



ST. THOMAS COLLEGE (AUTONOMOUS) THRISSUR

Affiliated to
UNIVERSITY OF CALICUT

SYLLABUS FOR MINORS COURSES GRAPHIC DESIGN AND ANIMATION & JOURNALISM AND MASS COMMUNICATION

SYLLABUS & MODEL QUESTION PAPERS
w.e.f. 2024 admission onwards

**St. Thomas College Four Year Under Graduate Programme
[STCFYUGP]**

**GRAPHIC DESIGN AND ANIMATION
&
JOURNALISM AND MASS COMMUNICATION
(MINOR COURSES)**

SYLLABUS

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GROUPING OF MINOR COURSES IN GRAPHIC DESIGN AND ANIMATION

* The Minor courses given below should not be offered to the students who have taken BA Graphic Design and Animation as the Major discipline. They should be offered to students from other Major disciplines only.

1		ADVERTISING MEDIA (Preferable for students from BFT, Literature, Mass Communication, Multimedia, Visual Communication and other Major disciplines)								
	1	BGA1MN 101	Fundamentals of Design	1	60	4	4	30	70	100
	2	BGA2MN 101	Advertising Design	2	60	4	4	30	70	100
	3	BGA3MN 201	Advertising Concepts and Practice	3	60	4	4	30	70	100

GROUPING OF MINOR COURSES IN JOURNALISM and MASS COMMUNICATION

Note: Minor Courses Given Below should not be offered to students who have taken Journalism and Mass Communication as the Major Discipline. These courses should be offered to students from *other Major Disciplines only*

Group No.	Sl. No.	Course Code	Title	Seme ster	Total Hrs	Hrs/ Week	Cre dits	Marks		
								Inte rnal	Exte rnal	Total
1		PROFESSIONAL JOURNALISM (preferable for BA English, BA Political Science, BA Malayalam, BA History)								
	1	JOU1MN 101	Basics of Communication	1	60	4	4	30	70	100
	2	JOU2MN 101	News Reporting and Editing	2	60	4	4	30	70	100
	3	JOU3MN 201	Corporate Communication	3	60	4	4	30	70	100
2		ELECTRONIC MEDIA (preferable for BA English, BA Political Science, BA Malayalam, BA History)								
	1	JOU1MN 102	Introduction to Electronic Media	1	60	4	4	30	70	100
	2	JOU2MN 102	Radio and Television	2	60	4	4	30	70	100
	3	JOU3MN 202	Digital Media	3	60	4	4	30	70	100
3		MEDIA SKILLS (preferable for BA West Asian Studies)								
	1	JOU1MN 103	Introduction to Mass Communication	1	60	4	4	30	70	100
	2	JOU2MN 103	Broadcast and Digital Journalism	2	60	4	4	30	70	100
	3	JOU3MN 203	Film and Television Production	3	60	4	4	30	70	100
4		INTEGRATED MEDIA (preferable for BA Multimedia, BA Visual Communication and BA Graphics Animation, B.Des)								
	1	JOU1MN 104	Mass Media Essentials	1	75	5	4	30	70	100
	2	JOU2MN 104	Convergent Journalism	2	75	5	4	30	70	100
	3	JOU3MN 204	Advertising and Copy writing	3	75	5	4	30	70	100

- (i). Students in Single Major pathway can choose course/courses from any of the Minor/ Vocational Minor groups offered by a discipline other than their Major discipline.
- (ii). Students in Major with Multiple Disciplines pathway can choose as one of the multiple disciplines, all the three courses from any one of the Minor/ Vocational Minor groups offered by any discipline, other than their Major discipline.
- (iii). Students in Major with Minor pathway can choose all the courses from any two Minor groups offered by any discipline other than their major discipline. If the students choose any two Minor groups in Journalism and Mass Communication as given above, then the title of the Minor will be **Journalism and Mass Communication**

MINOR COURSES
GRAPHIC DESIGN AND ANIMATION
Detailed Syllabus

Graphic Design and Animation Minor Group 1: Advertising Media

Programme	BA Graphic Design and Animation				
Course Code	BGA1MN101				
Course Title	FUNDAMENTALS OF DESIGN				
Type of Course	Minor				
Semester	I				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	2	*1	1	60
Pre-requisites	NA				
Course Summary	To make students understand the basic ideas of visual design and gain a deeper knowledge to apply practically with communication elements in design.				

*The theory part of the course is delivered through 2 hours lecture and one hour tutorial per week.

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify and equip a strong foundation in the core elements of visual design to communicate effectively through visual language.	U	F	Instructor-created exams / Quiz
CO2	Create a comprehensive understanding of the fundamental principles that govern successful visual design.	Ap	F	Instructor-created exams / Quiz
CO3	Develop a critical eye, understand the core principles that govern effective visual communication.	Ap	F	Instructor-created exams / Quiz
CO4	Identifying needs and developing concepts to crafting impactful and strategic designs.	Ap	F	Instructor-created exams / Quiz

CO5	Enhance the technical skills, critical thinking abilities, and design principles to craft captivating visual narratives that resonate with the audience.	C	P	Practical Assignment / Observation of Practical Skills
CO6	Learn and explore the concepts like balance, contrast, hierarchy, emphasis, rhythm, and pattern.	Ap	P	Practical Assignment / Observation of Practical Skills
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs	Mark (70)
I	Basic Elements of Design		10	15
	1	Line (Line directions, Line of forces)	1	
	2	Shape (Geometric and organic)	2	
	3	Forms (2D shape, 3D forms)	1	
	4	Space (Negative and positive)	2	
	5	Colour (Colour wheel, HSV, Colour schemes, colour in various contexts)	3	
	6	Texture (Visual and Tactile)	1	
II	Basic Principles of Design		12	15
	7	Principles (Balance, Proportion, Rhythm, Emphasis, Unity, Hierarchy)	2	
	8	Laws of Perception	2	
	9	Gestalt theory (Similarity, Proximity, Continuity, Closure, Common fate, Figure ground)	3	
	10	Scale and proportion in design	2	

	11	Mathematical ratios (Fibonacci numbers, golden ration)	2	
	12	Tessellation of Shapes (Types)	1	
III	Composition principles and Design Methodologies		10	20
	13	Design Methodology (problem solving, Concepts of Visual Design)	2	
	14	Visual structure and visual Interest (Hierarchy, Methods of reading a page, Inverted pyramid method)	2	
	15	Hashing Fundamentals	1	
	16	Active and passive areas of design	1	
	17	Use of grids (Types of grids)	2	
	18	Elements of Grid (Formats, Margins, slug, Bleed, Columns, Gutters, Markers, Spatial Zones, Modules)	2	
IV	Creative aspects of Graphics		16	20
	19	Developing solution for a creative problem (identifying needs and target, development of concept, Selection of elements, drafting ideas)	3	
	20	Logo design (size, selection of colours, typographic selection)	6	
	21	Poster design (Advertisement design, design various type of posters; Propaganda posters, Event posters, campaign posters)	4	
	22	Digital design softwares	3	
V	Visual design Application		12	20
	23	1. Raster software introduction: Learning different tools Interface, workflow, layers, layer masking 2. Advanced understanding of the software: Effects, Filters 3. Exercise based on nature study: Patterns, colour schemes, shapes from nature 4. The relationship of visual form to meaning: Type, Image, Shape relationships and applications. 5. Exercises on visual composition and layout: Creating different digital contents applying elements of grid. Application of grid systems on different types of poster layouts.	8	

	24	Assignment (Branding relevant assignments using softwares)	4	
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Note: Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the units covered in the first four modules

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	2	-	-	-	2	-	-	1	-	-
CO 2	1	-	2	-	-	-	1	-	-	1	-	-
CO 3	1	-	2	-	-	1	1	1	-	1	-	-
CO 4	-	-	1	-	1	1	1	1	1	1	-	-
CO 5	1	1	1	-	2	1	1	1	1	1	1	-
CO 6	1	2	1	-	1	-	1	1	1	1	-	-

Correlation Levels:

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

Assessment Rubrics:

External evaluation: 70 marks

Internal Evaluation: 30 marks

INTERNAL MARK SPLIT-UP (TOTAL 30 MARKS)			
	Components of Internal Evaluation	4 Theory Modules (10)	Practical (20)
1	Test paper/ Mid semester Exam	5	The marks for practical work will be based on the students performance in tasks within Module 5
2	Seminar/ Viva/ Quiz	3	
3	Assignment/ Essay	2	

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	-	-	✓
CO 2	✓	✓	-	✓
CO 3	✓	✓	-	✓
CO 4	✓	-	✓	✓
CO 5	✓	✓	-	✓
CO 6	✓	✓	✓	✓

REFERENCES

Sl No	Title	Author/ Editor	Publisher
R1	Visual Thinking	Temple Grandin, 2022	Rider
R2	Designing brand Identity	Alina Wheeler, 2003	Wiley
R3	Graphic Design for everyone: Understand the building blocks	Cath Caldwell.2019	DK
R4	The fundamentals of Creative Design	Gavin Ambrose, Paul Harris,2011	Ava Publishing
R5	Design elements: Color Fundamentals	Aaris Sherin,2012	Rockport Publishers
Case studies for analysis would be provided from time to time in advance by the faculty.			

Programme	BA Graphic Design and Animation				
Course Code	BGA2MN101				
Course Title	ADVERTISING DESIGN				
Type of Course	Minor				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	2	*1	1	60
Pre-requisites	NA				
Course Summary	This course introduces students to the fundamental concepts and practices of advertising design. Through a combination of theoretical knowledge and practical application, students will explore the role of design in creating effective advertising campaigns across various media formats.				

*The theory part of the course is delivered through 2 hours lecture and one hour tutorial per week.

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Apply fundamental design principles to create effective advertising visuals	U	F	Quizzes
CO2	Analyze target audiences and develop advertising strategies based on consumer behavior.	Ap	C	Project exercises, rig functionality tests
CO3	Evaluate the strengths and weaknesses of various advertising media	Ap	P	Design projects
CO4	Develop a multi-platform advertising campaign for a specific product or service	E	M	Project exercises, rig functionality tests
CO5	Communicate advertising concepts persuasively through written and visual means	Ap	P	Case Studies, Project Proposals, Final Presentations
CO6	Demonstrate a critical understanding of the ethical considerations in advertising	C	P	Project Proposal, Progress Reports, Final Prototype
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs	Mark (70)
I	Introduction to Advertising Design		10	15
	1	Introduction to Advertising	2	
	2	History and Evolution of Advertising	3	
	3	The Creative Process in Advertising	2	
	4	The Language of Advertising	2	
	5	Understanding Consumers	1	
II	Creative Strategies in Advertising		11	15
	6	Developing Creative Concepts	3	
	7	Copywriting for Advertising	2	
	8	Visual Communication Techniques	2	
	9	Building Brand Identity	3	
	10	Ethical Considerations in Advertising	1	
III	Advertising Media and Techniques		16	20
	11	Print Advertising Design	3	
	12	Digital and Social Media Advertising	3	
	13	Outdoor and Ambient Advertising	2	
	14	Video Advertising Production	4	
	15	Interactive Advertising Design	2	
	16	Audio Advertising Production	2	
IV	Campaign Development and Execution		11	20
	17	Planning and Research	2	
	18	Campaign Budgeting and Scheduling	2	
	19	Cross-Media Integration Strategies	2	
	20	Measuring Advertising Effectiveness	1	
	21	Portfolio Presentation Techniques	2	
	22	Rebranding	2	
V	Practical Manual		12	20
	1	Choose a historical advertisement and analyze its visual style, messaging, and target audience. Discuss how it reflects the advertising practices of its era.		
	2	Develop a mood board for a specific product or service. This mood board should capture the desired visual tone and feeling of a potential advertising campaign..		
	3	Create catchy and memorable slogans for a variety of products or services. Consider the target audience, brand message, and overall brand identity when crafting your slogans		

	4	Develop a detailed consumer persona for a specific target audience. This persona should include demographics, psychographics, media consumption habits, and buying behaviors.		
	5	Develop several thumbnail sketches for a new advertising campaign. These sketches should explore different visual approaches and concepts to communicate the brand message.		
	6	Choose two advertising campaigns for similar products and analyze their effectiveness across different media platforms. Consider factors like reach, engagement, and brand perception.		
	7	Develop a social media campaign proposal for a brand. The proposal should outline the target audience, platform selection, content strategy, and key performance indicators (KPIs) for measuring success.		
	8	Design a mock print advertisement for a magazine or newspaper. Pay attention to layout, typography, imagery, and overall visual hierarchy.		

Note: Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the units covered in the first four modules

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	-	-	-	-	-	3	2	-	-	-	-	-
CO 2	-	-	-	2	-	-	2	2	-	-	-	-
CO 3	-	-	-	-	2	-	2	2	-	-	-	-
CO 4	-	-	-	3	3	-	-	2	2	-	-	-
CO 5	-	-	-	-	-	3	-	2	-	-	-	2
CO 6	-	-	-	-	-	3	-	2	-	-	2	2

Correlation Levels:

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

Assessment Rubrics:

External evaluation: 70 marks

Internal Evaluation: 30 marks

INTERNAL MARK SPLIT-UP (TOTAL 30 MARKS)			
	Components of Internal Evaluation	4 Theory Modules (10)	Practical (20)
1	Test paper/ Mid semester Exam	5	The marks for practical work will be based on the students performance in tasks within Module 5
2	Seminar/ Viva/ Quiz	3	
3	Assignment/ Essay	2	

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓	-	✓
CO 2	✓	-	✓	✓
CO 3	-	✓	-	✓
CO 4	✓	-	✓	✓
CO 5	✓	-	✓	✓
CO 6	-	-	✓	✓

REFERENCES

Sl No	Title	Author/ Editor	Publisher
R1	Ogilvy on Advertising	David Ogilvy	RHUS
R2	Absolute Essentials of Advertising (Absolute Essentials of Business and Economics)	Sarah Turnbull	Taylor & Francis Ltd
R3	Advertising Design and Typography	Alex W. White	Allworth
R4	Creative Strategies: Idea Management For Marketing Advertising Media And Design	Mario Pricken	Thames and Hudson
R5	Advertising Creative: Strategy, Copy, and Design	Tom Altstie, Jean M. Grow	SAGE Publications, Inc
Case studies for analysis would be provided from time to time in advance by the faculty.			

Programme	BA Graphic Design and Animation				
Course Code	BGA3MN201				
Course Title	ADVERTISING CONCEPTS AND PRACTICE				
Type of Course	Minor				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites					
Course Summary	The course is aimed at imparting theoretical knowledge to prepare informative and persuasive content for advertising and to enable learners to attain competency to create advertisements.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Critically analyse and evaluate the concepts of advertising;	An	F	Instructor-created exams / Quiz
CO2	Articulate creative ideas to sell goods and services	Ap	F	Seminar Presentation / Group Tutorial Work
CO3	Critically analyse the types of ads in various media	An	P	Seminar Presentation / Group Tutorial Work
CO4	Create ads for various media	C	P	Instructor-created exams / Home Assignments
CO5	Equip you with a comprehensive understanding of the diverse advertising landscape, encompassing both traditional and digital channels.	Ap	P	Seminar Presentation / Group Tutorial Work
CO6	Attain competency in conducting market research and media planning	E	P	Observation of Practical Skills
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs	Mark (70)
I	Advertising Concepts		11	20
	1	Evolution and scope of advertising-marketing concepts and strategies	2	
	2	Role and functions of advertising	1	
	3	Advertising theories, AIDA, DAGMAR, theories of David Ogilvy and Rosser Reeves	3	
	4	Consumer learning theory, source credibility theory, congruency theory and schema theory	3	
	5	Advertising spiral-branding and endorsing-ethics of advertising	2	
II	Creative Elements of advertising		14	20
	6	Branding and brand name nomenclature- Headlines-body copy-illustrations-logo-slogans-taglines-layout and designs-visualization	2	
	7	Advertising campaigns	3	
	8	Spoken word and SFX for radio ads	3	
	9	Storyboarding-multimedia application for visual advertising	2	
	10	Digital media tools for advertising in cyber media platforms	2	
	11	Augmented and virtual reality-animated characters –cartoon characters	2	
III	Types of advertisements in various media		13	20
	12	Print ads in print media, brochures	2	
	13	Direct mails, TV ads, radio ads, podcast ads, mobile ads, social media ads, paid search ads	3	
	14	Sponsorship of programmes, native ads, electronic display ads, outdoor/out-of-home ads,	1	
	15	Testimonials/ endorser ads, surrogate ads, marketing features, public service ads,	2	

	16	Product placement ads, balloon ads , transit ads, and guerrilla ads	2	
	17	Computational ads, In-App ads, in-game ads (SIGA and DIGA), online behavioral ads & AI-powered ads.	2	
IV	Integrated marketing Communication		10	10
	18	Nature and scope of advertising research	2	
	19	Marketing survey	2	
	20	Media planning	2	
	21	Audience measurement (INTAM, TAM, TRP, BARC)	2	
	22	Advertising agencies and professional organisations	2	
V	Advertising Practical Practices		12	10
	1	Illustrating and copy writing for ads on various media	8	
	2	Target market selection and market positioning	4	

Note: The course is divided into five modules, with four having minimum 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10marks) and the fixed modules (20 marks). The final exam, however, covers only the units from the fixed modules.

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	2	1	-	-	2	-	-	-	-	-
CO 2	-	1	1	-	-	-	-	1	1	-	2	-
CO 3	2	-	-	1	-	-	2	-	-	-	-	-
CO 4	-	-	-	-	2	1	-	-	2	1	1	-
CO 5	1	-	2	-	1	-	2	-	-	-	-	-
CO 6	-	-	-	-	2	1	2	-	-	1	-	-

Correlation Levels:

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

Assessment Rubrics:

External evaluation: 70 marks

Internal Evaluation: 30 marks

INTERNAL MARK SPLIT-UP (TOTAL 30 MARKS)			
	Components of Internal Evaluation	4 Theory Modules (20)	Open ended Module (10)
1	Test paper/ Mid semester Exam	10	4
2	Seminar/ Viva/ Quiz/Discussion	6	4
3	Assignment/ Case studies	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	-	✓	-	-
CO 2	-	✓	-	-
CO 3	✓	-	-	-
CO 4	-	-	✓	-
CO 5	✓	-	-	✓

CO 6	-	✓	✓	-
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REFERENCES

Sl No	Title	Author/ Editor	Publisher
R1.	Ogilvy on Advertising	David Ogilvy (1985)	New York: Vintage Books.
R2.	Reality in Advertising	Rosser Reeves (1961)	New York: Widener Classics
R3.	Advertising and Promotion: An Integrated Marketing Communications Perspective	George E Belch & Michael A Belch (2014)	New York: McGraw Hill.
R4.	Advertising: Concept and Copy	George Felton (2013)	New York: WW Norton & Co
R5.	The Adweek Copy writing Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy	Joseph Sugarman (2006),	New York: Wiley
Case studies for analysis would be provided from time to time in advance by the faculty.			

JOURNALISM AND MASS COMMUNICATION
Detailed Syllabus

Journalism and Mass Communication Minor Group 1: Professional Journalism

Programme	BA Journalism and Mass Communication				
Course Code	JOU1MN 101				
Course Title	Basics of Communication				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Proficiency in language and communication skills. 2. Familiarity with common communication formats, such as written, verbal, and nonverbal communication				
Course Summary	The course aims to make the students aware of the basic elements of communication. It also attempts to impart the student fundamental knowledge of the basics of communication including types of communication, functions and dysfunctions and barriers.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define and explain the process of communication	U	C	Instructor-created exams / Quiz
CO2	List the different types of communication	Ap	P	Instructor-created exams / Practical Assignment
CO3	Explain the functions and dysfunctions of communication	Ap	P	Instructor-created exams / Home Assignments
CO4	Distinguish the barriers of communication	U	C	Instructor-created exams / Home Assignments
CO5	Interpret the communication events in ones' own life	Ap	P	Group Discussion
CO6	Identify the non verbal communication situations in life	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Introduction		10	15
	1	Definitions of communication	3	
	2	Elements of communication	4	
	3	7Cs of communication	3	
II	Forms		15	20
	4	Types of communication - Intrapersonal, interpersonal,	3	
	5	Group communication, Mass communication and Interactive communication	2	
	6	Verbal and non verbal communication	2	
	7	Formal and informal communication	2	
	8	Functions of mass communication	4	
	9	Dysfunctions of communication	2	
III	Types of Media		14	20
	10	Characteristics of print media	2	
	11	Characteristics of broadcast radio	2	
	12	Characteristics of TV	2	
	13	Characteristics of cinema	2	
	14	Characteristics of new media	2	
	15	Limitations and potentials of each Medium	2	
	16	Hybrid Media Formats	2	
IV	Barriers in Communication		9	15
	17	Understanding Communication Barriers	1	
	18	Physical barriers	1	
	19	Emotional and psychological barriers	2	
	20	Psychological barriers	2	
	21	Cultural and linguistic barriers	2	
	22	Cognitive and systematic barriers	1	
V	Open Ended Module:		12	
	1	Communication Analysis Project To analyze communication processes and identify the elements and types of communication in real-world contexts. Task: 1.Students will choose a specific communication scenario or event (e.g., a team meeting, a public speech, a television program) and conduct a detailed analysis of the communication involved. 2.Using the 7Cs of communication as a framework, students will identify and evaluate the effectiveness of	6	

		<p>various communication elements such as clarity, coherence, and conciseness.</p> <p>3.They will also analyze the types of communication present in the scenario (e.g., interpersonal, group communication) and discuss how these different types influence the overall communication dynamics.</p> <p>4.Students will present their analysis in a report or presentation, providing recommendations for improving communication effectiveness based on their findings.</p>		
	2	<p>Media Characteristics Comparison</p> <p>To explore the characteristics of different types of media and understand their impact on communication processes.</p> <p>Task:</p> <p>1.Students will select two different types of media from the syllabus (e.g., print media and new media) and compare their characteristics.</p> <p>2.Using examples, students will analyze the unique features of each type of media, such as accessibility, interactivity, and audience engagement.</p> <p>3.They will discuss how these characteristics influence communication patterns and audience behaviors, considering factors such as message delivery, audience reach, and content consumption.</p> <p>4.Students will present their findings in a comparative analysis, highlighting the strengths and limitations of each type of media and discussing their relevance in today's communication landscape.</p>	6	
	<p><i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i></p>			
<p>Books and References:</p> <ul style="list-style-type: none"> ● Vilanilam J.V (2005), Mass Communication in India: A sociological Perspective, Sage ● Watson J and Anne Hill (2015), A Dictionary of communication and media studies ((9th Edition), Bloomsbury Academic USA. ● Dominick, Joseph R.(1995), The Dynamics of Mass Communication, McGraw-Hill Education <p>Additional reference:</p> <ul style="list-style-type: none"> ● Kumar Keval J (2020), Mass Communication in India (5th edition), Jaico Publishing house 				

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	1	-	-	3					
CO 2	3	2	-	1	-	-	2	2				
CO 3	3	2		1	-	-		3			3	
CO 4	3	2		1	-	-			3		3	
CO 5	1		-	3	-	-				2	2	1
CO 6	-	-	-	3	-	-				1		

Correlation Levels:

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

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5		✓		✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Code	JOU2MN101				
Course Title	News Reporting and Editing				
Type of Course	Minor				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic proficiency in language and writing skills. 2. Awareness of current affairs and events.				
Course Summary	The aim of the course is to give the students knowledge about reporting and editing for various media. The course also seeks to raise awareness of the fact that the fundamentals of journalism apply to all forms of media.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	List the important news values	Ap	C	Instructor-created exams / Quiz
CO2	Explain 5 Ws of the news	Ap	P	Instructor-created exams / Practical Assignment
CO3	Give example for various leads	Ap	P	Assignments
CO4	Write a news story and adapt it to various media	Ap	P	Writing Assignments
CO5	Edit a news story by understanding the media	Ap	P	Writing assignments
CO6	Evaluate news stories in the light of principles of reporting	U	C	Instructor-created exams
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	News		13	15
	1	Define news	1	
	2	The 5 Ws of news	2	
	3	Hard news Vs Soft news	1	
	4	Major news values	2	
	5	Principles of news reporting- Accuracy, objectivity, fair practice, balance, accountability, attribution	2	
	6	News sources- People, Authorities, Documents, News agencies and syndicating, Social media/ User Generated Content	3	
	7	Cultivating sources	2	
II	News Gathering		5	5
	8	Tools for gathering news for different media – Observation, Interview, Online tools for gathering news	5	
III	Writing the News Story		17	20
	9	Structure of a news story - Inverted pyramid style,	1	
	10	Structure of a news story - Narrative style and Hour glass	1	
	11	Types of leads	3	
	12	Writing for the print	3	
	13	Writing for the ear	3	
	14	Writing for the TV	3	
	15	Writing for the online	3	
IV	Editing		13	15
	16	Editing and compiling news stories-Principles of Editing	1	
	17	Editing Process- Selection-Correction-Rewriting	2	
	18	The style book or style sheet	1	
	19	Editing a news story for the print	3	
	20	Editing news story for radio	2	
	21	Editing news story for TV	2	
	22	Editing news story for online news portals- Incorporating multimedia content	2	
V	Open Ended Module:		12	15
	1	Assignment 1: News Reporting and Writing Exercise To apply principles of news reporting and writing to create news stories for different media platforms. Task: 1.Students will be assigned a news event or topic relevant to their local community or current affairs. 2.Using the 5 Ws of news and major news values, students will gather information from various sources, including interviews, documents, and online research. 3.They will write a news story following the structure of the inverted pyramid style, narrative style, or hourglass	6	

		<p>format, depending on the medium (print, radio, TV, online).</p> <p>4.Students will edit their news story for accuracy, objectivity, and clarity, adhering to the principles of fair practice, balance, and attribution.</p> <p>5.Each student will present their news story to the class, explaining their editorial decisions and demonstrating their understanding of news reporting and writing techniques.</p>		
	2	<p>Assignment 2: Multi-Media News Presentation To integrate multimedia content into news stories for online platforms.</p> <p>Task: Students will select a news event or topic of interest and research it thoroughly, gathering information and multimedia elements (e.g., photos, videos, infographics). Using online tools and platforms, students will create a multi-media news presentation, incorporating text, images, videos, and interactive elements. They will write a news story tailored for online consumption, optimizing content for search engines and social media sharing. Students will edit their multimedia news presentation for coherence, engagement, and accessibility, ensuring that the content is suitable for online audiences. Each student will share their multimedia news presentation with the class, discussing their editorial choices and the effectiveness of their storytelling approach.</p>	6	
	<p><i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i></p>			
<p>Books and References:</p> <ul style="list-style-type: none">● Mencher, Melvin (2010), Melvin Mencher’s News Reporting and Writing, 12th Edition, McGraw-Hill Education● Itule, Bruce and Douglas Anderson (2006), News Reporting for Today’s media, McGraw-Hill Education● Brooks, Brian S. and James L. Pinson (2022), The Art of Editing in the Age of Convergence 12th Edition, Routledge, Taylor and Francis Group.● Wulfemeyer, Tim K, (2003), Beginning Radio–TV News writing: A Self–Instructional Learning Experience 4th edition, John Wiley and Sons● Friedmann, Anthony (2006), Writing for visual media, 2nd Edition, Focal Press <p>Suggested Readings</p> <ul style="list-style-type: none">● Peterson (2019), Associated Press Guide to News Writing 4th Edition, Peterson Nelnet Co● Kuldeep Nayyar (2012), Beyond the lines, Lotus				

- Bhaskar, B R P (2021), News Room, D C books
- Mehta, Vinod (2011), Luknow Boy, Penguin India

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-		-	-	3	2			3	
CO 2	3	2	-		-	-		3				
CO 3	3		3		-	-				3		
CO 4			3		-	-					3	
CO 5	1		3		-	-			3			
CO 6	-	1	-	1	-	-				3		3

Correlation Levels:

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

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar presentation	End Semester Examinations
CO 1		✓		✓
CO 2	✓	✓	✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6	✓			

Programme	BA Journalism and Mass Communication				
Course Code	JOU3MN 201				
Course Title	Corporate Communication				
Type of Course	Minor				
Semester	III				
Academic Level	200 – 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Understanding of fundamental communication concepts. 2. Language and writing skills.				
Course Summary	The course aims at providing an overall understanding of the allied professions of journalism such as public relations, advertising and corporate communication. The objective includes enabling the students to prepare public relation materials and advertisements.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify the relation between corporate communication, P.R and advertising	U	C	Instructor-created exams / Quiz
CO2	Identify the difference between P.R. and corporate communication	U	P	Instructor-created exams / Practical Assignment
CO3	Prepare PR materials	Ap	P	Home / Group Assignments
CO4	Prepare an ad copy	Ap	C	Home/ Group Assignments
CO5	Critically evaluate the persuasive contents in campaigns	An	P	Group Discussion
CO6	Analyse the ethical aspects of public relations, advertising and corporate social responsibility	An	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Public Relations		12	20
	1	Definition of public relations	2	
	2	Pioneers in the development of PR- Ivy Lee and Edward Bernays	2	
	3	Publics in PR- Internal and External publics	2	
	4	Tools for PR- External tools and internal tools	3	
	5	P R campaign	3	
II	Advertising		16	20
	6	Definitions of advertising	1	
	7	Types of advertising- Media-print ad, radio spots, commercials and online ads, Product ad, service, PSA, corporate ads, surrogate ad	3	
	8	Advertising Appeals	2	
	9	The elements of a print ad	3	
	10	USP	1	
	11	Copywriting	4	
	12	Ad campaign	2	
III	Corporate Communication		15	20
	13	Evolution of Corporate communication	3	
	14	-Facets of CC – Marketing communication, Management communication and Organizational Communication	2	
	15	Functions of corporate communication- Employee relations, Investor relations, Media relations, Government relations, Community relations	2	
	16	Tools for corporate communication	3	
	17	Crisis Communication	3	
	18	Corporate Social Responsibility	2	
IV	Profession		5	10
	19	PR- IPRA, PRSI	1	
	20	Advertising - AAAI, ASCI, DAVP	1	
	21	Corporate Communication- AMA	1	
	22	Ethical aspects- PR, AD and CC	2	
V	Open Ended Module:		12	
	1	Assignment 1: Public Relations Campaign Development To apply theoretical concepts of public relations to develop a comprehensive PR campaign. Task: Students will work in groups to design a PR campaign for a hypothetical organization or real-world client. Using the tools and principles of PR discussed in the	6	

		course, including internal and external publics, campaign planning, and crisis communication, students will create a strategic PR plan. Each group will identify objectives, target audiences, key messages, and communication channels for their campaign, considering the organization's goals and stakeholders. Students will present their PR campaign to the class, explaining their rationale and demonstrating how their plan aligns with ethical standards and professional best practices.		
	2	Assignment 2: Advertising Campaign Analysis To analyze the components and strategies of advertising campaigns in real-world contexts. Task: Students will select an advertising campaign from recent years (e.g., a print ad, TV commercial, online campaign) and conduct a detailed analysis. Using concepts such as advertising appeals, elements of a print ad, and unique selling propositions (USP), students will deconstruct the campaign to understand its effectiveness and impact. They will evaluate the creative elements, messaging, target audience, and overall strategy of the campaign, considering its success in achieving marketing objectives. Students will present their analysis in a written report or presentation, discussing the strengths, weaknesses, and ethical considerations of the advertising campaign.	6	
<i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i>				
Books and References: <ul style="list-style-type: none">● Pritch Pritchard, Bob and Jensen Moore (2017), The Comprehensive Public Relations Reader-Function and Practice● Vilanilam J.V, A.K. Verghese (2004), Advertising basics- a resource guide for beginners, Sage publications Ltd.● Corneilssen, Joep (2011), Corporate Communication-A Guide to theory and practice, Sage Publication Ltd. Further reading <ul style="list-style-type: none">● Hardy, Jonathan, Iain Macrury, Helen Powell, The advertising Handbook, Routledge				

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	-	1	-	-	3			2		3
CO 2	3	2	-	1	-	-	2	1		2		
CO 3	1	1	3		-	-	2	2	2			
CO 4	1	1	3		-	-			2		2	
CO 5	1	1	-	3	-	-					3	
CO 6	1	1	-	3	-	-	3					3

Correlation Levels:

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

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3		✓	✓	✓
CO 4		✓	✓	✓
CO 5			✓	✓
CO 6		✓		

Journalism and Mass Communication Minor Group 2: Electronic Media

Programme	BA Journalism and Mass Communication				
Course Code	JOU1MN 102				
Course Title	Introduction to Electronic Media				
Type of Course	Minor				
Semester	I				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with electronic media platforms 2. Basic Communication Skills				
Course Summary	This course explores the foundations of electronic media, covering communication principles, the landscape of electronic media, content creation, and utilization of tools/platforms. Develop practical skills through hands-on projects and gain insights into AI applications. The learners will foster creativity in content production and distribution for electronic media.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Describe the concept of communication, explain its basic principles.	U	C	Instructor-created exams / Quiz
CO2	Discuss the characteristics of electronic media and categorize its types.	Ap	P	Observation/ Group Discussion
CO3	Present the types, structure and examples of electronic media.	An	P	Seminar Presentation / Group Tutorial Work
CO4	Use different tools and platforms for electronic media content creation.	Ap	C	Instruction/ Workshop
CO5	Experiment with new age content creation methods for electronic media.	C	P	Workshop/Project
CO6	Analyze the impact of emerging technologies on electronic media content creation and distribution, and evaluate their implications for communication practices and industry trends.	An	P	Home Assignments/ Seminar Presentation
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Communication Principles		11	15
	1	Concept, Definition and Process	3	
	2	Elements of Communication	3	
	3	Types of Communication	3	
	4	Functions and Dysfunctions	2	
II	Electronic Media: An Overview		11	15
	5	Concept and Characteristics of Electronic Media	3	
	6	Types of Electronic media	3	
	7	Broadcast Media	2	
	8	Digital Media Platforms	3	
III	Contents of Electronic Media		15	25
	9	Electronic media Contents: Types	2	
	10	Electronic media Contents: Structure	2	
	11	Electronic media Contents: Examples	1	
	12	Audio Contents	2	
	13	Audio-visual contents	2	
	14	Digital Content	2	
	15	Streaming and Podcasting	1	
	16	Audience of electronic media	1	
	17	Demographics, Psychographics, and Media Consumption Patterns	2	
IV	Tools and Platforms		11	15
	18	Introduction to Electronic Media Tools- Audio, Video and Digital Tools	3	
	19	Microphone, Audio Editing Software, Camera	2	
	20	Video editing tools, Graphic Design Tools and Digital Tools	2	
	21	Using Social Media Platforms- Content distribution and Promotion	2	
	22	AI Tools for Electronic Media content creation.	2	
V	Open Ended Module		12	
	1	Comparative Analysis of Broadcast and Digital Media 1)Conduct a comparative analysis of broadcast media and digital media platforms. 2)Identify key characteristics, advantages, and limitations of each type of media. 3)Analyze examples of content from both broadcast and digital media to illustrate differences in content structure, delivery, and audience engagement. 4)Present findings in a written report format, highlighting	4	

		the unique features of each media type and their implications for content creators and consumers.		
	2	Case Study on AI Tools in Electronic Media Content Creation: 1)Select a case study focusing on the application of AI tools in electronic media content creation. 2)Research and analyze how AI technologies are used in various aspects of content creation, such as automated editing, content recommendation systems, and audience segmentation. 3)Evaluate the effectiveness and impact of AI tools on content quality, production efficiency, and audience engagement. 4)Present findings in a case study report format, including an overview of the AI technologies used, case study examples, and insights into the future trends of AI in electronic media content creation.	4	
	3	Comparative Analysis of Broadcast and Digital Media: Task: 1)Conduct a comparative analysis of broadcast media and digital media platforms. 2)Identify key characteristics, advantages, and limitations of each type of media. 3)Analyze examples of content from both broadcast and digital media to illustrate differences in content structure, delivery, and audience engagement. 4)Present findings in a written report format, highlighting the unique features of each media type and their implications for content creators and consumers.	4	
	(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)			
Books and References: <ul style="list-style-type: none">● Farrell, A. (2021). Introduction to electronic media and broadcasting. NY Research Press.● McQuail, D. (2010). McQuail's Mass Communication Theory. SAGE.● Baran, S. J., and Davis, D. K. (2007). Mass Communication Theory: Foundations, Ferment, and Future. Cengage Learning.● Kumar, K. J. (2020b). Mass Communication in India, Fifth Edition. Jaico Publishing House.				

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	2			1		
CO 2	2	3	-	-	-	-	1					
CO 3	-	-	1	-	-	-					1	
CO 4	-	-	2	3	-	-		2	3			
CO 5	-	1	-	-	-	-			3			
CO 6	-	-	-	3	-	-						3

Correlation Levels:

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

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Code	JOU2MN 102				
Course Title	Radio and Television				
Type of Course	Minor				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Awareness of Radio and TV media platforms and their basic functions. 2. Proficiency in reading, writing, and speaking				
Course Summary	The course covers the stages of electronic media production, writing for radio and TV programs, audio and video production, and on-air performance skills. It also emphasizes radio and television in the digital age. The course aims to equip students with the skills required to open their career option in the audio-visual industry.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain the stages of electronic media production and roles of the production team.	U	C	Instructor-created exams / Quiz
CO2	Articulate a concept and write script for radio and television.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Demonstrate the AV content production process and on-air performance skills. 44	Ap	P	Seminar Presentation / Group Tutorial Work

CO4	Discuss the new facets of radio and television in the digital age.	U	C	Instructor-created exams / Home Assignments
CO5	Experiment radio and television content production using digital media technologies.	Ap	P	One Minute Reflection Writing assignments
CO6	Analyze the impact of media convergence on production workflows and content distribution strategies.	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Radio and Television Production		11	15
	1	Stages- Pre-production, Production and Post-production	3	
	2	Roles and responsibilities of the production team	3	
	3	Producer, Artist(s), Crew and Editors	3	
	4	Key personnel in radio and television production	2	
II	Scripting for Media		11	15
	5	Scripting for Radio programs	3	
	6	Scripting for Television programs	3	
	7	Structure and format of Radio and Television scripts	3	
	8	Techniques for writing effective scripts	2	
III	Tools and Techniques		15	25
	9	Audio - Process	2	
	10	Video production- Process	2	
	11	Audio - tools and techniques	1	
	12	Video production- tools and techniques	2	
	13	Editing- Need, Process and Tools	2	
	14	On-air performance skills for radio	2	
	15	Performance skills for Television	1	
	16	Live Programmes- Radio	1	
	17	Live Programmes- Television	2	
IV	Emerging Trends		11	15
	18	Media Convergence	2	
	19	Audio-visual content creation using smartphone	3	
	20	AR/VR	2	
	21	Podcasting and Streaming- Platforms and Tools	2	
	22	Podcasting and Streaming- limitations and challenges	2	
V	Open Ended Module		12	
	1	Scriptwriting Workshop: In this assignment, students will individually develop scripts for radio and television programs. They will explore the structure and format of scripts for each medium, focusing on techniques for engaging storytelling and effective communication. Students will receive feedback from peers and instructors to refine their scripts.	4	
	2	Production Team Simulation: Divide students into groups and assign each group a specific role within a production team (e.g., producer, artist, crew, editor). Students will simulate the pre-production, production, and post-production stages of a project, assigning tasks and responsibilities according to their roles. They will	4	

		document their process, highlighting challenges faced and strategies employed to overcome them.		
	3	Media Convergence Project: In this assignment, students will collaborate to create a multimedia project that leverages audio-visual content creation using smartphones, podcasting, and streaming platforms. They will integrate various elements such as interviews, music, and visuals to produce compelling content that demonstrates media convergence principles. The project will culminate in a presentation where students showcase their work and reflect on the challenges and opportunities of convergent media production.	4	
	<i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i>			
Books and References: <ul style="list-style-type: none">• Boyd, A., Stewart, P., and Alexander, R. (2012b). Broadcast journalism: Techniques of Radio and Television News. CRC Press.• Gross, L., Gross, B., and Perebinosoff, P. (2012). Programming for TV, radio and the internet: Strategy, Development and Evaluation. Taylor and Francis.• Keval J Kumar, ‘Mass Communication in India’, Jaico Publishing House.• K.M Shrivasta, ‘Radio and TV Journalism’, Sterling Publishers Pvt. Ltd, New Delhi.• Sharma, S. P. (2003). Basic Radio and Television, 2/E. Tata McGraw-Hill Education.• Dominick, J. R. (1996). The dynamics of mass communication. McGraw-Hill Humanities, Social Sciences and World Languages.• Ahuja, B. N., and Batra, S. (1978). Mass communications: Press, Radio, T.V., Films, Advertising, and Other Media : with Special Reference to Indian Conditions. New Delhi : Varma Bros.				

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Assessment Rubrics:

Final Exam : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs with PSOs and POs :

	PS O1	PSO 2	PSO 3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1	-	-	-	-	
CO 2	2	3	-	-	-	-	2	3	-	-	-	
CO 3	-	-	1	-	-	-	-	-	1	-	-	
CO 4	-	-	2	3	-	-	-	-	2	3	-	
CO 5	-	1	-	-	-	-	-	1	-	-	-	
CO 6	-	-	-	3	-	-	-	-	-	3	-	

Correlation Levels:

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

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓			✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Code	JOU3MN 202				
Course Title	Digital Media				
Type of Course	Minor				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Willingness to explore and learn about digital technologies and their applications 2. Familiarity with internet usage				
Course Summary	This course introduces the digital media and its principles, technologies, and creative aspects that shape the digital communication environment. Students will engage with hands-on activities and critical analysis to develop a comprehensive understanding of digital media's impact on society and communication through digital media production activities.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Discuss the principles and theories of digital media.	U	C	Instructor-created exams / Quiz
CO2	Apply digital media tools and techniques in real-world scenarios.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Analyze the impact of digital media on society.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Participate in continuous learning and adapt to emerging digital media trends.	U	C	Instructor-created exams / Home Assignments
CO5	Experiment content production using digital media technologies.	Ap	P	One Minute Reflection Writing assignments
CO6	Evaluate the legal and ethical considerations inherent in digital media production	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Introduction to Digital Media		11	15
	1	Introduction to digital media production	2	
	2	Principles of digital media production	3	
	3	Techniques of digital media production	3	
	4	Characteristics of Digital Media	3	
II	Tools and Techniques		10	15
	5	Digital media production tools and software	3	
	6	Content Creation and Editing	3	
	7	Media convergence	2	
	8	Content Production: Assignment	2	
III	Digital Media and Society		15	25
	9	Role of Digital Media in Society	2	
	10	Impact of Digital Media on Communication	2	
	11	Legal Aspects: IPR and Copyright	1	
	12	Ethical Considerations in Digital Media	2	
	13	Net Neutrality	2	
	14	Digital Divide -Concept	2	
	15	News Aggregators	1	
	16	Digital Piracy	1	
	17	Cyber Crimes	2	
IV	Digital Media: Recent Trends		12	15
	18	Web 2.0 to 3.0	2	
	19	Generative AI for digital content production	2	
	20	Digital Media Story telling- Concept, Models and Examples	3	
	21	Scripting-Making-Editing-Publishing	2	
	22	Micro Contents Making- Microblogging, Shorts/Reels etc	3	
V	Open Ended Module		12	
	1	Familiarize students with major tools and practice with open source or free software. <ul style="list-style-type: none"> • Group Projects • Individual Assignments • Peer Review 	4	
	2	Digital Media Project Showcase: Students will collaborate in small groups to create a digital media project that incorporates various tools, techniques, and trends covered in the course. The project could be a short film, podcast, or social media campaign, showcasing their understanding and application of digital media concepts. Each group will	4	

		present their project to the class, highlighting their production process and creative decisions.		
	3	Ethical Case Study Analysis: Students will analyze a real-world case study involving ethical considerations in digital media production. They will identify the ethical issues involved, discuss potential consequences, and propose solutions or ethical guidelines to address the situation. This assignment will culminate in a small report submission outlining their analysis and recommendations.	4	
	<i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i>			
Books and References:				
<div><div>1. Susman-Peña, T. (2019). <i>Fighting misinformation: Digital Media Literacy</i>.</div><div>2. Silverblatt, A., Miller, D. C., Smith, J., and Brown, N. (2014). <i>Media literacy: Keys to Interpreting Media Messages</i>. Bloomsbury Publishing USA.</div></div>				

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	3					
CO 2	2	3	-	-	-	-			2		3	
CO 3	-	-	1	-	-	-					3	
CO 4	-	-	2	3	-	-				1		1
CO 5	-	1	-	-	-	-		2				
CO 6	-	-	-	3	-	-					2	

Correlation Levels:

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

Assessment Rubrics:**Final Exam : 70 marks****Internal Marks: 30 marks**

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (20 marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Viva/ Quiz	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Journalism and Mass Communication Minor Group 3: Media Skills

Programme	BA Journalism and Mass Communication				
Course Code	JOU1MN103				
Course Title	Introduction to Mass Communication				
Type of Course	Minor				
Semester	I				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Basic familiarity with mass media platforms 2. Willingness to explore new concepts and ideas about communication				
Course Summary	Mass communication is a dynamic field offering abundant career opportunities for individuals with aptitude and talent. "Introduction to Mass Communication" will furnish students with a foundational understanding of communication elements, integrated marketing communication, and the fundamentals of journalism and storytelling across various mass media platforms.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental characteristics and types of communication and media.	U	C	Instructor-created exams / Quiz/ Seminar Presentation
CO2	Grasp fundamental concepts of digital marketing channels and their functionalities.	U	C	Instructor-created exams / Quiz/ Seminar Presentation
CO3	Apply basic techniques for content creation and social media engagement strategies	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	Understand the organisational structure of a newspaper and apply the basic print media practices such as reporting and editing.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Home Assignments

CO5	Analyse the significance of storytelling across different media platforms	An	M	One Minute Reflection Writing
				assignments/ Home Assignments
CO6	Find and develop stories from the immediate surrounding	C	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Fundamentals of Communication		10	15
	1	Definition and elements of communication	2	
	2	Forms of Communication	2	
	3	Nature and Characteristics of Mass Communication	2	
	4	Functions and Dysfunctions of Mass Media	2	
	5	Characteristics and Types of Mass Media	2	
II	Digital Marketing		12	18
	6	Introduction to Digital Marketing	1	
	7	Website and Content Marketing	1	
	8	Social Media Marketing	2	
	9	Email Marketing	2	
	10	Search Engine Marketing (SEM) and Pay-per Click (PPC) Advertising	2	
	11	Online Advertising and Display Marketing	2	
	12	Analytics and Performance Measurement	2	
III	Fundamentals of Journalism		16	25
	13	Organizational Structure of a Newspaper	2	
	14	Responsibilities and Qualities of Editorial Staff.	2	
	15	Definition and Types of News, News Determinants	3	
	16	Features, Articles, Editorials, Interviews, Reviews, Cartoons, Columns, Readers 'Letters	3	
	17	News Story Structure, Inverted Pyramid Style, News Sources	3	

	18	Principles of Editing, Role and Responsibilities of a Sub-editor, Newspaper Layout and Design	3	
IV	Mass Communication and Storytelling		10	12
	19	Why Storytelling? Stories Vs Facts and Figures Elements of Storytelling	3	
	20	Narratives in Storytelling	2	
	21	Storytelling across different mass media platforms: Print, radio, Television, and digital media	3	
	22	Multimedia Storytelling	2	
V	Open Ended Module:		12	
	1	Print Media Practices and Storytelling Analyses Students can be assigned to write news stories based on campus activities or events in the surrounding area. Moreover, they can be encouraged to analyze and present case studies and examples of digital marketing strategies and storytelling across diverse mass media platforms.	12	
	<i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i>			

Books and References:

Core Texts

- Baran, S. J., and Davis, D. K. (2003). *Mass Communication Theory: Foundations, Ferment, and Future*. Cengage Learning.
- Dominick, J. R. (2012). *The dynamics of mass communication*. McGraw-Hill Humanities, Social Sciences and World Languages.
- Kumar, K. J. (2020a). *Mass Communication in India*, Fifth Edition. Jaico Publishing House.
- Chaffey, D., and Ellis-Chadwick, F. (2015). *Digital Marketing PDF eBook*. Pearson Higher Ed.

Suggested Readings

- Agee, Ault and Emery. (1985). *Introduction to Mass Communications*, New York: Harper and Row
- Joseph A. Devito. (1978). *Communicology: An Introduction to the Study of Communication*, New York: Harper and Row.
- Bruce Itule, and Douglas Anderson. *News Writing and Reporting for Today's Media*, McGraw Hill.
- K.M Shrivastava. (2013). *News Reporting and Editing*, New Delhi: Sterling publishers Pvt. Ltd.
- Uma Joshi. (1999). *Text Book of Mass Communication and Media*, New Delhi: Anmol Publications.
- Bruce H. Westly. (1980). *News Editing*.
- Ram Pandey, Agya (2023). *Multimedia Storytelling in the Digital Age*. Juggernaut Publications
- Bennet, Ty. (2013). *Power of Storytelling: The Art of Influential Communication*

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs:

	PS O1	PSO 2	PSO 3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	2	-	-	2	-	1	-	-	2
CO 2	2	-	2	-	2	2	2	2	2	2	-	2
CO 3	2	2	-	-	2	2	2	2	2	-	-	2
CO 4	2	-	2	-	2	1	2	1	2	-	1	-
CO 5	2	-	-	2	2	-	2	2	1	-	1	2
CO 6	-	2	2	2	2	-	-	2	2	2	1	2

Correlation Levels:

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

Assessment Rubrics:

External Examination : 70 Marks

Internal : 30

Internal Marks Split-up (Total 30 Marks)		
Components of Internal Marks Evaluation	Four Modules (20 Marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (Group or Individual)/ Debate or Discussion/ Case Studies/ Quiz/ Viva on Created Works/Productions	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓	✓	✓	✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6		✓		

Programme	BA Journalism and Mass Communication				
Course Code	JOU2MN103				
Course Title	Broadcast and Digital Journalism				
Type of Course	Minor				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Interest in staying informed about current events and a desire to explore how news is produced 2. Familiarity with digital tools and platforms				
Course Summary	The course Broadcast and Digital Journalism will provide a bird's-eye view of the dynamic media worlds of radio, television, and digital media. The course focuses on the basic skills required for a broadcast and digital journalist, introducing current practices.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the historical progression from radio to television and digital media.	U	C	Instructor-created exams / Quiz/ Seminar Presentation
CO2	Analyze the organizational structure and setup of radio and television newsrooms.	An	P	Instructor-created exams/Seminar Presentation
CO3	Demonstrate proficiency in writing, news gathering, and presentation techniques for radio journalism.	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	Demonstrate proficiency in writing, news presentation, and program formats for television journalism.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Group Tutorial Work
CO5	Understand the characteristics and elements of digital journalism and online newsroom setup.	U	M	Instructor-created exams / Quiz/ Practical Assignment
CO6	Engage in comparative analysis of radio, television, and online media, and participate in role-plays.	C	P	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)
 Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Evolution of Broadcast and Digital Media		10	16
	1	Brief History of Radio	2	
	2	Development of Television	2	
	3	Emergence of Digital Media	3	
	4	Organizational Structure of a Radio Station: Newsroom Setup	1	
	5	Organizational Structure of a Television Station: Newsroom Setup	1	
	6	Online Newsroom Setup	1	
II	Radio Journalism		13	18
	7	Radio Programme Formats	2	
	8	Elements of Radio	2	
	9	Writing for Radio	3	
	10	News Gathering Process for Radio	2	
	11	Presentation Techniques	2	
	12	Radio Jockeying	2	
III	Television Journalism		13	18
	13	Television Programme Formats	3	
	14	Writing for Television	3	
	15	Television News	3	
	16	Television Presentation Techniques	2	
	17	Television Anchoring	2	
IV	Digital Journalism		12	18
	18	Characteristics of Digital Media	2	
	19	Basic Elements of Digital Journalism	2	
	20	Writing for Online Media	3	
	21	Content Production: Online Media	3	
	22	Production of News Website	2	
V	Open Ended Module		12	
	1	Broadcast and Digital Media Practices Students can be tasked with comparing and analyzing the content of radio, television, and online media. Either on a group or individual basis, they can be asked to produce short programs for radio, television, or online media following standard procedures. They may also be prompted to engage in role-plays, taking on the personas of television	12	

		presenters or radio jockeys.		
Books and References: Core Texts <ul style="list-style-type: none"> ● McLeish, R. (2005). Radio Production. Taylor and Francis. ● Zettl, H. (2011). Television Production Handbook + Workbook. Wadsworth Publishing Company. ● P.K. Ravindranath. (2004). <i>Broadcast Journalism</i>, New Delhi: Authors Press. ● Foust, J. (2017). Online journalism: Principles and Practices of News for the Web. Taylor and Francis. Suggested Readings <ul style="list-style-type: none"> ● Arul Aram and Nirmaldasan. (2006). Understanding News Media, Chennai: Vijay Nicole Imprints Pvt. Ltd. ● Andrew Boyd. (2001). Broadcast Journalism, Techniques of Radio and Television News, London: Focal Press. ● Ted White. (2005). Broadcast News: Writing, Reporting and Producing, London: Focal Press. ● Joseph R. Dominick. (2012). <i>The Dynamics of Mass Communication</i>, New Delhi: McGraw Hill ● Keval J. Kumar. (2012). <i>Mass Communication in India</i>, New Delhi: Jaico Publishing House. ● Hill, Steve and Lashmar, Paul. (2013) <i>Online Journalism. The Essential Guide</i>. Sage Publications ● Ray, Tapas. (2006). <i>Online Journalism: A Basic Text</i>. Foundation Books <p><i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i></p>				

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs:

	PS O1	PSO 2	PSO 3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	2	-	-	2	-	-	1	2	-
CO 2	2	-	-	2	2	-	2	-	1	-	1	-
CO 3	-	-	2	-	2	2	2	2	2	-	1	1
CO 4	-	-	2	-	2	2	2	2	2	-	1	1
CO 5	2	-	2	1	2	2	2	2	2	-	-	2
CO 6	-	2	2	2	2	-	-	2	2	2	-	2

Correlation Levels:

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

Assessment Rubrics:**External : 70 Marks**

Internal Marks Split-up (Total 30 Marks)		
Components of Internal Marks Evaluation	Four Modules (20 Marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (Group or Individual)/ Debate or Discussion/ Case Studies/ Quiz/ Viva on Created Works/Productions	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar Presentation	End Examinations	Semester
CO 1	✓	✓		✓	
CO 2	✓	✓		✓	
CO 3	✓	✓	✓	✓	
CO 4	✓	✓	✓	✓	
CO 5	✓	✓	✓	✓	
CO 6		✓	✓		

Programme	BA Journalism and Mass Communication				
Course Code	JOU3MN203				
Course Title	Film and Television Production				
Type of Course	Minor				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	1. Familiarity with the basics of film and television as mediums of storytelling 2. Curiosity about how stories are told through visual elements				
Course Summary	The course "Film and Television Production" offers a comprehensive overview of fundamental techniques in film and television production, covering pre-production, production, and post-production phases. Additionally, it delves into the historical evolution of film and introduces essential production personnel and equipment necessary for both mediums.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the historical evolution of cinema and television, including different film genres.	U	F	Instructor-created exams / Quiz/ Seminar Presentation
CO2	Identify and differentiate between various production types and stages, from pre-production to post-production.	Ap	P	Instructor-created exams/Seminar Presentation
CO3	Demonstrate proficiency in pre-production activities such as idea generation, script writing, and budgeting.	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	Gain practical knowledge of production equipment, personnel roles, lighting techniques, and camera operations.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Group Tutorial Work

CO5	Acquire skills in post-production processes, including visual and sound editing, special effects, and non-linear editing.	Ap	P	Instructor-created exams / Quiz/ Practical Assignment
CO6	Analyze and compare film genres, television program formats, and engage in scriptwriting and mobile filmmaking.	An	M	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Brief History of Film and Television		10	16
	1	Brief History of Cinema	2	
	2	Emergence of Television	2	
	3	Types of Films: Film Genres	2	
	4	Types of Production: Single-camera Production, Multi-camera Production, ENG, EFP	3	
	5	Stages of Production: Pre-production, Production, Post-production	1	
II	Pre-Production		13	18
	6	Idea and Research	2	
	7	Treatment Writing, Script Writing, and Previsualisation	3	
	8	Planning, Budgeting, Location Hunting, and Casting	2	
	9	Finding the Right Production Crew	2	
	10	Arranging Equipment	2	
III	11	Shooting Schedule	2	
	Production		15	20
	12	Production Equipment	2	
	13	Production Personnel: Roles and Responsibilities	2	
	14	Lighting: Characteristics of Light, Sources of Light, Three-point lighting, Lighting Instruments and Accessories	2	
	15	Recording Moving Images: Shot, Scene and Sequence, Shot Sizes	3	
	16	Camera Angles	2	
	17	Camera Movements	2	
IV	18	Composition Rules	2	
	Post-production		10	16
	19	Visual Editing, Recording: Sound Editing and Mixing, Special Effects	3	
	20	Continuity Editing Approach, Parallel Editing, Montage Editing	3	
	21	Video Transitions	2	

	22	Non-linear Editing: Interface, Process and Technique	2	
V	Open Ended Module		12	
	1	Film and Television Production Practices	12	
		Students can be tasked with comparing and analyzing different film genres and television program formats. They can also be required to write scripts for short films or documentaries. Additionally, they may be prompted to produce short films or reels utilizing mobile phones and open-source editing software.		
Books and References: Core Texts <ol style="list-style-type: none"> 1. Zettl, H. (2011c). Television Production Handbook + Workbook. Wadsworth Publishing Company. 2. Mamer, B. (2013). Film production technique: creating the accomplished image. Cengage Learning. Suggested Readings <ol style="list-style-type: none"> 1. Wexman, V. W. (2010). A history of film. Pearson. 2. Hayward, S. (2013). Cinema studies: The Key Concepts. Routledge. 3. Monaco, J. (2009b). How to read a film: Movies, Media, and Beyond. OUP USA. 4. Barnwell, J. (2019). The fundamentals of film making. Bloomsbury Publishing. 5. Millerson, G., and Owens, J. (2009). Television production. Taylor and Francis. <p><i>(Please note that the content provided in the open module is intended as a suggestion. The course tutor has the flexibility to either utilize the suggested content or develop alternative material according to their discretion and pedagogical approach. This open module allows for adaptation and customization to best meet the learning needs of the students and the objectives of the course.)</i></p>				

Note: The course is divided into five modules, with four modules together having total 22 fixed units and one open-ended module with a variable number of units. There are total 48 instructional hours for the fixed modules and 12 hours for the open-ended one. Internal assessments (30 marks) are split between the open-ended module (10 marks) and the fixed modules (20 marks). The final exam, however, covers only the 22 units from the fixed modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	2	-	-	2	-	-	2		1
CO 2	2	2	2	-	2	-	2	2	2	-	-	-
CO 3	-	-	2	-	2	2	2	1	-	2	-	2
CO 4	-	-	2	-	2	2	2	2	2	1	-	
CO 5	-	-	-	-	2	2	1	2	2	-	-	2
CO 6	2	2	2	2	2	-	-	2	-	2	-	2

Correlation Levels:

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

Assessment Rubrics:

Internal Marks Split-up (Total 30 Marks)		
Components of Internal Marks Evaluation	Four Modules (20 Marks)	Open-ended Module (10 Marks)
Test Paper	10	4
Seminar Presentation/ Media Analysis (Group or Individual)/ Debate or Discussion/ Case Studies/ Quiz/ Viva on Created Works/Productions	6	4
Assignment	4	2

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Seminar Presentation	End Examinations	Semester
CO 1	✓	✓	✓	✓	
CO 2	✓	✓	✓	✓	
CO 3	✓	✓	✓	✓	
CO 4	✓	✓		✓	
CO 5	✓	✓	✓	✓	
CO 6		✓			

Journalism and Mass Communication Minor Group 4: Integrated Media

Programme	BA Journalism and Mass Communication				
Course Code	JOU1MN104				
Course Title	Mass Media Essentials				
Type of Course	Minor				
Semester	I				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Familiarity with mass media platforms 2. Basic Communication Skills				
Course Summary	Provide students with an introduction to key concepts, processes, and skills related to mass media and journalism. Cover the foundations of communication, different types of media, news production, and publishing across print, electronic/digital platforms.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	CO1: Explain the fundamentals of communication and how mass media utilizes these concepts	U	F	Instructor-created exams / Quiz/ Seminar Presentation
CO2	CO2: Identify and compare different types of mass media, including print, electronic and digital	U	F	Instructor-created exams/Seminar Presentation
CO3	CO3: Describe the processes involved in news gathering, news editing, and content production for various media platforms	Ap	P	Practical Assignment / Observation of Practical Skills/ Group Tutorial Work
CO4	CO4: Outline the assessments and projects focused on evaluating skills related to reporting, editing, design, etc.	Ap	P	Practical Assignment / Observation of Practical Skills/ / Group Tutorial Work
CO5	CO5: Students will create content to prepare for careers in news media.	An	M	Practical Assignments

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)
Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I	Fundamentals of communication		10	15
	1	Definitions of communication	2	
	2	Elements of communication- 7Cs of Communication	3	
	3	Types of communication- Intrapersonal, Interpersonal, Group, Mass, Non-verbal	3	
	4	Functions and dysfunctions of mass communication	2	
II	Mass media		10	15
	5	Types	3	
	6	Characteristics	3	
	7	Scope and limitations of the mass media- Print, Radio, Film, Television	2	
	8	New media	2	
III	News gathering		17	25
	9	News-Definition, Elements, Sources	2	
	10	Beat reporting	2	
	11	News Interview	2	
	12	Live news reporting	2	
	13	Photojournalism	2	
	14	Sting operation	2	
	15	Structure of news- Inverted pyramid and Hourglass	1	
	16	News Bureau, Reporters	2	
	17	Correspondents, Stringers, Citizen Journalist	2	
IV	News editing		8	15
	18	Principles of Editing- Accuracy, objectivity, consistency, fairness	2	
	19	Taste, balance and legal propriety	2	
	20	News-person's language, Stylebook	2	
	21	Writing headlines, Caption and catchwords, Photo editing	1	
	22	Basics of Design and Layout of newspaper and magazines.	1	
V	PRACTICUM		30	
	1	Field Reporting Exercise Students will conduct field reporting exercises in various settings, such as public events, press conferences, or community gatherings. They will practice identifying news stories, gathering information from diverse sources, and adapting to dynamic	12	

		reporting environments. Prepare a portfolio of the news reports		
	2	News Editing Exercises Edit News stories (Agency Copy or any erroneous one) and draft suitable headlines. Please concentrate on the accuracy of the story and check the factual errors.	10	
	3	Arrange discussion or debate on various topics related to the intricacies of mass communication. Motivate students to participate in the discussion/ peer debate.	8	
The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.				
Books and References: <ul style="list-style-type: none"> ● Mencher, M. (2011). Melvin Mencher's news reporting and writing.. ● Lanson, J., and Stephens, M. (2008). Writing and reporting the news. Oxford University Press, USA. ● Fedler, F. (2005). Reporting for the media. Oxford University Press, USA. ● Saxena, A. (2007). Fundamentals of reporting and editing. Kanishka Publishers. ● Kumar, K. J. (2020c). Mass Communication in India, Fifth Edition. Jaico Publishing House. ● DeVito, J. A. (1982). Communicology: An Introduction to the Study of Communication. HarperCollins Publishers. Books For Further Reading <ul style="list-style-type: none"> ● George, B. G., and Verghese, B. G. (2003). Breaking the big story: Great Moments in Indian Journalism. Viking Adult. ● Randall, D. (2005). The Great Reporters. ● George, T. J. S. (2007). Lessons in journalism. The Story of Pothan Joseph, New Delhi: ● Pratap, A. (2002). Island of Blood: Frontline Reports from Sri Lanka, Afghanistan and Other South Asian Flashpoints. Penguin Books. ● Verghese, B. G. (2005). Warrior of the Fourth Estate: Ramnath Goenka of the Express. Viking Adult. ● Nayar, K. (2006). Scoop! : Inside stories from the partition to the present. Harpercollins. 				

- ◆ **Note:** The syllabus has five modules. There should be total 22 units in the first four modules together, composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. Internal assessments (30 marks) are split between the practical module (20 marks) and the first four modules (10 marks). The end-semester examination for the theory part will be based on the 22 units in the first four modules. The 70 marks shown in the last column, distributed over the first four modules, is only for the external examination.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2						2					2
CO 2		2										
CO 3			3		3							
CO 4	2						2					2
CO 5				3							3	
CO 6		2		3						3		

Correlation Levels:

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

Assessment Rubrics:

Final Exam (External) : 70 marks

Internal Marks: 30 marks

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva-voce examination by the teacher-in-charge and additional examiner	3
Total Marks		20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar Presentation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓		✓
CO 5	✓	✓	✓	✓
CO 6	✓	✓	✓	✓

Programme	BA Journalism and Mass Communication				
Course Code	JOU2MN104				
Course Title	Convergent Journalism				
Type of Course	Minor				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. Basic Awareness on Digital Media Platforms 2. Basic Communication Skills				
Course Summary	The Convergent Journalism course is designed to equip students with the essential skills and knowledge for news gathering, content creation, and curation across a multitude of media platforms. This includes traditional print, broadcast, web, and contemporary social media platforms. The course focuses on enabling students to report stories effectively using various formats such as writing, photography, Videography, web publishing, and social media, and to adeptly adapt content for diverse audiences across different platforms.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	The syllabus aims to impart both conceptual knowledge of digital journalism as well as practical skills in producing content for various digital media platforms.	U	C	Instructor-created exams / Quiz
CO2	It exposes students to tools and techniques of online reporting to prepare them for careers in converged media.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Upon completion of this course, students will demonstrate proficiency in convergent journalism practices across multimedia platforms.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	This includes conceptual knowledge of digital journalism and storytelling techniques.	U	C	Instructor-created exams / Home Assignments

CO5	The course enables the students hands-on skills in producing online content using a variety of tools and formats.	Ap	P	One Minute Reflection Writing assignments
CO6	Students will curate an online presence and manage digital content to prepare for careers in converged news media.	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I	Digital Platforms		10	15
	1	Meaning, definition, and scope of convergent journalism	2	
	2	Overview of convergent journalism in the digital age	2	
	3	The Web and a converged multimedia news environment;	2	
	4	Different types of news media online- online newspapers and specialized news portals	2	
	5	Social Media, Interactive Chats and Blogs.	2	
II	Digital Content Creation		15	25
	6	Unique features of news Websites	2	
	7	Elements of digital storytelling	2	
	8	Tools of online journalism.	3	
	9	Introduction to multimedia storytelling through image, audio, video, graphics and animation.	4	
	10	Use mobile devices for multimedia reporting	2	
III	Digital Content Management		10	15
	12	Understanding the dynamics of digital platforms	3	
	13	Utilizing social media for journalism	2	
	14	Building and managing online presence	2	
	15	Convergence in newsrooms	3	
IV	Digital Platforms		10	15
	16	Challenges and opportunities in convergent journalism	2	
	17	Interactive Storytelling	2	
	18	Techniques for creating engaging and interactive stories,	2	
	19	Virtual Reality (VR) in newsrooms	2	
	20	Augmented reality (AR) in newsrooms	2	

V	Practicum		30	
	1	Students participate in a hands-on field reporting exercise using mobile journalism techniques. Working individually or in pairs, students identify a newsworthy event or story in their local community.	13	
	2	Digital News Story Creation and Presentation	12	
		<ul style="list-style-type: none">● Provide students with a list of current news topics or allow them to choose their own.● Instruct students to research their chosen topic, gather relevant information, and plan their digital news story.● Encourage students to consider incorporating multimedia elements such as images, videos, or infographics.● Each student or team presents their digital news story to the class, explaining their topic, sources, and creative choices.		
	3	Digital Journalism Panel Discussion <ul style="list-style-type: none">● Invite a panel of digital journalism professionals, including journalists, editors, social media managers, and digital media experts, to participate in the talk series.	5	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			
Books for References: <ul style="list-style-type: none">● De Wolk, R. (2001). Introduction to online journalism: Publishing News and Information. Addison-Wesley Longman.● Foust, J. (2017). Online journalism: Principles and Practices of News for the Web. Taylor and Francis.● Boczkowski, P. J. (2005). Digitizing the news: Innovation in Online Newspapers. MIT Press.● Allan, S. (2006). Online news: journalism and the internet: Journalism and the Internet. McGraw-Hill Education (UK).● Hewitt, H. (2006). Blog: Understanding the Information Reformation That’s Changing Your World. Thomas Nelson.● Bolter, J. D., Engberg, M., and MacIntyre, B. (2021). Reality media: Augmented and Virtual Reality. MIT Press.				

Note: The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1	-	-	-	-	
CO 2	2	3	-	-	- 75	-	2	3	-	-	-	
CO 3	-	-	1	-	-	-	-	-	1	-	-	

CO 4	-	-	2	3	-	-	-	-	2	3	-	
CO 5	-	1	-	-	-	-	-	1	-	-	-	
CO 6	-	-	-	3	-	-	-	-	-	3	-	

Correlation Levels:

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

Assessment Rubrics:**Final Exam (External) : 70 marks****Internal Marks: 30 marks**

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

*Refer the below table for the evaluation rubrics of practical component

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva-voce examination by the teacher-in-charge and additional examiner	3
Total Marks		20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Seminar/ Practical Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓		✓	✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓		✓
CO 6			✓	

Programme	BA Journalism and Mass Communication				
Course Code	JOU3MN204				
Course Title	Advertising and Copy writing				
Type of Course	Minor				
Semester	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	1. An understanding of media platforms, channels, and their respective audiences 2. Curious and proactive in exploring emerging trends and technologies shaping the advertising industry.				
Course Summary	The course is a comprehensive and immersive program designed to introduce students to the multifaceted world of advertising. Recognized as a critical support system for the media industry, advertising is not only a source of financial backing but also a field that demands creativity, persuasion, and widespread presence. This course aims to equip students with a deep understanding of advertising's core principles, its historical evolution, and the creative processes behind effective advertising campaigns.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Gain a foundational understanding of advertising's history, types, and key influencers in the industry.	U	C	Instructor-created exams / Quiz
CO2	Acquire skills in planning, analysing, and executing effective advertising campaigns with measurable outcomes.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Develop the ability to craft creative and persuasive advertising messages utilizing impactful language and creativity.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Understand ethical, legal, and societal impacts of advertising, including gender stereotyping and regulatory considerations.	U	C	Instructor-created exams / Home Assignments

CO5	Analyse the role of advertising in shaping societal norms and its economic implications.	Ap	P	One Minute Reflection Writing assignments
CO6	Enhance creative communication skills to produce compelling and persuasive advertising content for diverse audiences.	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (45 +30)	Marks (70)
I	Introduction to Advertising		10	15
	1	Advertising definition, concept, nature, history and evolution	2	
	2	Types of advertising	2	
	3	Classification- Based on service Based on geography Based on context	4	
	4	Key personalities David Ogilvy, Alique Padamsee, Piyush Pandey	2	
II	Advertising Campaign		15	25
	5	Campaign planning definitions	2	
	6	Brand versus social campaign	2	
	7	Situation analysis, Advertising objectives	2	
	8	Advertising Budget, Media types and vehicles	2	
	9	Creation and production of message	2	
	10	Successful advertising campaigns case studies	2	
	11	Advertising agencies types and structure	3	
III	Crafting Creative Advertising Messages		10	15
	12	Advertising as a tool of communication	2	
	13	Creativity in advertising	2	
	14	Creating an advertising copy	2	
	15	Language and creativity	2	
	16	Use of advertising language	2	
IV	Advertising and Society		10	15
	18	Ethical issues in advertising	2	
	19	Laws related to advertising in India	2	

	20	Advertising and Gender, stereotyping	2	
	21	Statutory bodies: ASCI, ABC, AAAI	2	
	22	Advertising and economy	2	
V	PRACTICUM		30	
	1	Create advertisements for different media	10	
		Review/ Analysis of selected advertisements/campaigns		
	2	Students will apply their knowledge and skills acquired throughout the course to develop and execute a comprehensive advertising Campaign.Finally, students will submit a comprehensive project report detailing their campaign's planning, execution, and evaluation processes, along with reflections on their learning and insights gained from the practicum experience	10	
	3	Conduct Workshops/training sessions for copywriting/ Ad content development and management	10	
	The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.			
Books and References: <ul style="list-style-type: none">● Vilanilam, J. V., and Varghese, A. K. (2004). Advertising basics!: A Resource Guide for Beginners. SAGE.● Jefkins, F. (2016). Advertising: Made Simple. Elsevier.● Lane, W. R., and King, K. W. (2011). Kleppner’s advertising procedure. Prentice Hall.				
Books for further reading: <ul style="list-style-type: none">● Tellis GJ (2004) Effective Advertising Understanding When How and Why Advertising Works Response Books New Delhi● Percy L, Rosenbaum R and Eliot R (2009) Oxford London● Berman M (2012) The Copywriter's Toolkit Blackwell Publishing● Valladares J (2000)) The Craft of Copywriting Sage● Burton et.al. (1993) Essentials of Media Planning NTSC Business Books USA● Belch EG (2020) Advertising and Promotion an Integrated Marketing Communication Perspective McGraw Hill Education				

Note: The syllabus has five modules. There should be total 22 units in the first four modules composed of the theory topics. The number of units in the last module can vary. There are 45 instructional hours for the first four modules and 30 hrs for the final one. Module V is designed to equip students with practical skills. The 20 marks for the evaluation of practical will be based on Module V. The end-semester examination for the theory part will be based on the 22 units in the first four modules.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-	1	-	-	-	1	
CO 2	2	3	-	-	-	-	2	3	-	-	2	

CO 3	-	-	1	-	-	-	-	-	1	-		
CO 4	-	-	2	3	-	-	-	-	2	3		
CO 5	-	1	-	-	-	-	-	1	-	-	1	-
CO 6	-	-	-	3	-	-	-	-	-	3	2	3

Correlation Levels:

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

Assessment Rubrics:**Final Exam : 70 marks****Internal Marks: 30 marks**

Internal Marks Split-up (Total :30 marks)		
Components of Internal Marks Evaluation	Four Modules (10 marks)	Open-ended Module (20 Marks)
Test Paper	5	20*
Seminar Presentation/ Media Analysis (group or Individual)/Debate or Discussion/ Case Studies/Quiz/Viva on Created Works	3	
Assignment	2	

***Refer the below table for the evaluation rubrics of practical component**

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	7
3	Evaluation of the Practical records submitted for the end semester viva-voce examination by the teacher-in-charge and additional examiner	3
Total Marks		20

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation/ Seminar Presentation	End Semester Examinations
CO 1	✓		✓	✓
CO 2	✓			✓
CO 3	✓		✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6			✓	

Model question paper

MINOR COURSE--Exam Pattern
Graphic Design and Animation

	ADVERTISING MEDIA (Preferable for students from BFT, Literature, Mass Communication, Multimedia, Visual Communication and other Major disciplines)			
Semester	Course Code	Course Title	Semester Exam	Hours
1	BGA1MN 101	Fundamentals of Design	Theory	2
2	BGA2MN101	Advertising Design	Theory	2
3	BGA3MN201	Advertising Concepts and Practice	Theory	2

Model question paper

First Semester Graphic Design and Animation Examination

BGA1MN101 - Fundamentals of Design

Time: 2 Hours

Max. Marks: 70

PART A

*Answer any number of questions each not exceeding 60 words. Each question carries 3 marks.
Ceiling of marks for Part A is 24.*

1. Describe the importance of visual language in communication. Provide an example.
2. What is the fundamental principle of visual design that ensures balance in a composition?
3. Explain the concept of 'visual hierarchy' and its significance in design.
4. Identify one method for developing impactful and strategic designs.
5. How do visual narratives enhance audience engagement? Give a brief explanation.
6. Discuss the role of rhythm in visual design.
7. How does visual thinking contribute to design?

8. Explain Gestalt theory.
9. Discuss the Laws of Perception
10. Discuss the significance of golden ratio in designing

SECTION B

Answer any number of questions each not exceeding 120 words. Each question carries 6 marks. Ceiling of marks for Part B is 36.

11. Analyze how the core elements and principles of visual design work together to create effective communication. Provide examples.
12. Discuss the process of developing a critical eye for design and how it aids in creating effective visual communications.
13. Explain how technical skills and critical thinking abilities are developed through practical assignments in visual design.
14. Explore the concepts of balance and contrast in design with examples.
15. Explain the elements of Grid
16. Discuss the process of selecting colors and typography for a logo design.
17. Analyze the different approaches to designing propaganda and event posters.
18. Explain how digital design software enhances the visual design process.

SECTION C

Answer any one question not exceeding 400 words.

10 marks

19. Provide a comprehensive essay on the fundamental principles that govern successful visual design and how these principles support effective visual communication. Include examples from the references provided.
20. Discuss the importance of practical skills in graphic design, focusing on the application of grid systems in poster layouts. How do these skills contribute to a designer's ability to craft captivating visual narratives?

Second Semester Graphic Design and Animation Examination

BGA2MN101 – Advertising Design

Time: 2 Hours

Max. Marks: 70

SECTION A

Answer any number of questions each not exceeding 60 words. Each question carries 3 marks. Ceiling of marks for Part A is 24.

1. Define "Advertising Design" and explain its importance in the marketing mix.
2. Briefly describe the evolution of advertising through history.
3. What is the role of consumer behavior analysis in advertising strategy development?
4. List three fundamental design principles crucial for creating effective advertising visuals.
5. Explain the term "brand identity" and its significance in advertising.
6. What is a "consumer persona" and why is it important in advertising?
7. Describe one ethical consideration that advertisers must keep in mind.
8. Define "Copywriting" and its role in creating effective advertisements.
9. What does "cross-media integration" mean in the context of advertising campaigns?
10. Briefly explain the concept of "Visual Communication Techniques" in advertising.

SECTION B

Answer any number of questions each not exceeding 120 words. Each question carries 6 marks. Ceiling of marks for Part B is 36.

11. Analyze how the creative process in advertising contributes to the development of a successful campaign.
12. Discuss the impact of digital and social media on contemporary advertising strategies.
13. Explain the process of developing creative concepts and how they guide the creation of advertising campaigns.
14. Describe the steps involved in planning and executing a multi-platform advertising campaign.
15. Compare and contrast print advertising design with digital advertising, highlighting their strengths and weaknesses.
16. Outline the process of measuring advertising effectiveness and its importance.
17. Discuss the significance of ethical considerations in advertising, providing examples of common ethical dilemmas.

18. Explain how outdoor and ambient advertising differ from traditional advertising media and their unique advantages

SECTION C

Answer any one question not exceeding 400 words.

10 marks

19. Discuss the role of advertising design in building a cohesive brand identity across multiple platforms. Include examples of how different media can be used effectively in a campaign to engage specific target audiences.
20. Evaluate the importance of ethical considerations in advertising design. Discuss how ethical dilemmas can impact brand perception and consumer trust, using examples from recent advertising campaigns to support your arguments.

Third Semester Graphic Design and Animation Examination

BGA3MN201– Advertising Concepts and Practices

Time: 2 Hours

Max. Marks: 70

PART A

Answer any number of questions each not exceeding 60 words. Each question carries 3 marks. Ceiling of marks for Part A is 24.

1. Define AIDA and its significance in advertising.
2. Explain the role of source credibility theory in consumer learning.
3. What are the primary functions of advertising in the marketing context?
4. Describe the concept of 'branding spiral' and its importance.
5. List and briefly describe three types of advertisements found in social media.
6. What does the term 'media planning' entail and why is it crucial for advertising?
7. Explain the term 'native ads' and provide an example.
8. What is the significance of taglines in advertising campaigns?
9. Identify and briefly explain two theories of David Ogilvy in advertising.
10. Briefly describe the process of audience measurement in advertising.

SECTION B

Answer any number of questions each not exceeding 120 words. Each question carries 6 marks. Ceiling of marks for Part B is 36.

11. Discuss the evolution of advertising and its impact on marketing strategies.
12. How does understanding consumer learning theory enhance advertising effectiveness?
13. Analyze the importance of branding and brand name nomenclature in creating effective ads.
14. Explain the steps involved in creating a storyboard for a visual advertising campaign.
15. Discuss the role of augmented and virtual reality in modern advertising. Provide examples.
16. Evaluate the effectiveness of different types of ads in print media.
17. How do advertising agencies contribute to the integrated marketing communication process?
18. Describe the process and importance of market research in media planning.

SECTION C

Answer any one question not exceeding 400 words.

10 marks

19. Critically analyze the role of digital media tools in advertising across cyber media platforms, discussing their advantages and limitations. Consider the impact on target market selection and market positioning.
20. Discuss the nature and scope of advertising research and its significance in the development of effective advertising strategies. Include examples of how this research influences media planning and audience measurement.

JOURNALISM AND MASS COMMUNICATION

I Semester Journalism and Mass Communication Degree Examinations

JOU1MN101 - BASICS OF COMMUNICATION

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Channel
2. Psychological barrier
3. Public communication
4. Stereotyping
5. Physical barrier
6. Kinesis
7. Formal communication
8. Gatekeeping
9. Hypertextuality
10. Periodicity

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Explain the stages of interpersonal communication
12. Delineate communication with one definition
13. Cinema speaks universal language. Review this statement with examples.
14. How does the interactivity of the new media help one in one's day to day life?
15. Explain the 7C's of communication
16. Radio is a blind media. How does it affect the communicator positively and negatively?
17. Demonstrate Narcotizing dysfunction in connection with TV
18. Explain the characteristics of print media

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Explain any ten functions of communication with the help of real life examples.
20. Do you think there are barriers in communication? Express your view with examples.

II Semester Journalism and Mass Communication Degree Examinations
JOU2MN101 – NEWS REPORTING AND EDITING
(Credits: 4)

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. 5Ws of news
2. Currency as news value
3. Staccato lead
4. Style book
5. User Generated Content
6. Hour glass news structure
7. News agencies as source of news
8. Accuracy
9. Human interest
10. Plagiarism

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Explain why objectivity is an important principle in news writing
12. Does a text need editing to become a news story? Present your point.
13. Explain how news source can be cultivated.
14. Write any 6 leads with examples.
15. Do you think newspapers still use inverted pyramid structure to write a news story? Contemplate.
16. What are the special points to be taken into consideration while editing a story for TV?
17. How does writing for the ear differ from that of writing for the eye?
18. Online news story can incorporate multi-media in its story telling. Do you think the Malayalam news portal follow this rule? Substantiate your point.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. What is news value? Explain 10 important news values with examples.
20. The news media is following sensational issues only without considering the principles of journalism. Do you agree with the statement?

III Semester Journalism and Mass Communication Degree Examinations

JOU3MN201 - CORPORATE COMMUNICATION

(Credits: 4)

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Edward Bernays
2. Public Service Advertisements
3. Surrogate advertising
4. Target audience
5. Management Communication
6. Media release
7. Logo
8. House journals
9. Open house
10. AMA

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. What is Corporate Social Responsibility? How is it helpful for corporate communication?
12. Explain the role of professional organisations in advertising.
13. What is USP? Find out the USP of any famous ad and explain how it is the USP of that ad.
14. Explain the role of Ivy Lee in the growth of public relations
15. A HL in ad acts as a window. Elaborate this point with examples.
16. List the external publics in public relations assessing their role.
17. Do you think employee relation is very important in corporate communication? Express your opinion.
18. What is corporate advertising? Explain different types of corporate ads with examples.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Explain step by step the process involved in conducting a PR campaign.
20. Do you think the professions such as Advertising, public relations and corporate communication follow ethics? Compare the practical situations with the code of ethics.

I Semester CUFYUGP Degree Examinations
JOU1MN102 - INTRODUCTION TO ELECTRONIC MEDIA
(Credits: 4)

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Podcasting
2. Streaming Media
3. Facebook
4. Multimedia Content
5. Encoding
6. Feedback
7. Mediated Communication
8. Passive Audience
9. Hypertextuality
10. IPTV

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Discuss any three types of communication and provide examples of each.
12. Discuss common dysfunctions in communication and how they can be addressed?
13. Identify different types of electronic media and their respective functions.
14. Explain the concept of "Convergence" in the context of electronic media.
15. Discuss the advantages of television over print media.
16. How has digitization impacted the distribution and consumption of electronic media content?
17. Describe the process of editing audio and video content in electronic media production.
18. How do media organizations approach monetization of content through digital platforms?

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Analyze the role of storytelling techniques in electronic media content creation, discussing how narratives are constructed, conveyed, and consumed across different media formats.
20. How media organizations use audience insights to create personalized content experiences?

II Semester CUFYUGP Degree Examinations
JOU2MN102 - RADIO AND TELEVISION
(Credits: 4)

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Radio Mattoli
2. YouTube
3. Acoustics
4. Pitch
5. Jingle
6. RJ
7. AIR
8. Programme Producer
9. Voice over
10. OB

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. How does scripting for radio programs differ from scripting for television programs?
12. What are the essential on-air performance skills for radio Jockeys?
13. Explore the challenges and opportunities of producing live programs for radio and television
14. Name three key roles within the production team and briefly describe their responsibilities.
15. Describe the typical structure and format of a radio script.
16. Explain the types of Microphones for capturing high-quality audio recordings in a studio environment?
17. Explain the different types of microphones used in radio production.
18. What are the advantages and limitations of podcasting and streaming platforms?

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Explore the future of radio and television production in the digital age, considering emerging trends.
20. Compare and contrast the structure and format of radio scripts with television scripts, highlighting the unique features of each medium.

III Semester CUFYUGP Degree Examinations
JOU3MN202 - DIGITAL MEDIA
(Credits: 4)

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Misinformation
2. AI
3. Augmented Reality
4. Cyber Stalking
5. Digital Citizenship
6. IPR
7. Web 2.0
8. Twitter
9. Digital Divide
10. Digital Surveillance

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. What are the main characteristics that differentiate digital media from traditional media forms?
12. Describe the concept of digital media storytelling.
13. Explain the concept of net neutrality and its significance in digital media regulation and governance.
14. Define the digital divide and discuss its implications.
15. Compare and contrast Web 2.0 and Web 3.0 in terms of their features and functionalities.
16. Discuss the significance of data driven journalism in the age of big data.
17. What are news aggregators, and how do they influence digital media consumption habits and audience engagement?
18. Discuss the significance of user-generated content in digital media production.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Evaluate the potential of generative AI in revolutionizing digital content production processes, discussing its applications in various creative industries such as film, gaming, and advertising.
20. Analyze the prevalence of digital piracy and cybercrimes in the digital media ecosystem, discussing their economic, social, and legal implications.

I Semester Journalism and Mass Communication Degree Examinations
JOU1MN103 - INTRODUCTION TO MASS COMMUNICATION

(Credits: 4)

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Feedback
2. Intrapersonal communication
3. SEO
4. Pay-per Click (PPC) Advertising
5. Soft news
6. Middle
7. Multimedia storytelling
8. Narratives in storytelling
9. News editor
10. Email marketing

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Discuss the significance of content marketing in the digital marketing landscape.
12. Social media marketing is gaining significant momentum in today's attention-driven world of capitalism. Argue
13. Briefly describe the organizational structure of a newspaper.
14. Explain the different types of news with examples.
15. Will digital media replace print media? Provide evidence to support your answer.
16. Why is analytics and performance measurement important in digital marketing strategies?
17. Explain the importance of newspaper layout and design in enhancing readability and visual appeal.
18. Discuss the significance of storytelling in mass communication, citing examples from different media platforms.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Analyse the impact of mass media on society, focusing on its functions and dysfunctions, with relevant examples.
20. Explain the editing process, emphasizing the role and functions of a sub-editor.

II Semester Journalism and Mass Communication Degree Examinations
JOU2MN103 - BROADCAST AND DIGITAL JOURNALISM

(Credits: 4)

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Community radio
2. WWW
3. Radio documentary
4. Radio commentator
5. PCR and MCR
6. Television anchoring
7. Hyper-textuality
8. CMS
9. Radio clubs
10. Rajdeep Sardesai

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Compare and contrast the organizational structures of radio and television newsrooms.
12. Discuss the presentation techniques used in radio journalism to engage audiences effectively.
13. Describe the various television programme formats and their characteristics.
14. Explain the process of writing for television and the differences from writing for radio.
15. Analyse the characteristics of digital media and their implications for journalism.
16. Discuss the basic elements of digital journalism and their role in online storytelling.
17. Explain the production process for news websites, highlighting key considerations.
18. Describe the content production techniques used in online media to engage audiences.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Trace the trajectory of radio and television media, highlighting significant milestones in their evolution.
20. Discuss the art and craft of radio jockeying in both informing and entertaining the masses.

III Semester Journalism and Mass Communication Degree Examinations

JOU3MN203 - FILM AND TELEVISION PRODUCTION

(Credits: 4)

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. ENG
2. Sci-fi films
3. Storyboarding
4. Shooting script
5. Three-point lighting
6. Camera distances
7. Montage editing
8. Special effects
9. DoP
10. Colour temperature

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Compare and contrast single-camera production with multi-camera production, highlighting their respective advantages and disadvantages.
12. Discuss the process of script writing and previsualisation in the pre-production phase of filmmaking.
13. Explain the importance of casting and finding the right production crew in the pre-production phase.
14. Describe the different shot sizes used in recording moving images and their impact on storytelling.
15. Analyze the significance of camera angles in cinematography, providing examples.
16. Discuss the various camera movements used in filmmaking and their effects on audience engagement.
17. Explain the rules of composition in cinematography and their role in creating visually appealing shots.
18. Describe the visual editing and sound editing processes in post-production, highlighting their importance in enhancing the final product.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Outline the roles and responsibilities of key production personnel in television program production.
20. Explain the concept of non-linear editing, discussing its interface, process, and techniques, and how it has revolutionized post-production workflows in film and television production.

I Semester Journalism and Mass Communication Degree Examinations

JOU1MN104 - MASS MEDIA

ESSENTIALS

(Credits: 4)

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Intrapersonal Communication
2. Objectivity
3. Beat
4. Style book
5. Stringer
6. Cutline
7. Kinesics
8. Citizen Journalism
9. Lead
10. Hour Glass Style

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. How does live news reporting differ from recorded news?
12. Explain the structure of news using the inverted pyramid model.
13. Describe the importance of consistency in news editing
14. How does the design and layout of newspapers enhance reader engagement?
15. What are the limitations of television as a mass medium?
16. What distinguishes hard news from soft news?
17. Discuss the importance of beat reporting in a news organization.
18. Discuss the language aspects to be refined while news editing and headline writing

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Critically analyse an investigation story which was published in an Indian media firm recently.
20. Beat journalism is thematically dividing journalists based on specific subjects and topics that they cover. Explain

II Semester Journalism and Mass Communication Degree Examinations
JOU2MN104 - CONVERGENT JOURNALISM
(Credits: 4)

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. Virtual Reality
2. Interactive Chats
3. News portal
4. Blog
5. Multimedia storytelling
6. News click
7. Dhruv Rathee
8. Citizen Journalism
9. Lead
10. Hour Glass Style

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Explain the concept of newsroom convergence and its impact on editorial workflow.
12. Explain the concept of immersive storytelling.
13. Identify and describe three tools used in online reporting.
14. What are the essential qualities of a digital journalist?
15. What are the characteristics of New Media?
16. Discuss how new media content creators influence mainstream media.
17. No artificial intelligence can replace editor's brain. Elaborate.
18. How does data visualization contribute to digital content creation?

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. Discuss the responsibilities of journalists in combating misinformation and fake news online.
20. How can news organizations adapt to changing audience preferences and technological advancements in digital journalism?

III Semester Journalism and Mass Communication Degree Examinations
JOU3MN204 - ADVERTISING AND COPY WRITING
(Credits: 4)

Maximum Time: 2 hours

Maximum Marks: 70

Section A

[Answer All. Each question carries 3 marks]

(Ceiling: 24 Marks)

1. David Ogilvy
2. ASCI
3. Logo
4. Advertorial
5. Classifieds
6. Pop Ups
7. Subliminal Advertisements
8. Billboards
9. Creative Boutiques
10. DDB Mudra

Section B

[Answer All. Each question carries 6 marks]

(Ceiling: 36 Marks)

11. Explain the disadvantages of radio advertising
12. Explain the elements of an Ad copy
13. Discuss the functions and responsibilities of an ad agency.
14. How to develop a storyboard for an advertisement?
15. What are the characteristics of Outdoor advertisement?
16. Discuss challenges faced by advertising copywriters while writing for a pan-Indian audience.
17. Differentiate between product advertisement and public service advertisement.
18. Explain the characteristics of film as an advertising medium.

Section C

[Answer anyone. Each question carries 10 marks]

(1x10 = 10 marks)

19. What is an Ad Campaign? How is it planned and executed? Illustrate your answer.
20. Explore the significance of creativity in advertising, discussing how innovative and original ideas contribute to the success of advertising campaigns.