 20 Marks

Project Report : 10 Marks