

DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU

(Affiliated to Kannur University Approved by Government of Kerala)
ANGADIKADAVU P.O., IRITTY, KANNUR – 670706



COURSE PLAN

M C J

(2018 – 20)

SEMESTER -III

ACADEMIC YEAR –(2019–20)

III Semester MCJ (2018 - 20)

SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week
1.	MCJ 3C 09 Public Relations and Corporate Communication	Nithu P.V. - 4 Meghana Nair - 1	5
2.	MCJ 3C 10 Advertising	Previn P.F.	5
3.	MCJ 3C 11 Mass communication Research	Fr. Biju J. Nellissery (Fr. Bastin)	5
4.	MCJ 3C 12 Television Journalism	Fr. Francis Karackat	5
5.	MCJ 3E 04 Indian Politics and Communication	Fr. Boby	5
6.			
7.			
	Class In-charge	Previn P.F.	

TIME TABLE

Day	09.50 Am - 10.45 Am	10.45 Am - 11.40 Am	11.55 Am - 12.50 Pm	01.40 Pm - 02.35 Pm	02.35 Pm - 03.30 Pm	03.30 Pm- 04.30 Pm
1	MCJ 3C 11 Mass communication Research	MCJ 3C 10 Advertising	MCJ 3C 09 Public Relations and Corporate Communication	MCJ 3E 04 Indian Politics and Communication	Debate	MCJ 3C 12 Television Journalism
2	MCJ 3C 11 Mass communication Research	MCJ 3C 09 Public Relations and Corporate Communication	MCJ 3C 10 Advertising	Panel Discussion	MCJ 3E 04 Indian Politics and Communication	MCJ 3C 12 Television Journalism
3	MCJ 3C 11 Mass communication Research	MCJ 3C 10 Advertising	MCJ 3C 09 Public Relations and Corporate Communication	MCJ 3E 04 Indian Politics and Communication	Newspaper Quiz	MCJ 3C 12 Television Journalism
4	MCJ 3C 11 Mass communication Research	MCJ 3C 09 Public Relations and Corporate Communication	MCJ 3C 10 Advertising	Must Watch TV Programmes	MCJ 3E 04 Indian Politics and Communication	MCJ 3C 12 Television Journalism
5	MCJ 3C 11 Mass communication Research	MCJ 3C 10 Advertising	MCJ 3C 09 Public Relations and Corporate Communication	MCJ 3E 04 Indian Politics and Communication	Time to Prepare for Debate	MCJ 3C 12 Television Journalism

Subject Code:	MCJ 3C 09
Subject Name:	Public Relations and Corporate Communication
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of Faculty	Nithu P.V. & Meghana Nair

Module I

Definition of public relations; evolution of public relations; history of PR in India; scope and functions of public relations; PR and propaganda; PR and corporate advertising; publicity and public relations.

Module II

Organizational set-up of public relations departments/agencies; public relations in private and public sectors; Central and State Government public relations departments; PR campaign; PR tools; Government media units and their functions; Role and responsibility of PRO

Module III

Public relations and spin doctoring, PR professionals and political image management, lobbying, packaging, merchandising, customer care, e-marketing, crisis resolution and communication

Module IV

PR and media relations – issuing news releases, holding briefings and news conferences, organizing facility visits, sponsorship and exhibitions, producing newsletters, house journals and brochures, new media, PR and public, trade union relations, customer relations, employee relations, community relations, and stockholder relations

Module V

Corporate Communication- definition, Corporate identity and corporate image; corporate culture and corporate citizenship; functions of corporate communicator, corporate social responsibility; public relations and corporate community involvement; public relations and corporate reputation

Module VI

PR professional organizations; PR code of ethics

Books for Reference

1. Joseph Fernandez, Corporate Communications: A 21st Century Primer, Response
2. Philip Kitchen & Don Schultz, Raising the corporate umbrella: Corporate communications in the 21st Century, Palgrave.
3. Sumantra Ghoshal, World Class in India, Penguin
4. Philip Lesly, Handbook of Public Relations & Communications, Jaico

5. JaishriJethwaney, Public Relations: Concepts, Strategies and Tools, Sterling
6. Sam Black, Practical Public Relations, Universal Books
7. C.S. Rayadu& K. R. Balan, Principles of Public Relations, Himalaya PublishingHouse
8. Alison Theaker, The Public Relations Handbook, Routledge
9. G.C. Banik, PR& Media Relations, Jaico
10. P. R. Smith, Marketing Communications, Kogman Page India

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	06-06-2019 To 07-06-2019	1	Chapter Introduction
		2	Definition of Public Relations
		3	Evolution of Public Relations
2	10-06-2019 To 14-06-2019	4	History of PR In India
		5	Scope and Functions of Public Relations
		6	Functions of Public Relations
		7	Functions of Public Relations
		8	Functions of Public Relations
		9	Functions of Public Relations
		10	Functions of Public Relations
3	17-06-2019 To 21-06-2019	11	PR and Propaganda
		12	PR and Corporate Advertising; Publicity and Public Relations
		13	Assignment
		14	Chapter Analysis
		15	Seminar
		16	Chapter Introduction
		17	Organizational Set-up of Public Relations Departments/Agencies
4	24-06-2019 To 28-06-2019	18	Public Relations in Private and Public Sectors
		19	Central and State Government Public Relations Departments
		20	Central and State Government Public Relations Departments
		21	PR Campaign
		22	PR Tools
		23	PR Tools
		24	Government Media Units and Their Functions
5	01-07-2019 To 05-07-2019	25	Government Media Units and Their Functions
		26	Role and Responsibility of PRO
		03 July	St. Thomas Day
		27	Role and Responsibility of PRO
		28	Role and Responsibility of PRO
		29	Assignment
		30	Chapter Analysis

No of Weeks	Dates	Session	Topic
6	08-07-2019 To 12-07-2019	31	Seminar
		32	Chapter Introduction
		33	Public Relations and Spin Doctoring
		34	PR Professionals and Political Image Management
		35	Lobbying and Packaging
		36	Merchandising, Customer Care and E-Marketing
		37	Crisis Resolution and Communication
		38	Assignment
7	15-07-2019 To 19-07-2019	39	Chapter Analysis
		40	Seminar
		42	Discussion about Three Modules
		43	Revision
		44	Revision
		45	Analysis of Chapters
		46	Discussion
8	22-07-2019 To 26-07-2019	22 July	First Internal Exam
			First Internal Exam
			First Internal Exam
			First Internal Exam
			First Internal Exam
9	29-07-2019 To 02-08-2019	47	Chapter Introduction
		48	PR and Media Relations
		49	PR and Media Relations - Issuing News Releases, Holding Briefings and News Conferences
		31 July	Karkadaka Vavu
		50	Organizing Facility Visits, Sponsorship and Exhibitions
		51	Producing Newsletters, House Journals and Brochures
		52	New Media
		53	PR and Public
10	05-08-2019 To 09-08-2019	54	Assignment
		55	Trade Union Relations
		56	Customer Relations
		57	Employee Relations
		58	Community Relations and Stockholder Relations
		59	Chapter Analysis
		60	Assignment
11	12-08-2019	61	Seminar
		62	Seminar

No of Weeks	Dates	Session	Topic
	To 16-08-2019	15 Aug	Independence day
		63	Chapter Introduction
		64	Corporate Communication- Definition
		65	Corporate Identity and Corporate Image
12	19-08-2019 To 23-08-2019	66	Corporate Culture and Corporate Citizenship
		67	Functions of Corporate Communicator
		68	Corporate Social Responsibility
		69	Public Relations and Corporate Community Involvement
		70	Public Relations and Corporate Reputation
		71	Chapter Analysis
		23 Aug	Sreekrishna Jayanthi
13	26-08-2019 To 30-08-2019	72	Assignment
		73	Seminar
		28 Aug	Ayyankali Jayanthi
		74	Seminar
		75	Discussion
		76	Chapter Introduction
		77	PR Professional Organizations
14	02-09-2019 To 06-09-2019	78	PR Professional Organizations
		79	PR Professional Organizations
		80	PR Code of Ethics
		81	PR Code of Ethics
		82	PR Code of Ethics
		83	PR Code of Ethics
		Onam Celebration	
15	09-09-2019 To 13-09-2019		Muharram
			First Onam
			Thiruvonam
			Third Onam
			Fourth Onam - SreeNarayana Guru Jayanthi
16	16-09-2019 To 20-09-2019	84	Assignment
		85	Chapter Analysis
		86	Seminar
		87	Discussion about Three Modules
		88	Revision
		89	Revision
		90	Common Assignment
17	23-09-2019	23 Sep	Second Internal

No of Weeks	Dates	Session	Topic
	To 27-09-2019		Second Internal
			Second Internal
			Second Internal
			Second Internal
18	30-09-2019 To 04-10-2019		Study Leave
			Study Leave
		2 Oct	Gandhi Jayanthi
			Study Leave
			Study Leave
			Study Leave
19	07-10-2019 To 11-10-2019	07 Oct	Mahanavami
		08 Oct	Vijayadashami
		09 Oct	University Exam Begin

Subject Code:	MCJ 3C 10
Subject Name:	Advertising
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of Faculty	Previn P.F.

Module I

History and evolution of advertising; defining modern advertising; key concepts of advertising; roles and functions of advertising – marketing, communication, economic, social; key players - advertiser, advertising agency, media, suppliers and target audience; types of advertising

Module II

Consumer Behavior – cultural, social, psychological and behavioral influences; consumer decision process; segmenting, targeting and positioning; branding

Module III

Advertisement copywriting for print – copywriter and advertising writing style, writing headlines, display copy and body copy, illustrations and photos, typography and design; Tools of copy writing - radio, television, web; planning and production of television commercials

Module IV

Potentials and limitations of different media in advertising; Media planning and buying – the aperture concept, media plan – media research, media objectives, media strategies and media buying; art and science of creative advertising and facets of creative strategy

Module V

Evaluation of advertising effectiveness – types and stages of evaluation, copy testing, media evaluation – audience exposure, and advertising ROI and media efficiency

Module VI

Advertising ethics – poor taste and offensive advertising, reinforcing stereotypes, body image and self-image, targeting children, misleading claims and other message strategies, advertising controversial products; professional organizations

Books for Reference

1. S.A Chunnawalla, Advertising: An Introductory Text, Himalaya Publishing House
2. Subrata Banerjee, Advertising as a Career, National Book Trust
3. J.V. Vilanilam and A. K. Varghese, Advertising Basics: A Resource Guide for Beginners, Sage Publications
4. Wells, Moriarty and Burnett, Advertising: Principles and Practice, Pearson Education

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	06-06-2019 To 07-06-2019	1	Introduction: Importance of Advertising Studies
		2	History and evolution of advertising: World History
		3	History of Indian advertising (Ref.Book- Nude and Noodles)
2	10-06-2019 To 14-06-2019	4	Defining modern advertising: AMA's definition
		5	Key concepts of advertising
		6	Roles of advertising: Marketing role, Economic Role, Communication Role. Social Role.
		7	Functions of Advertising
		8	Key players - advertiser, advertising agency, media, suppliers and target audience;
		9	Advertising Agency: Structure, Work Pattern
		10	Types of advertising: Based on Geographical area, Media
3	17-06-2019 To 21-06-2019	11	Types of advertising: Based on Target Audience
		12	Types of advertising: direct and Indirect Ads.
		13	Assignment- Prepare a print ad.
		14	Consumer Behavior – cultural aspects- Lifestyle, Dress, Food, Language
		15	Social psychological and behavioral influences- Psychology of consumers
		16	Consumer decision process- Steps in decision making
		17	Segmentation- Geographical, Sex, Class, Income etc.
4	24-06-2019 To 28-06-2019	18	Targeting and positioning- Product category, Price, Quality etc.
		19	Branding- Brand Ambassador, Equity, Awareness etc.
		20	Class test
		21	What is copy writing and who is a copy writer
		22	Assignment write copies for a branded mobile phone
		23	Advertisement copywriting for print - advertising writing style, writing headlines
		24	display copy and body copy
5	01-07-2019 To 05-07-2019	25	illustrations and photos
		26	typography and design
		03 July	St. Thomas Day
		27	Tools of copy writing-radio

No of Weeks	Dates	Session	Topic
		28	Assignment: How to write a radio copy- Listening of some radio ads and making of ad.
		29	Television- Types a f ad and copy writing
		30	Production of television commercials- Planning
6	08-07-2019 To 12-07-2019	31	Visualiser, Copy writer Thier roles
		32	Making of TV Ads.
		33	Web- How to write copy for web ads.
		34	Class test
		35	Potentials and limitations of different media in advertising: Print ad Newspaper
		36	Magazine ads
		37	Radio ads.
		38	TV ads.
7	15-07-2019 To 19-07-2019	39	Outdoor and Indoor ads.
		40	Internet ads.
		42	Theatre ads
		43	Product placements in Cinema
		44	Media planning and buying -the aperture concept
		45	Media plan – media research
		46	Media Research
8	22-07-2019 To 26-07-2019	22 July	First Internal Exam
			First Internal Exam
			First Internal Exam
			First Internal Exam
			First Internal Exam
9	29-07-2019 To 02-08-2019	47	Media objectives
		48	Media strategies
		49	Media buying
		31 July	KarkadakaVavu
		50	Art and science of creative advertising
		51	Facets of creative strategy
		52	Making of PSA- Production Work- Scripting
		53	Making of PSA- Shooting and editing
10	05-08-2019 To 09-08-2019	54	Making of PSA- Screening and evaluation
		55	Importance of Evaluation of advertising effectiveness
		56	Types and stages of evaluation- Pretest, Concurrent Test, Post test

No of Weeks	Dates	Session	Topic
		57	Pre test methods - Checklist, Jury test theatre test etc.
		58	Concurrent test- Wave analysis, Diary method etc.
		59	Post test- Triple analysis, Likability test
		60	Media evaluation – audience exposure
11	12-08-2019 To 16-08-2019	61	Advertising ROI
		62	How to test media efficiency
		15 Aug	Independence day
		63	Class test
		64	Advertising ethics
		65	ASCI code
12	19-08-2019 To 23-08-2019	66	Poor taste advertising
		67	Offensive Ads
		68	Reinforcing stereotypes consequences
		69	Bodyimage and self-image effects
		70	Targeting children
		71	Misleading claims and other message strategies
		23 Aug	SreekrishnaJayanthi
13	26-08-2019 To 30-08-2019	72	Psychological Impact
		73	Gender difference in psychology
		28 Aug	AyyankaliJayanthi
		74	Misleading claims and other message strategies
		75	Adverting controversial products
		76	Banned ads.
		77	Discussion about controversial ads.
14	02-09-2019 To 06-09-2019	78	Professional organizations- Its role
		79	AAAI
		80	ASCI
		81	Consumer Protection Council
		82	DAVP
		83	Famous ad agencies in India
			Onam Celebration
15	09-09-2019 To 13-09-2019		Muharram
			First Onam
			Thiruvonam
			Third Onam

No of Weeks	Dates	Session	Topic
			Fourth Onam - SreeNarayana Guru Jayanthi
16	16-09-2019 To 20-09-2019	84	Class test
		85	Seminar presentation of 4 Students
		86	Seminar presentation of 4 Students
		87	Seminar presentation of 4 Students
		88	Seminar presentation of 4 Students
		89	Seminar presentation of 4 Students
		90	Discussion of old Question papers
17	23-09-2019 To 27-09-2019	23 Sep	Second Internal
			Second Internal
			Second Internal
			Second Internal
			Second Internal
18	30-09-2019 To 04-10-2019		Study Leave
			Study Leave
		2 Oct	Gandhi Jayanthi
			Study Leave
			Study Leave
			Study Leave
19	07-10-2019 To 11-10-2019	07 Oct	Mahanavami
		08 Oct	Vijayadashami
		09 Oct	University Exam Begin

Subject Code:	MCJ 3C 11
Subject Name:	Mass communication Research
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of Faculty	Fr. Bastin Nellissery

Module I

Nature and scope of research; development of mass media research; an evaluation of communication research in India, media research and scientific method; methods of knowing; characteristics of scientific method; academic and applied research

Module II

Research procedures – determining topic relevance, review of literature, hypothesis formulation, conceptualization and theory building, research design, sampling techniques, data collection, statistical tests, data analysis and interpretation, research reporting, conclusions and recommendations; statistical packages for data analysis (SPSS)

Module III

Elements of research – concepts and constructs, variables and measurements, reliability and validity; sampling – probability and non-probability samples, sample size and sample error

Module IV

Qualitative research methods – field observations, focus groups, intensive, interviews and case studies; content analysis – uses and limitations, steps, examples, reliability and validity

Module V

Survey research – descriptive and analytical surveys, advantages and disadvantages, constructing questions, questionnaire design, pre-testing, data collection and analysis; longitudinal research – development and types of longitudinal studies; experimental research – advantages and disadvantages of laboratory experiments, conducting experimental research, experimental design and field experiments

Module VI

Measures of central tendencies – computation of mean, median and mode; measures of dispersion- range, mean deviation, standard deviation; measures of variance; skewness and correlation tests – chi-square, f-test, t-test and ANOVA

Module VII

Thesis style (APA) – bibliography, indexing, abstracting, reference, citation, appendix and manuscript preparation

Books for Reference

1. Roger D. Wimmer & Joseph R. Dominick, Mass Media Research, Thomson
2. Barrie Gunter, Media Research Methods, Sage
3. Arthur Asa Berger, Media Research Methods, Sage
4. John Adams, Research Methods for Graduate Business and Social Science Students, Response
5. Arthur Asa Berger, Media and Communication Research Methods, Sage
6. Anders Hansen et al., Mass Communication Research Methods, Macmillan
7. Gerianne Merrigan & Carol Logan Huston, Communication Research Methods, Thomson

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	06-06-2019 To 07-06-2019	1	Chapter Introduction
		2	Nature and Scope of Research
		3	Development of Mass Media Research
2	10-06-2019 To 14-06-2019	4	An Evaluation of Communication Research in India
		5	Media Research and Scientific Method
		6	Media Research and Scientific Method
		7	Methods of Knowing
		8	Methods of Knowing
		9	Characteristics of Scientific Method
		10	Characteristics of Scientific Method
3	17-06-2019 To 21-06-2019	11	Academic and Applied Research
		12	Academic and Applied Research
		13	Chapter Analysis
		14	Chapter Introduction
		15	Research Procedures – Determining Topic Relevance
		16	Review of Literature
		17	Hypothesis formulation
4	24-06-2019 To 28-06-2019	18	Conceptualization and Theory Building
		19	Research Design
		20	Sampling Techniques
		21	Data Collection
		22	Statistical Tests
		23	Data Analysis and Interpretation
		24	Research Reporting
5	01-07-2019 To 05-07-2019	25	Conclusions And Recommendations
		26	Statistical Packages For Data Analysis (SPSS)
		03 July	St. Thomas Day
		27	Chapter Analysis
		28	Discussion
		29	Chapter Introduction
		30	Elements of Research
6	08-07-2019 To	31	Elements of Research- Concepts and Constructs
		32	Variables and Measurements
		33	Reliability and Validity
		34	Sampling

No of Weeks	Dates	Session	Topic
	12-07-2019	35	Probability and Non-Probability Samples
		36	Sample Size and Sample Error, Project Work
		37	Chapter Analysis
		38	Chapter Introduction
7	15-07-2019 To 19-07-2019	39	Qualitative Research Methods
		40	Qualitative Research Methods- Field Observations
		42	Focus Groups, Intensive, Interviews and Case Studies
		43	Content Analysis
		44	Uses and Limitations
		45	Steps, Examples, Reliability and Validity
		46	Chapter Analysis
8	22-07-2019 To 26-07-2019	22 July	First Internal Exam
			First Internal Exam
			First Internal Exam
			First Internal Exam
			First Internal Exam
9	29-07-2019 To 02-08-2019	47	Chapter Introduction
		48	Survey Research
		49	Descriptive and Analytical Surveys
		31 July	KarkadakaVavu
		50	Advantages and Disadvantages
		51	Constructing Questions, Questionnaire Design
		52	Pre-Testing, Data Collection and Analysis
		53	Longitudinal Research
10	05-08-2019 To 09-08-2019	54	Development and Types of Longitudinal Studies
		55	Experimental Research
		56	Advantages and Disadvantages of Laboratory Experiments
		57	Conducting Experimental Research
		58	Experimental Design And Field Experiments
		59	Chapter Analysis
		60	Chapter Introduction
11	12-08-2019 To 16-08-2019	61	Measures of Central Tendencies
		62	Measures of Central Tendencies- Computation of Mean
		15 Aug	Independence day
		63	Medium and Mode
		64	Measures of Dispersion
		65	Range, Mean Deviation, Standard Deviation

No of Weeks	Dates	Session	Topic
12	19-08-2019 To 23-08-2019	66	Measures of Variance
		67	Skewness and Correlation Tests– Chi-Square, F-Test, T-Test and ANOVA
		68	Skewness and Correlation Tests– Chi-Square, F-Test, T-Test and ANOVA
		69	Chapter Analysis
		70	Assignment
		71	Seminar
		23 Aug	SreekrishnaJayanthi
13	26-08-2019 To 30-08-2019	72	Chapter Introduction
		73	Thesis Style (APA)
		28 Aug	AyyankaliJayanthi
		74	Bibliography
		75	Indexing
		76	Abstracting
		77	Reference, Citation
14	02-09-2019 To 06-09-2019	78	Appendix and Manuscript Preparation
		79	Chapter Analysis
		80	Project Work
		81	Project Work
		82	Project Work
		83	Project Work
			Onam Celebration
15	09-09-2019 To 13-09-2019		Muharram
			First Onam
			Thiruvonam
			Third Onam
			Fourth Onam - SreeNarayana Guru Jayanthi
16	16-09-2019 To 20-09-2019	84	Project Work
		85	Project Work
		86	Project Work
		87	Project Work
		88	Project Work
		89	Project Work
		90	Project Work
17	23-09-2019 To	23 Sep	Second Internal
			Second Internal
			Second Internal

No of Weeks	Dates	Session	Topic
	27-09-2019		Second Internal
			Second Internal
18	30-09-2019 To 04-10-2019		Study Leave
			Study Leave
		2 Oct	Gandhi Jayanthi
			Study Leave
			Study Leave
			Study Leave
19	07-10-2019 To 11-10-2019	07 Oct	Mahanavami
		08 Oct	Vijayadashami
		09 Oct	University Exam Begin

Subject Code:	MCJ 3C 12
Subject Name:	Television Journalism
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of Faculty	Fr. Francis Karackat

Module I

Organizational structure of a television news channel; bureau and desk operation; television news terminology

Module II

Television reporting – qualities and responsibilities of a television reporter; news formats- O-C, O-C VO, O-C VO SOT, O-C Graphics, O-C SOT, O-C Live, O-C Phono and O-C Package; ENG and DSNG; Piece To Camera (PTC) – stand-up, stand-up close, stand-up open and signature line, Live news reporting – straight-up live, live with interview, live with SOT, live with VO, live with VOSOT and live with package; breaking news; techniques of live telecast

Module III

Television news structure – headlines, teaser and teller leads, body and tag; subbing reporters', news agency and citizen journalists' copies; writing voice-over; studio package; rundown preparation TV news language, ingredients of TV newscast

Module IV

Production Control Room (PCR) operation; role and responsibilities of producer, news editor, assignment editor, visual editor and graphics editor

Module V

Television interviews – opinion interview, information interview, news interview, filed interview, vox pop and personality interview, interviewing techniques; panel discussion, News based programmes-debates, satirical programmes etc..

Module VI

Television news anchoring; qualities of a news anchor; aesthetics of presentation – speed, breath, gesture, posture, facial expressions, pitch, pace, pause and duration

Module VII

Scoops and exclusives; New media tools and news breaking; sting operation – legal and ethical issues; critical analysis of leading English and Malayalam news channels; current trends and challenges

Books for Reference

1. Ivor Yorke, Television News, Focal Press
2. Zettl, Television Production Handbook, Wadsworth

3. Andrew Boyd, Broadcast Journalism, Techniques of Radio and Television News, Focal Press
4. Ted White, Broadcast News Writing, Reporting and Production
5. Gerald Millerson, Effective TV Production
6. Brossard and Holgate, Broadcast News
7. Fletcher, Professional Broadcasting

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	06-06-2019 To 07-06-2019	1	Thrills of Television Journalism Profession
		2	Challenges of Television Journalism I
		3	Challenges of Television Journalism II
2	10-06-2019 To 14-06-2019	4	Challenges of Television Journalism III
		5	Writing for Television: Principles I
		6	Writing for Television: Principles II
		7	Writing for Television: Principles III
		8	Television Newscast: Headlines
		9	Television Newscast: Lead-in
		10	Television Newscast: SOT
3	17-06-2019 To 21-06-2019	11	Television Newscast: VO
		12	Television Newscast: PTC
		13	Television PTC Practical
		14	Television PTC Practical
		15	Television PTC Practical
		16	Art of Television Interview I
		17	Art of Television Interview II
4	24-06-2019 To 28-06-2019	18	Art of Television Interview III
		19	Art of Television Interview IV
		20	Art of Television Interview V
		21	Art of Television Interview VI
		22	Television Interviewing Practical
		23	Television Interviewing Practical
		24	Television Interviewing Practical
5	01-07-2019 To 05-07-2019	25	Television Live Reporting I
		26	Television Live Reporting II
		03 July	St. Thomas Day
		27	Television Live Reporting III
		28	Television Live Reporting Practical
		29	Television Live Reporting Practical
		30	Television Live Reporting Practical
6	08-07-2019 To 12-07-2019	31	Television News Presentation I
		32	Television News Presentation II
		33	Television News Presentation III
		34	Television News Presentation Practical
		35	Television News Presentation Practical

No of Weeks	Dates	Session	Topic
		36	Television News Presentation Practical
		37	Television News Presentation Practical
		38	Features for Television Newscast I
7	15-07-2019 To 19-07-2019	39	Features for Television Newscast II
		40	Features for Television Newscast III
		42	Features for Television Newscast Practical
		43	Features for Television Newscast Practical
		44	Features for Television Newscast Practical
		45	Revision for Internal Examination
		46	Revision for Internal Examination
8	22-07-2019 To 26-07-2019	22 July	First Internal Exam
			First Internal Exam
			First Internal Exam
			First Internal Exam
			First Internal Exam
9	29-07-2019 To 02-08-2019	47	News Package I
		48	News Package II
		49	News Room Operation I
		31 July	Karkadaka Vavu
		50	News Room Operation II
		51	Television News Desk: PCR
		52	Television News Bureau
		53	Television News Sources I
10	05-08-2019 To 09-08-2019	54	Television News Sources II
		55	Input Desk Operation
		56	Output Desk Operation
		57	Assignment Desk Operation
		58	Forward Planning Desk Operation
		59	Studio and Floor Management
		60	Production Paraphernalia
		61	Television News Room Glossary
		15 Aug	Independence day
		62	Newspaper versus Television Journalism I
		63	Newspaper versus Television Journalism II
		64	Radio versus Television Journalism
		65	Comparison of 24-Hour English News Channels I
19-08-2019	66	Comparison of 24-Hour English News Channels II	
	67	Comparison of 24-Hour Malayalam News Channels I	

No of Weeks	Dates	Session	Topic
12	To 23-08-2019	68	Comparison of 24-Hour Malayalam News Channels I
		69	Popular Genres in Television Journalism I
		70	Television Journalism Glossary
		71	SreekrishnaJayanthi
		23 Aug	History of Television Journalism I
13	26-08-2019 To 30-08-2019	72	History of Television Journalism II
		73	AyyankaliJayanthi
		28 Aug	Television News Assignment: Reporting
		74	Television News Assignment: Reporting
		75	Television News Assignment: Reporting
		76	Television News Assignment: Reporting
		77	Television News Assignment: Reporting
14	02-09-2019 To 06-09-2019	78	Television News Assignment: Reporting
		79	Television News Assignment: Reporting
		80	Television News Assignment: Reporting
		81	Television News Assignment: Reporting
		82	Television News Assignment: Reporting
		83	Onam Celebration
			Muharram
15	09-09-2019 To 13-09-2019		First Onam
			Thiruvonam
			Third Onam
			Fourth Onam - SreeNarayana Guru Jayanthi
			Television News Assignment: Post-Production
16	16-09-2019 To 20-09-2019	84	Television News Assignment: Post-Production
		85	Television News Assignment: Post-Production
		86	Television News Assignment: Post-Production
		87	Television News Assignment: Post-Production
		88	Revision for Internal Examination
		89	Revision for Internal Examination
		90	Second Internal
17	23-09-2019 To 27-09-2019	23 Sep	Second Internal
			Second Internal
			Second Internal
			Second Internal
			Study Leave
18	30-09-2019		Study Leave
			Gandhi Jayanthi

No of Weeks	Dates	Session	Topic
	To 04-10-2019	2 Oct	Study Leave
			Study Leave
			Study Leave
			Mahanavami
19	07-10-2019 To 11-10-2019	07 Oct	Vijayadashami
		08 Oct	University Exam Begin
		09 Oct	

Subject Code:	MCJ 3E 04
Subject Name:	Indian Politics and Communication
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of Faculty	Fr. Bobby John

Module I

Political reporting from Colonial legacy; National Movement legacy; basic features and provisions of the Indian Constitution; linguistic organization of the States; regionalism.

Module II

Communication after independence: The Nehru era – major political parties and leaders, Congress and the Opposition; regional parties.

Module III

Political Communication: From Sastri to Indira Gandhi; Indira era – J.P. Movement and Emergency, Janata Coalition Government

Module IV

Media's role as political communicator: The Rajiv Years- Bofors and its aftermath; National Front Government; Pokhran II and Kargil War

Module V

Political agendas and reporting: Jammu and Kashmir; Punjab crisis; Mandal Commission, Babri Masjid, Godhra riots, 2G Spectrum scam and current issues. Land reforms; agrarian struggles; green revolution; globalization, liberalization and privatization

Module VI

Reporting Kerala politics – a critique on major political parties and their leaders in Kerala; an analysis of performance of political parties in Legislative and Lok Sabha elections; constituencies and members of legislative assembly; a critique of the Coalition Governments; profile on Kerala Chief Ministers

Books for Reference

1. Bipan Chandra, India after Independence, Penguin Books, 2000
2. Ramachandra Guha, India after Gandhi, Macmillan, 2007
3. Zoya Hasan, Parties and Party Politics in India, Oxford India, 2004
4. R. K. Pruthi, Prime Ministers of India, Indiana Publishers, 2006
5. Nandan Nilekani, Imagining India, Penguin Books, 2008
6. K. C. John, Kerala Rashtriyam, Oru Asambandha Natatakam, Pen Books, 1999
7. Cherian Philip, Kaal Nootandu

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	06-06-2019 To 07-06-2019	1	Discussion
		2	Introduction
		3	Political reporting from colonial legacy
2	10-06-2019 To 14-06-2019	4	Discussion
		5	National movement legacy
		6	Basic features and provisions of Indian Constitution
		7	Linguistic organization of States
		8	Regionalism
		9	Panel Discussion
		10	Class test
3	17-06-2019 To 21-06-2019	11	Debate
		12	Communication after Independence
		13	The Nehru era
		14	Major political parties and leaders
		15	Congress and opposition
		16	Discussion
		17	Seminar
4	24-06-2019 To 28-06-2019	18	Seminar
		19	Seminar
		20	Seminar
		21	Seminar
		22	Class test
		23	Debate
		24	Political communication from Sastri to Indira Gandhi
5	01-07-2019 To 05-07-2019	25	Indira era
		26	Jp movement
		03 July	St. Thomas Day
		27	Emergency
		28	Janata coalition government
		29	Discussion
		30	Seminar
6	08-07-2019 To	31	Debate
		32	Media's role as political communicator
		33	Rajiv years
		34	Bofors and it's aftermath

No of Weeks	Dates	Session	Topic
	12-07-2019	35	National front government
		36	Discussion
		37	Pokhran 2
		38	Kargil war
7	15-07-2019 To 19-07-2019	39	Class test
		40	Debates
		42	Political agenda and reporting
		43	Jammu and Kashmir
		44	Punjab issue
		45	Manual commission
		46	Babri Masjid
8	22-07-2019 To 26-07-2019	22 July	First Internal Exam
			First Internal Exam
			First Internal Exam
			First Internal Exam
			First Internal Exam
9	29-07-2019 To 02-08-2019	47	Godhra riots
		48	2G spectrum
		49	Current issues
		31 July	Karkadaka Vavu
		50	Class test
		51	Debate
		52	Political reporting
		53	Panel Discussion
10	05-08-2019 To 09-08-2019	54	Land reforms
		55	Agrarian struggle
		56	Green Revolution
		57	Globalisation
		58	Liberalization and privatization
		59	Class test
		60	Debate
11	12-08-2019 To 16-08-2019	61	Reporting Kerala politics
		62	Major political parties
		15 Aug	Independence day
		63	Analysis of different parties in election
		64	Constituencies and members of legislative assembly
		65	Debate
	19-08-2019	66	Seminar

No of Weeks	Dates	Session	Topic
12	To 23-08-2019	67	Seminar
		68	Seminar
		69	Seminar
		70	Seminar
		71	Critic of the coalition government
		23 Aug	SreekrishnaJayanthi
13	26-08-2019 To 30-08-2019	72	Profile of Chief Ministers
		73	Class test
		28 Aug	AyyankaliJayanthi
		74	Debate
		75	Discussions
		76	Panel Discussion
		77	Revision
14	02-09-2019 To 06-09-2019	78	Revision
		79	Revision
		80	Revision
		81	Revision
		82	Revision
		83	Revision
			Onam Celebration
15	09-09-2019 To 13-09-2019		Muharram
			First Onam
			Thiruvonam
			Third Onam
			Fourth Onam - SreeNarayana Guru Jayanthi
16	16-09-2019 To 20-09-2019	84	Discussion
		85	Revision
		86	Revision
		87	Revision
		88	Revision
		89	Revision
		90	Revision
17	23-09-2019 To 27-09-2019	23 Sep	Second Internal
			Second Internal
			Second Internal
			Second Internal
			Second Internal
18	30-09-2019		Study Leave

No of Weeks	Dates	Session	Topic
	To 04-10-2019		Study Leave
		2 Oct	Gandhi Jayanthi
			Study Leave
			Study Leave
			Study Leave
19	07-10-2019 To 11-10-2019	07 Oct	Mahanavami
		08 Oct	Vijayadashami
		09 Oct	University Exam Begin

