

# **DON BOSCO ARTS & SCIENCE COLLEGE** **ANGADIKADAVU**

*(Affiliated to Kannur University Approved by Government of Kerala)*

**ANGADIKADAVU P.O., IRITTY, KANNUR – 670706**



## **COURSE PLAN**

**MCJ**

**(2019 – 21)**

**SEMESTER - III**

**ACADEMIC YEAR - (2020-21)**

### III Semester MCJ (2019 - 21)

SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week
1.	Public Relations and Corporate Communication: MCJ 3C 09	Nithu PV	05
2.	Advertising : MCJ 3C 10	Fr. Bastin Nellissery	05
3.	Mass Communication Research:: MCJ 3C 11	Previn PF	05
4.	Elective Courses – Indian Politics and Communication: MCJ 3E04	Meghana Nair	06
	<b>Name of Class Incharge</b>	Nithu PV	

### 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
1	Advertising : MCJ 3C 10	Public Relations and Corporate Communication: MCJ 3C 09	Mass Communication Research:: MCJ 3C 11	Indian Politics and Communication: MCJ 3E04	Practical- PSA
2	Advertising : MCJ 3C 10	Mass Communication Research:: MCJ 3C 11	Public Relations and Corporate Communication: MCJ 3C 09	Indian Politics and Communication: MCJ 3E04	Practical -PSA
3	Advertising : MCJ 3C 10	Indian Politics and Communication: MCJ 3E04	Mass Communication Research:: MCJ 3C 11	Mass Communication Research:: MCJ 3C 11	Public Relations and Corporate Communication: MCJ 3C 09
4	Advertising : MCJ 3C 10	Public Relations and Corporate Communication: MCJ 3C 09	Indian Politics and Communication: MCJ 3E04	Film Screening	
5	Advertising : MCJ 3C 10	Public Relations and Corporate Communication: MCJ 3C 09	Indian Politics and Communication: MCJ 3E04	Mass Communication Research:: MCJ 3C 11	Indian Politics and Communication: MCJ 3E04

<b>Subject Code:</b>	MCJ 3C 09
<b>Subject Name:</b>	Public Relations and Corporate Communication

<b>Subject Code:</b>	MCJ 3C 09
<b>No. of Credits:</b>	<b>04</b>
<b>No. of Contact Hours:</b>	90
<b>Hours per Week:</b>	<b>05</b>
<b>Name of the Teacher:</b>	<b>Nithu PV</b>

## **Public Relations and Corporate Communication**

### 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

## **TEACHING SCHEDULE**

No of Weeks	Dates	Session	Topic
<b>1</b>	01-06-2020 To 05-06-2020	1	Subject Introduction
		2	Chapter Introduction
		3	Definition of public relations
		4	Evolution of public relations
		5	History of PR in India
<b>2</b>	08-06-2020 To 12-06-2020	6	Scope and functions of public relations
		7	Scope and functions of public relations
		8	PR and propaganda
		9	PR and propaganda
		10	PR and corporate advertising
<b>3</b>	15-06-2020 To 19-06-2020	11	Publicity and public relations
		12	Publicity and public relations
		13	Chapter Analysis
		14	Chapter Revise
		15	Chapter Introduction
<b>4</b>	22-06-2020 To 26-06-2020	16	Organizational set-up of public relations departments/agencies with Examples
		17	Public relations in private and public sectors
		18	Public relations in private sectors
		19	Public relations in public sectors
		20	Central and State Government public relations departments
<b>5</b>	29-06-2020 To 03-07-2020	21	PR campaign
		22	PR campaign
		23	PR tools
		24	PR tools
		25	Government media units and their functions
		03 July	St. Thomas Day
<b>6</b>	06-07-2020 To 10-07-2020	26	Government media units and their functions
		27	Role and responsibility of PRO
		28	Role and responsibility of PRO
		29	Chapter Analysis
		30	Chapter Revise
<b>7</b>	13-07-2020 To 17-07-2020	31	Chapter Introduction
		32	Public relations and spin doctoring
		33	Public relations and spin doctoring with example
		34	PR professionals and political image management
		35	PR professionals and political image management

No of Weeks	Dates	Session	Topic
8	20-07-2020 To 24-07-2020	20 July	Karkkidaka Vavu
		36	Lobbying
		37	Lobbying example
		38	Packaging
		39	Merchandising
		40	Customer care
9	27-07-2020 To 31-07-2020	41	e-marketing
		42	e-marketing
		43	Crisis resolution and communication
		44	Crisis resolution and communication
		45	Chapter Analysis and Revision
		31 July	Bakrid
10	03-08-2020 To 07-08-2020	46	Chapter Introduction
		47	PR and media relations
		48	Issuing news releases
		49	Holding briefings and news conferences
		50	Organizing facility visits, Sponsorship and exhibitions
11	10-08-2020 To 14-08-2020	51	Producing newsletters
		52	House journals and brochures
		53	New media
		54	PR and public
		55	Trade union relations, Customer relations
12	17-08-2020 To 21-08-2020	56	How to maintain customer relations
		57	Employee relations
		58	How to maintain employee relations
		59	Community relations
		60	How to maintain community relations
13	24-08-2020 To 28-08-2020	61	Stockholder relations, How to maintain stockholder relations
		62	Chapter Analysis
		63	Chapter Revise
		64	Chapter Revision- I, II, III chapters
		65	Class Test
		28 August	Ayyankali Jayanthi
14	31-08-2020 To 04-09-2020		Onam Holiday
			Onam Holiday
			Onam Holiday
			Onam Holiday

No of Weeks	Dates	Session	Topic
			Onam Holiday
15	07-09-2020 To 11-09-2020	66	Test Paper Analysis
		67	Seminar
		68	Seminar
		69	Seminar
		10 September	Sreekrishna Jayanthi
		70	Chapter Introduction
16	14-09-2020 To 18-09-2020	71	Corporate Communication
		72	Definition
		73	Corporate identity and corporate image
		74	Corporate identity and corporate image
		75	Corporate culture and corporate citizenship
17	21-09-2020 To 25-09-2020	21 September	Sreenarayana Guru Samadhi
		76	Functions of corporate communicator
		77	Functions of corporate communicator
		78	Corporate social responsibility
		79	Corporate social responsibility
		80	Public relations and corporate community involvement
18	28-09-2020 To 02-10-2020	81	Public relations and corporate community involvement
		82	Public relations and corporate reputation
		29 September	Study Leave
			Study Leave
			Study Leave
			Study Leave
19	05-10-2020 To 09-10-2020		II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
20	12-10-2020 To 16-10-2020	83	Public relations and corporate reputation
		84	Chapter Analysis
		85	Chapter Revise
		86	Chapter Introduction
		87	PR professional organizations
21	19-10-2020	88	PR professional organizations

No of Weeks	Dates	Session	Topic
	To 23-10-2020	89	PR code of ethics
		90	Revision
<b>22</b>	26-10-2020 To 30-10-2020	26 October	Vijayadasami
		29 October	Miladi-I-Sherif
<b>23</b>	02-11-2020 To 06-11-2020		Study Leave
			Study Leave
			III Semester PG Internal Exams
			III Semester PG Internal Exams
			III Semester PG Internal Exams
<b>24</b>	09-11-2020 To 13-11-2020		III Semester PG Internal Exams
			III Semester PG Internal Exams
			Study Leave
			Study Leave
			Study Leave
<b>25</b>	16-11-2020 To 20-11-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
<b>26</b>	23-11-2020		University Exam III Semester PG Begins

Subject Code:	MCJ 3C 10
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<b>Subject Code:</b>	MCJ 3C 10
<b>Subject Name:</b>	Advertising
<b>No. of Credits:</b>	<b>04</b>
<b>No. of Contact Hours:</b>	<b>90</b>
<b>Hours per Week:</b>	<b>05</b>
<b>Name of the Teacher:</b>	<b>Fr. Bastin Nellissery</b>

## **Advertising**

### 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

## **TEACHING SCHEDULE**



No of Weeks	Dates	Session	Topic
<b>1</b>	01-06-2020 To 05-06-2020	1	Subject Introduction
		2	Chapter Introduction
		3	History and evolution of advertising
		4	Defining modern advertising
		5	Key concepts of advertising
<b>2</b>	08-06-2020 To 12-06-2020	6	Roles and functions of advertising
		7	Marketing
		8	Communication
		9	Economic, social; key players
		10	Advertiser
<b>3</b>	15-06-2020 To 19-06-2020	11	Advertising agency
		12	Media, suppliers and target audience
		13	Types of advertising
		14	Chapter Analysis
		15	Chapter Analysis
<b>4</b>	22-06-2020 To 26-06-2020	16	Chapter Introduction
		17	Consumer Behavior
		18	Cultural, social, psychological and behavioral influences
		19	Consumer decision process
		20	Segmenting
<b>5</b>	29-06-2020 To 03-07-2020	21	Targeting and positioning
		22	Branding
		23	Chapter Analysis
		24	Advertisement copywriting for print
		25	Copywriter and advertising writing style
		03 July	St. Thomas Day
<b>6</b>	06-07-2020 To 10-07-2020	26	Writing headlines
		27	Display copy and body copy
		28	Illustrations and photos
		29	Typography and design
		30	Tools of copy writing-radio
<b>7</b>	13-07-2020 To 17-07-2020	31	Tools of copy writing-television
		32	Tools of copy writing-Web
		33	Tools of copy writing
		34	Planning and production of television commercials
		35	Chapter Analysis
<b>8</b>	20-07-2020	20 July	Karkkidaka Vavu

No of Weeks	Dates	Session	Topic
	To 24-07-2020	36	Chapter Introduction
		37	Potentials and limitations of different media in advertising
		38	Media planning and buying
		39	The aperture concept
		40	Media plan
9	27-07-2020 To 31-07-2020	41	Media research
		42	Media objectives
		43	Media strategies and media buying
		44	Art and science of creative advertising and facets of creative strategy
		45	Chapter Analysis
		31 July	Bakrid
10	03-08-2020 To 07-08-2020	46	Chapter Introduction
		47	Evaluation of advertising effectiveness
		48	Types and stages of evaluation
		49	Copy testing, Media evaluation and Audience exposure
		50	Advertising ROI and media efficiency
11	10-08-2020 To 14-08-2020	51	Chapter Revision
		52	Seminar
		53	Seminar
		54	Seminar
		55	Seminar
12	17-08-2020 To 21-08-2020	56	Chapter Introduction
		57	Advertising ethics
		58	Poor taste and offensive advertising
		59	Reinforcing stereotypes
		60	Body image and self-image
13	24-08-2020 To 28-08-2020	61	Targeting children
		62	Misleading claims and other message strategies
		63	Adverting controversial products
		64	Adverting controversial products with Example
		65	Professional organizations
		28 August	Ayyankali Jayanthi
14	31-08-2020 To 04-09-2020		Onam Holiday
			Onam Holiday
			Onam Holiday
			Onam Holiday
			Onam Holiday

No of Weeks	Dates	Session	Topic
15	07-09-2020 To 11-09-2020	66	Chapter Analysis
		67	Subject Revision
		68	Chapter I full Revision
		69	Chapter I full Revision
		10 September	Sreekrishna Jayanthi
		70	Chapter II full Revision
16	14-09-2020 To 18-09-2020	71	Chapter II full Revision
		72	Chapter III full Revision
		73	Chapter III full Revision
		74	Chapter IV full Revision
		75	Chapter IV full Revision
17	21-09-2020 To 25-09-2020	21 September	Sreenarayana Guru Samadhi
		76	Chapter V full Revision
		77	Chapter V full Revision
		78	Chapter VI full Revision
		79	Chapter VI full Revision
		80	Subject Revision
18	28-09-2020 To 02-10-2020	81	Subject Revision
		82	Subject Revision
		29 September	Study Leave
			Study Leave
			Study Leave
			Study Leave
19	05-10-2020 To 09-10-2020		II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
20	12-10-2020 To 16-10-2020	83	Subject Revision
		84	Subject Revision
		85	Subject Revision

No of Weeks	Dates	Session	Topic
		86	Subject Revision
		87	Subject Revision
		88	Subject Revision
21	19-10-2020 To 23-10-2020	89	Subject Revision
		90	Subject Revision
22	26-10-2020 To 30-10-2020	26 October	Vijayadasami
		29 October	Miladi-I-Sherif
23	02-11-2020 To 06-11-2020		Study Leave
			Study Leave
			III Semester PG Internal Exams
			III Semester PG Internal Exams
			III Semester PG Internal Exams
24	09-11-2020 To 13-11-2020		III Semester PG Internal Exams
			III Semester PG Internal Exams
			Study Leave
			Study Leave
			Study Leave
25	16-11-2020 To 20-11-2020		Study Leave
			Study Leave
			Study Leave
			Study Leave
			Study Leave
26	23-11-2020		University Exam III Semester PG Begins

<b>Subject Code:</b>	<b>MCJ 3C 11</b>
<b>Subject Name:</b>	<b>Mass Communication Research</b>
<b>No. of Credits:</b>	<b>04</b>
<b>No. of Contact Hours:</b>	<b>90</b>
<b>Hours per Week:</b>	<b>05</b>
<b>Name of the Teacher:</b>	<b>PREVIN. P. F.</b>

### **Mass Communication Research**

#### 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

## **TEACHING SCHEDULE**

No of Weeks	Dates	Session	Topic
<b>1</b>	01-06-2020 To 05-06-2020	1	Nature and scope of research
		2	Nature and scope of research
		3	Development of mass media research
		4	An evaluation of communication research in India
		5	An evaluation of communication research in India
<b>2</b>	08-06-2020 To 12-06-2020	6	Media research and scientific method
		7	Methods of knowing
		8	Characteristics of scientific method
		9	Characteristics of scientific method
		10	Academic and applied research
<b>3</b>	15-06-2020 To 19-06-2020	11	Academic and applied research
		12	Research procedures – determining topic relevance
		13	Review of literature
		14	Hypothesis formulation
		15	Conceptualization and theory building
<b>4</b>	22-06-2020 To 26-06-2020	16	Research design
		17	Sample
		18	Types of Samples
		19	Sampling techniques
		20	Data collection
<b>5</b>	29-06-2020 To 03-07-2020	21	Statistical tests, data analysis and interpretation
		22	Statistical tests, data analysis and interpretation
		23	Statistical tests, data analysis and interpretation
		24	Research reporting
		25	Conclusions and recommendations
		03 July	St. Thomas Day
<b>6</b>	06-07-2020 To 10-07-2020	26	Statistical packages for data analysis (SPSS)
		27	Statistical packages for data analysis (SPSS)
		28	Statistical packages for data analysis (SPSS)
		29	Elements of research – concepts and constructs
		30	Elements of research – concepts and constructs
<b>7</b>	13-07-2020 To 17-07-2020	31	Variables and measurements
		32	Variables and measurements
		33	Reliability and validity
		34	Sampling – probability and non-probability samples
		35	Sampling – probability and non-probability samples
<b>8</b>	20-07-2020	20 July	Karkkidaka Vavu

No of Weeks	Dates	Session	Topic
	To 24-07-2020	36	Sampling – probability and non-probability samples
		37	Sample size and sample error
		38	Qualitative research methods – field observations, reliability and validity
		39	Field observations- uses and limitations, steps, examples, reliability and validity
9	27-07-2020 To 31-07-2020	40	Focus groups- uses and limitations, steps, examples, reliability and validity
		41	Focus groups- uses and limitations, steps, examples, reliability and validity
		42	Intensive interviews- uses and limitations, steps, examples, reliability and validity
		43	Intensive interviews- uses and limitations, steps, examples, reliability and validity
		44	Content analysis – uses and limitations, steps, examples, reliability and validity
		31 July	Bakrid
10	03-08-2020 To 07-08-2020	45	Content analysis – uses and limitations, steps, examples, reliability and validity
		46	Class Test 1
		47	Survey research – descriptive and analytical surveys, advantages and disadvantages
		48	Survey research – descriptive and analytical surveys, advantages and disadvantages
		49	Constructing questions, questionnaire design, pre-testing, data collection and analysis
11	10-08-2020 To 14-08-2020	50	Constructing questions, questionnaire design, pre-testing, data collection and analysis
		51	Constructing questions, questionnaire design, pre-testing, data collection and analysis
		52	Constructing questions, questionnaire design, pre-testing, data collection and analysis
		53	Longitudinal research – development and types of longitudinal studies
		54	Longitudinal research – development and types of longitudinal studies
12	17-08-2020 To 21-08-2020	55	Experimental research – advantages and disadvantages of laboratory experiments
		56	Experimental research – advantages and disadvantages of laboratory experiments
		57	Conducting experimental research, experimental design and field experiments
		58	Conducting experimental research, experimental design and field experiments
		59	Conducting experimental research, experimental design and

No of Weeks	Dates	Session	Topic
			field experiments
13	24-08-2020 To 28-08-2020	60	Measures of central tendencies – computation of mean, medium and mode
		61	Measures of central tendencies – computation of mean, medium and mode
		62	Measures of central tendencies – computation of mean, medium and mode
		63	Measures of dispersion- range, mean deviation
		64	Standard deviation
		28 August	Ayyankali Jayanthi
14	31-08-2020 To 04-09-2020		Onam Holiday
			Onam Holiday
			Onam Holiday
			Onam Holiday
			Onam Holiday
15	07-09-2020 To 11-09-2020	65	Measures of variance
		66	Skewness and correlation tests – chi-square
		67	Skewness and correlation tests – chi-square
		68	f-test
		10 September	Sreekrishna Jayanthi
16	14-09-2020 To 18-09-2020	69	t-test
		70	ANOVA
		71	Statistical analysis
		72	Statistical analysis
		73	Statistical analysis
17	21-09-2020 To 25-09-2020	21 September	Sreenarayana Guru Samadhi
		74	Thesis style(APA) – bibliography
		75	Indexing
		76	Abstracting, reference, citation, appendix and manuscript preparation
		77	Abstracting, reference, citation, appendix and manuscript preparation
18	28-09-2020 To 02-10-2020	78	Abstracting, reference, citation, appendix and manuscript preparation
		79	Class test 2
		29 September	Study Leave
			Study Leave
			Study Leave
			Study Leave



No of Weeks	Dates	Session	Topic
19	05-10-2020 To 09-10-2020		II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
20	12-10-2020 To 16-10-2020	80	Research topic selection- Reviewing of articles
		81	Research topic selection- Reviewing of articles
		82	Research topic selection- Reviewing of articles
		83	Topic Finalisation
		84	Review of literature
21	19-10-2020 To 23-10-2020	85	Research objective and scope
		86	Preparation of questionnaires or Coding for content analysis
		87	Data collection/ Content analysis
		88	Writing of research thesis
		89	Writing of research thesis
		90	Final correction- Final submission
22	26-10-2020 To 30-10-2020	26 October	Vijayadasami
		29 October	Miladi-I-Sherif
23	02-11-2020 To 06-11-2020		Study Leave
			Study Leave
			III Semester PG Internal Exams
			III Semester PG Internal Exams
			III Semester PG Internal Exams
24	09-11-2020 To 13-11-2020		III Semester PG Internal Exams
			III Semester PG Internal Exams
			Study Leave
			Study Leave
			Study Leave
25	16-11-2020 To		Study Leave
			Study Leave
			Study Leave

No of Weeks	Dates	Session	Topic
<b>26</b>	20-11-2020		<b>Study Leave</b>
			<b>Study Leave</b>
	23-11-2020		<b>University Exam III Semester PG Begins</b>

<b>Subject Code:</b>	<b>MCJ 3E04</b>
<b>Subject Name:</b>	<b>Elective Courses – Indian Politics and Communication</b>
<b>No. of Credits:</b>	<b>4</b>
<b>No. of Contact Hours:</b>	<b>108</b>
<b>Hours per Week:</b>	<b>6</b>
<b>Name of the Teacher:</b>	<b>Meghana Nair</b>

Elective Course – Indian Politics and Communication

<b>Semester</b>	<b>Course Code</b>	<b>Hours per week</b>	<b>Credit</b>	<b>Exam Hrs</b>
<b>MCJ 3E04</b>	<b>Indian Politics and Communication</b>	<b>6</b>	<b>4</b>	<b>3</b>

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

## **TEACHING SCHEDULE**

No of Weeks	Dates	Session	Topic
<b>1</b>	01-06-2020 To 05-06-2020	1	Political reporting from Colonial legacy National Movement legacy
		2	Basic features and provisions of the Indian Constitution
		3	Linguistic organization of the States
		4	Regionalism
		5	ASSIGNMENT
		6	DEBATE
<b>2</b>	08-06-2020 To 12-06-2020	7	<b>CLASS TEST</b>
		8	Communication after independence
		9	The Nehru era
		10	The Nehru era
		11	Assignment
		12	Major political parties and leaders
<b>3</b>	15-06-2020 To 19-06-2020	13	Congress and the Opposition
		14	Congress and the Opposition
		15	Regional parties.
		16	SEMINAR
		17	SEMINAR
		18	SEMINAR
<b>4</b>	22-06-2020 To 26-06-2020	19	SEMINAR
		20	SEMINAR
		21	SEMINAR
		22	Political Communication
		23	From Sastri to Indira Gandhi
		24	From Sastri to Indira Gandhi
<b>5</b>	29-06-2020 To 03-07-2020	25	Indira era
		26	Janata Coalition Government
		27	Janata Coalition Government
		28	PANEL DISCUSSION
		29	<b>CLASS TEST</b>
		03 July	St. Thomas Day
<b>6</b>	06-07-2020	30	Media's role as political communicator
		31	The Rajiv Years

No of Weeks	Dates	Session	Topic
	To 10-07-2020	32	The Rajiv Years
		33	Bofors and its aftermath
		34	National Front Government
		35	National Front Government
7	13-07-2020 To 17-07-2020	36	Pokhran II Kargil War
		37	Kargil War
		38	SEMINAR
		39	SEMINAR
		40	SEMINAR
8	20-07-2020 To 24-07-2020	20 July	Karkkidaka Vavu
		42	Political agendas and reporting
		43	Jammu and Kashmir
		44	Punjab crisis
		45	Mandal Commission
		46	Babri Masjid
9	27-07-2020 To 31-07-2020	47	Godhra riots
		48	2G Spectrum scam
		49	Current issues
		50	Current issues
		51	Land reforms
		31 July	Bakrid
10	03-08-2020 To 07-08-2020	52	Agrarian struggles
		53	Green revolution
		54	Globalization
		55	Liberalization
		56	Privatization
		57	Urban and Rural
11	10-08-2020 To 14-08-2020	58	CLASS TEST
		59	Freedom of Speech and Expression
		60	Freedom of Speech and Expression
		61	Reporting Kerala
		62	A critique on major political parties and their leaders in Kerala
		63	A critique on major political parties and their leaders in

No of Weeks	Dates	Session	Topic
			Kerala
<b>12</b>	17-08-2020 To 21-08-2020	64	An analysis of performance of political parties in Legislative and Lok Sabha elections
		65	An analysis of performance of political parties in Legislative and Lok Sabha elections
		66	Constituencies and members of legislative assembly
		67	Constituencies and members of legislative assembly
		68	Constituencies and members of legislative assembly
		69	Reporters Without Borders
<b>13</b>	24-08-2020 To 28-08-2020	70	Reporters Without Borders
		71	Constituencies and members of legislative assembly
		72	Constituencies and members of legislative assembly
		73	Constituencies and members of legislative assembly
		74	Constituencies and members of legislative assembly
		28 August	Ayyankali Jayanthi
<b>14</b>	31-08-2020 To 04-09-2020		Onam Holiday
			Onam Holiday
			Onam Holiday
			Onam Holiday
			Onam Holiday
<b>15</b>	07-09-2020 To 11-09-2020	75	CLASS TEST
		76	PANEL DISCUSSION
		77	PANEL DISCUSSION
		78	PANEL DISCUSSION
		10 September	Sreekrishna Jayanthi
		79	Seminar
<b>16</b>	14-09-2020 To 18-09-2020	80	Seminar
		81	Seminar
		82	Seminar
		83	Seminar
		84	Seminar
		85	REVISION
<b>17</b>	21-09-2020	21 September	Sreenarayana Guru Samadhi
		86	REVISION

No of Weeks	Dates	Session	Topic
	To 25-09-2020	87	REVISION
		88	REVISION
		89	REVISION
		90	REVISION
18	28-09-2020 To 02-10-2020	91	REVISION
		92	REVISION
		29 September	Study Leave
			Study Leave
			Study Leave
			Study Leave
19	05-10-2020 To 09-10-2020		II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
			II Semester PG University Exam
20	12-10-2020 To 16-10-2020	93	REVISION
		94	REVISION
		95	REVISION
		96	DEBATES AND DISCUSSION
		97	DEBATES AND DISCUSSION
		98	DEBATES AND DISCUSSION
21	19-10-2020 To 23-10-2020	99	DEBATES AND DISCUSSION
		100	DEBATES AND DISCUSSION
		101	DEBATES AND DISCUSSION
		102	DEBATES AND DISCUSSION
		103	DEBATES AND DISCUSSION

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