

**DON BOSCO ARTS & SCIENCE COLLEGE**

**ANGADIKADAVU**

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

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



## **COURSE PLAN**

**Department**

**(2020 – 22)**

**SEMESTER - III**

**ACADEMIC YEAR - (2021-22)**

### III Semester Department (2020 - 22)

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	5
2.	Advertising, MCJ 3C 10	Fr. Dr. Bastin Nellisseri	5
3.	Mass communication Research, MCJ 3C 11	Fr. Dr. Bastin Nellisseri	5
4.	Television Journalism, MCJ 3C 12	Shanu Salman	5
5.	Indian Politics and Communication, MCJ 3E 04	Sonnet Mathew	5
	<b>Name of Class Incharge</b>	<b>Nithu P V</b>	

### 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	03.35 Pm - 04.30 Pm
1	Mass communication Research, MCJ 3C 11	Television Journalism, MCJ 3C 12	Advertising, MCJ 3C 10	Public Relations and Corporate Communication, MCJ 3C 09	Indian Politics and Communication, MCJ 3E 04	Practical- TV News Production and PSA
2	Mass communication Research, MCJ 3C 11	Indian Politics and Communication, MCJ 3E 04	Advertising, MCJ 3C 10	Television Journalism, MCJ 3C 12	Public Relations and Corporate Communication, MCJ 3C 09	Practical- TV News Production and PSA
3	Mass communication Research, MCJ 3C 11	Television Journalism, MCJ 3C 12	Advertising, MCJ 3C 10	Public Relations and Corporate Communication, MCJ 3C 09	Indian Politics and Communication, MCJ 3E 04	Practical- TV News Production and PSA
4	Mass communication Research, MCJ 3C 11	Indian Politics and Communication, MCJ 3E 04	Advertising, MCJ 3C 10	Television Journalism, MCJ 3C 12	Public Relations and Corporate Communication, MCJ 3C 09	Practical- TV News Production and PSA
5	Mass communication Research, MCJ 3C 11	Television Journalism, MCJ 3C 12	Advertising, MCJ 3C 10	Public Relations and Corporate Communication, MCJ 3C 09	Indian Politics and Communication, MCJ 3E 04	Practical- TV News Production and PSA

<b>Subject Code:</b>	MCJ 3C 09
<b>Subject Name:</b>	Public Relations and Corporate Communication
<b>No. of Credits:</b>	04
<b>No. of Contact Hours:</b>	72
<b>Hours per Week:</b>	05
<b>Name of the Teacher:</b>	Nithu P V

#### 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
1	12-07-2021 To 17-07-2021	1	Syllabus Introduction
		2	Chapter Introduction
		3	Definition of public relations
		4	Evolution of public relations
		5	History of PR in India
2	19-07-2021 To 24-07-2021	6	Scope and functions of public relations
		20 July	<b>Bakrid- Holiday</b>
		7	Scope and functions of public relations
		8	PR and propaganda
		9	PR and corporate advertising
		10	Publicity and public relations
3	26-07-2021 To 31-07-2021	11	Chapter Analysis
		12	Class Test
		13	Test Paper Analysis
		14	Chapter Introduction
		15	Organizational set-up of public relations departments/agencies
4	02-08-2021 To 07-08-2021	16	Organizational set-up of public relations departments/agencies
		17	Public relations in private and public sectors
		18	Public relations in private and public sectors
		19	Central and State Government public relations departments
		20	Central and State Government public relations departments
5	09-08-2021 To 14-08-2021	21	PR campaign
		22	PR tools
		23	Government media units and their functions
		24	Role and responsibility of PRO
		25	Chapter Analysis
6	16-08-2021 To 21-08-2021	26	Class Test
		27	Test paper Analysis
		28	Chapter Introduction
		19 August	<b>Moharam/Onam Vacation</b>
		20 August	<b>Onam Vacation</b>
		21 August	<b>Onam Vacation</b>
7	23-08-2021	23 August	<b>Onam Vacation</b>
		24 August	<b>Onam Vacation</b>

No of Weeks	Dates	Session	Topic
	To 28-08-2021	25 August	Onam Vacation
		26 August	Onam Vacation
		27 August	Onam Vacation
		28 August	Onam Vacation
8	30-08-2021 To 04-09-2021	30 August	Onam Vacation
		29	Public relations and spin doctoring
		30	PR professionals and political image management
		31	Lobbying, packaging and merchandising
9	06-09-2021 To 11-09-2021	32	Customer care, e-marketing, crisis resolution and communication
		33	Chapter Analysis
		34	Class Test
			STUDY LEAVE
			STUDY LEAVE
			STUDY LEAVE
10	13-09-2021 To 18-09-2021		STUDY LEAVE
			STUDY LEAVE
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
11	20-09-2021 To 25-09-2021		I SEMESTER PG EXAMINATION
		21 September	Sree Narayana Guru Samadhi
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
12	27-09-2021 To 02-10-2021		I SEMESTER PG EXAMINATION
		35	Test paper Analysis
		36	Chapter Introduction
		37	PR and media relations
		38	Issuing news releases, holding briefings and news conferences
		39	Organizing facility visits, sponsorship and exhibitions
13	04-10-2021 To 09-10-2021	2 October	Gandhi Jayanthi
		40	Producing newsletters, house journals and brochures
		41	New media, PR and public
		42	Trade union relations, customer relations, employee relations, community relations, and stockholder relations
		43	Trade union relations, customer relations, employee relations,

No of Weeks	Dates	Session	Topic
			community relations, and stockholder relations
		44	Chapter Analysis
14	11-10-2021 To 16-10-2021	45	Class Test
		46	Test Paper Analysis
		47	Chapter Introduction
		14 October	<b>Mahanavami</b>
		15 October	<b>Vijayadasami</b>
15	18-10-2021 To 23-10-2021	48	Discussion
		19 October	<b>Milad-i-Sherif</b>
		49	Corporate Communication- definition
		50	Corporate identity and corporate image
		51	Corporate culture and corporate citizenship
16	25-10-2021 To 30-10-2021	52	<b>INTERNAL EXAMINATION</b>
		53	<b>INTERNAL EXAMINATION</b>
		54	<b>INTERNAL EXAMINATION</b>
		55	<b>INTERNAL EXAMINATION</b>
		56	<b>INTERNAL EXAMINATION</b>
		57	Functions of corporate communicator and corporate social responsibility
17	01-11-2021 To 06-11-2021	58	Public relations and corporate community involvement
		59	Public relations and corporate reputation
		60	Chapter Analysis
		4 November	<b>Diwali</b>
		61	Chapter Introduction
18	08-11-2021 To 13-11-2021	62	PR professional organizations
		63	PR code of ethics
		64	PR code of ethics
		65	Chapter Analysis
		66	Class Test
19	15-11-2021 To 19-11-2021	67	<b>INTERNAL EXAMINATION</b>
		68	<b>INTERNAL EXAMINATION</b>
		69	<b>INTERNAL EXAMINATION</b>
		70	<b>INTERNAL EXAMINATION</b>
		71	<b>INTERNAL EXAMINATION</b>
		72	Syllabus Analysis
20	22-11-2021 To	73	Study Leave
		74	Study Leave

No of Weeks	Dates	Session	Topic
	26-11-2021	75	Study Leave
		76	Study Leave
		77	Study Leave
		78	Study Leave
21	29-11-2021 To 03-12-2021	79	Study Leave
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
22	06-12-2021 To 10-12-2021		II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
23	13-12-2021 To 17-12-2021		
24	20-12-2021 To 24-12-2021		
25			

<b>Subject Code:</b>	MCJ 3C 10
<b>Subject Name:</b>	Advertising
<b>No. of Credits:</b>	04
<b>No. of Contact Hours:</b>	72
<b>Hours per Week:</b>	05
<b>Name of the Teacher:</b>	Fr. Dr. Bastin Nellisseri

#### 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
1	12-07-2021 To 17-07-2021	1	Syllabus and Paper Introduction
		2	History and evolution of advertising
		3	Defining modern advertising
		4	Key concepts of advertising
		5	Roles and functions of advertising
2	19-07-2021 To 24-07-2021	6	Marketing, communication, economic and social
		20 July	<b>Bakrid- Holiday</b>
		7	Key players - advertiser, advertising agency, media, suppliers and target audience
		8	Key players - advertiser, advertising agency, media, suppliers and target audience
		9	Types of advertising
		10	Chapter Analysis
3	26-07-2021 To 31-07-2021	11	Class Test
		12	Chapter Introduction
		13	Consumer Behavior
		14	Cultural, social, psychological and behavioral influences
		15	Consumer decision process
4	02-08-2021 To 07-08-2021	16	Segmenting, targeting and positioning
		17	Segmenting, targeting and positioning
		18	Branding
		19	Chapter Analysis
		20	Chapter Introduction
5	09-08-2021 To 14-08-2021	21	Advertisement copywriting for print
		22	Copywriter and advertising writing style
		23	Writing headlines
		24	Display copy and body copy
		25	Illustrations and photos
6	16-08-2021 To 21-08-2021	26	Typography and design
		27	Tools of copy writing-radio, television, web
		28	Tools of copy writing-radio, television, web
		19 August	<b>Moharam/Onam Vacation</b>
		20 August	<b>Onam Vacation</b>
		21 August	<b>Onam Vacation</b>
7	23-08-2021 To	23 August	<b>Onam Vacation</b>
		24 August	<b>Onam Vacation</b>
		25 August	<b>Onam Vacation</b>

No of Weeks	Dates	Session	Topic
	28-08-2021	26 August	Onam Vacation
		27 August	Onam Vacation
		28 August	Onam Vacation
8	30-08-2021 To 04-09-2021	30 August	Onam Vacation
		29	Planning and production of television commercials
		30	Chapter Analysis
		31	Class Test
		32	Potentials and limitations of different media in advertising
9	06-09-2021 To 11-09-2021	33	Media planning and buying
		34	The aperture concept, media plan
			STUDY LEAVE
			STUDY LEAVE
			STUDY LEAVE
			STUDY LEAVE
10	13-09-2021 To 18-09-2021		STUDY LEAVE
			STUDY LEAVE
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
11	20-09-2021 To 25-09-2021		I SEMESTER PG EXAMINATION
		21 September	Sree Narayana Guru Samadhi
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
12	27-09-2021 To 02-10-2021	35	Media research, media objectives, media strategies and media buying
		36	Media research, media objectives, media strategies and media buying
		37	Art and science of creative advertising and facets of creative strategy
		38	Art and science of creative advertising and facets of creative strategy
		39	Chapter Analysis
		2 October	Gandhi Jayanthi
13	04-10-2021 To 09-10-2021	40	Chapter Introduction
		41	Evaluation of advertising effectiveness
		42	Types and stages of evaluation
		43	Types and stages of evaluation

No of Weeks	Dates	Session	Topic
		44	Copy testing and media evaluation
14	11-10-2021 To 16-10-2021	45	Audience exposure, and advertising ROI and media efficiency
		46	Audience exposure, and advertising ROI and media efficiency
		47	Chapter Analysis
		14 October	<b>Mahanavami</b>
		15 October	<b>Vijayadasami</b>
15	18-10-2021 To 23-10-2021	48	Revision
		19 October	<b>Milad-i-Sherif</b>
		49	Class Test
		50	Test Paper Analysis
		51	Revision
16	25-10-2021 To 30-10-2021	52	<b>INTERNAL EXAMINATION</b>
		53	<b>INTERNAL EXAMINATION</b>
		54	<b>INTERNAL EXAMINATION</b>
		55	<b>INTERNAL EXAMINATION</b>
		56	<b>INTERNAL EXAMINATION</b>
		57	Seminar
17	01-11-2021 To 06-11-2021	58	Seminar
		59	Seminar
		60	Seminar
		4 November	<b>Diwali</b>
		61	Advertising ethics
18	08-11-2021 To 13-11-2021	62	Poor taste and offensive advertising, reinforcing stereotypes, body image and self-image, targeting children, misleading claims and other message strategies
		63	Poor taste and offensive advertising, reinforcing stereotypes, body image and self-image, targeting children, misleading claims and other message strategies
		64	Adverting controversial products
		65	Professional organizations
		66	Chapter Analysis
		67	<b>INTERNAL EXAMINATION</b>
19	15-11-2021 To 19-11-2021	68	<b>INTERNAL EXAMINATION</b>
		69	<b>INTERNAL EXAMINATION</b>
		70	<b>INTERNAL EXAMINATION</b>
		71	<b>INTERNAL EXAMINATION</b>
		72	Revision

No of Weeks	Dates	Session	Topic
20	22-11-2021 To 26-11-2021	73	Study leave
		74	Study leave
		75	Study leave
		76	Study leave
		77	Study leave
		78	Study leave
21	29-11-2021 To 03-12-2021	79	Study leave
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
22	06-12-2021 To 10-12-2021		II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
23	13-12-2021 To 17-12-2021		
24	20-12-2021 To 24-12-2021		
25			

<b>Subject Code:</b>	MCJ 3C 11
<b>Subject Name:</b>	Mass communication Research
<b>No. of Credits:</b>	04
<b>No. of Contact Hours:</b>	72
<b>Hours per Week:</b>	05
<b>Name of the Teacher:</b>	Fr. Dr. Bastin Nellisseri

#### 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
1	12-07-2021 To 17-07-2021	1	Syllabus and Chapter Introduction
		2	Nature and scope of research
		3	Development of mass media research
		4	An evaluation of communication research in India
		5	Media research and scientific method
2	19-07-2021 To 24-07-2021	6	Methods of knowing
		20 July	<b>Bakrid- Holiday</b>
		7	Characteristics of scientific method
		8	Academic and applied research
		9	Chapter Analysis
3	26-07-2021 To 31-07-2021	10	Chapter Introduction
		11	Research procedures
		12	Determining topic relevance
		13	Review of literature
		14	Hypothesis formulation
4	02-08-2021 To 07-08-2021	15	Conceptualization and theory building
		16	Research design
		17	Sampling techniques
		18	Data collection and statistical tests
		19	Data analysis and interpretation, research reporting, conclusions and recommendations
5	09-08-2021 To 14-08-2021	20	Statistical packages for data analysis (SPSS)
		21	Chapter Analysis
		22	Class Test
		23	Chapter Introduction
		24	Elements of research
6	16-08-2021 To 21-08-2021	25	Concepts and constructs
		26	Variables and measurements
		27	Reliability and validity
		28	Sampling – probability and non-probability samples
		19 August	<b>Moharam/Onam Vacation</b>
7	23-08-2021 To	20 August	<b>Onam Vacation</b>
		21 August	<b>Onam Vacation</b>
		23 August	<b>Onam Vacation</b>
		24 August	<b>Onam Vacation</b>
		25 August	<b>Onam Vacation</b>

No of Weeks	Dates	Session	Topic
	28-08-2021	26 August	Onam Vacation
		27 August	Onam Vacation
		28 August	Onam Vacation
8	30-08-2021 To 04-09-2021	30 August	Onam Vacation
		29	Sample size and sample error
		30	Chapter Analysis
		31	Chapter Introduction
		32	Qualitative research methods
9	06-09-2021 To 11-09-2021	33	Field observations and focus groups
		34	Intensive, interviews and case studies
			STUDY LEAVE
			STUDY LEAVE
			STUDY LEAVE
			STUDY LEAVE
10	13-09-2021 To 18-09-2021		STUDY LEAVE
			STUDY LEAVE
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
11	20-09-2021 To 25-09-2021		I SEMESTER PG EXAMINATION
		21 September	Sree Narayana Guru Samadhi
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
12	27-09-2021 To 02-10-2021	35	Content analysis – uses and limitations, steps, examples, reliability and validity
		36	Content analysis – uses and limitations, steps, examples, reliability and validity
		37	Chapter Analysis
		38	Class Test
		39	Chapter Introduction
		2 October	Gandhi Jayanthi
13	04-10-2021 To 09-10-2021	40	Survey research
		41	Descriptive and analytical surveys: advantages and disadvantages
		42	Constructing questions and questionnaire design
		43	Pre-testing

No of Weeks	Dates	Session	Topic
		44	Data collection and analysis
14	11-10-2021 To 16-10-2021	45	Longitudinal research
		46	Development and types of longitudinal studies
		47	Experimental research – advantages and disadvantages of laboratory experiments
		14 October	<b>Mahanavami</b>
		15 October	<b>Vijayadasami</b>
15	18-10-2021 To 23-10-2021	48	Conducting experimental research
		19 October	<b>Milad-i-Sherif</b>
		49	Experimental design and field experiments
		50	Chapter Analysis
		51	Revision
16	25-10-2021 To 30-10-2021	52	<b>INTERNAL EXAMINATION</b>
		53	<b>INTERNAL EXAMINATION</b>
		54	<b>INTERNAL EXAMINATION</b>
		55	<b>INTERNAL EXAMINATION</b>
		56	<b>INTERNAL EXAMINATION</b>
		57	Chapter Introduction
17	01-11-2021 To 06-11-2021	58	Measures of central tendencies and Computation of mean
		59	Median and mode
		60	Measures of dispersion- range, mean deviation, standard deviation
		4 November	<b>Diwali</b>
		61	Measures of variance; skewness and correlation tests
18	08-11-2021 To 13-11-2021	62	Chi-square, f-test, t-test and ANOVA
		63	Chapter Analysis
		64	Thesis style (APA)
		65	Bibliography, indexing and abstracting
		66	Reference, citation, appendix and manuscript preparation
19	15-11-2021 To 19-11-2021	67	<b>INTERNAL EXAMINATION</b>
		68	<b>INTERNAL EXAMINATION</b>
		69	<b>INTERNAL EXAMINATION</b>
		70	<b>INTERNAL EXAMINATION</b>
		71	<b>INTERNAL EXAMINATION</b>
		72	Revision
20	22-11-2021 To	73	Study leave
		74	Study leave
		75	Study leave



No of Weeks	Dates	Session	Topic
	26-11-2021	76	Study leave
		77	Study leave
		78	Study leave
21	29-11-2021 To 03-12-2021	79	Study leave
			<b>II SEMESTER PG EXAMINATION</b>
			<b>II SEMESTER PG EXAMINATION</b>
			<b>II SEMESTER PG EXAMINATION</b>
			<b>II SEMESTER PG EXAMINATION</b>
			<b>II SEMESTER PG EXAMINATION</b>
22	06-12-2021 To 10-12-2021		<b>II SEMESTER PG EXAMINATION</b>
			<b>II SEMESTER PG EXAMINATION</b>
23	13-12-2021 To 17-12-2021		
24	20-12-2021 To 24-12-2021		
25			

<b>Subject Code:</b>	<b>MCJ 3C 12</b>
<b>Subject Name:</b>	<b>Television Journalism</b>
<b>No. of Credits:</b>	04
<b>No. of Contact Hours:</b>	<b>72</b>
<b>Hours per Week:</b>	05
<b>Name of the Teacher:</b>	<b>Shanu Salman C.S</b>

#### 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

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

#### 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

## TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	12-07-2021 To 17-07-2021	1	Syllabus Introduction
		2	Chapter Introduction
		3	Organizational structure of a television news channel
		4	Bureau and desk operation
		5	Television news terminology
2	19-07-2021 To 24-07-2021	6	Television reporting
		20 July	<b>Bakrid- Holiday</b>
		7	Television reporting video presentation
		8	Qualities and responsibilities of a television reporter
		9	News formats
		10	- O-C, O-C VO, O-C VO SOT, O-C Graphics
3	26-07-2021 To 31-07-2021	11	O-C SOT, O-C Live, O-C Phono and O-C Package
		12	Test paper analysis
		13	Seminar
		14	ENG, DSNG
		15	Piece To Camera (PTC)
4	02-08-2021 To 07-08-2021	16	PTC practice
		17	Stand-up, stand-up close, stand-up open
		18	Government media units and their functions
		19	Signature line
		20	Chapter Analysis
5	09-08-2021 To 14-08-2021	21	Class Test
		22	Test paper Analysis
		23	Live news reporting
		24	Straight-up live, live with interview, live with SOT, live withvo live with VOSOT and live with package
		25	Breaking news
6	16-08-2021 To 21-08-2021	26	Techniques of live telecast
		27	Chapter Analysis
		28	Class Test
		19 August	Test paper Analysis
		20 August	<b>Onam Vacation</b>
		21 August	<b>Onam Vacation</b>
7	23-08-2021 To	23 August	<b>Onam Vacation</b>
		24 August	<b>Onam Vacation</b>
		25 August	<b>Onam Vacation</b>

No of Weeks	Dates	Session	Topic
	28-08-2021	26 August	Onam Vacation
		27 August	Onam Vacation
		28 August	Onam Vacation
8	30-08-2021 To 04-09-2021	30 August	Onam Vacation
		29	Chapter Introduction
		30	Television news structure
		31	Headlines, teaser and teller leads
		32	Body and tag
9	06-09-2021 To 11-09-2021	33	Subbing reporters
		34	News agency and citizen journalists
			STUDY LEAVE
			STUDY LEAVE
			STUDY LEAVE
10	13-09-2021 To 18-09-2021		STUDY LEAVE
			STUDY LEAVE
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
11	20-09-2021 To 25-09-2021		I SEMESTER PG EXAMINATION
		21 September	Sree Narayana Guru Samadhi
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
12	27-09-2021 To 02-10-2021	35	Copies; writing voice-over
		36	Studio package
		37	Rundown preparation TV news language
		38	Ingredients of TV newscast
		39	Class Test
		2 October	Gandhi Jayanthi
13	04-10-2021 To 09-10-2021	40	Test Paper Analysis
		41	Chapter Introduction
		42	Discussion
		43	Ingredients of TV newscast
		44	Production Control Room (PCR) operation
14	11-10-2021	45	Role and responsibilities of producer
		46	News editor

No of Weeks	Dates	Session	Topic
	To 16-10-2021	47	Assignment editor
		14 October	<b>Mahanavami</b>
		15 October	<b>Vijayadasami</b>
15	18-10-2021 To 23-10-2021	48	Visual editor and graphics editor
		19 October	<b>Milad-i-Sherif</b>
		49	Chapter Analysis
		50	Chapter Introduction
16	25-10-2021 To 30-10-2021	51	Television interviews
		52	<b>INTERNAL EXAMINATION</b>
		53	<b>INTERNAL EXAMINATION</b>
		54	<b>INTERNAL EXAMINATION</b>
		55	<b>INTERNAL EXAMINATION</b>
		56	<b>INTERNAL EXAMINATION</b>
17	01-11-2021 To 06-11-2021	57	Opinion interview, information interview, news interview
		58	Filed interview, vox pop and personality interview
		59	Interviewing techniques, panel discussion
		60	News based programmes-debates, satirical programmes etc..
		4 November	<b>Diwali</b>
18	08-11-2021 To 13-11-2021	61	Television news anchoring; qualities of a news anchor
		62	Aesthetics of presentation – speed, breath, gesture, posture, facial expressions, pitch, pace, pause and duration
		63	Scoops and exclusives
		64	New media tools and news breaking; sting operation – legal and ethical issues
		65	Critical analysis of leading English and Malayalam news channels
19	15-11-2021 To 19-11-2021	66	Current trends and challenges
		67	<b>INTERNAL EXAMINATION</b>
		68	<b>INTERNAL EXAMINATION</b>
		69	<b>INTERNAL EXAMINATION</b>
		70	<b>INTERNAL EXAMINATION</b>
		71	<b>INTERNAL EXAMINATION</b>
20	22-11-2021 To	72	Syllabus analysis
		73	Study Leave
		74	Study Leave

No of Weeks	Dates	Session	Topic
	26-11-2021	75	Study Leave
		76	Study Leave
		77	Study Leave
		78	Study Leave
21	29-11-2021 To 03-12-2021	79	Study Leave
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
22	06-12-2021 To 10-12-2021		II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
23	13-12-2021 To 17-12-2021		
24	20-12-2021 To 24-12-2021		
25			

<b>Subject Code:</b>	MCJ 3E 04
<b>Subject Name:</b>	Indian Politics and Communication
<b>No. of Credits:</b>	04
<b>No. of Contact Hours:</b>	72
<b>Hours per Week:</b>	05
<b>Name of the Teacher:</b>	Sonnet Mathew

#### 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>	12-07-2021 To 17-07-2021	1	Syllabus Introduction
		2	Chapter Introduction
		3	Political reporting from Colonial legacy
		4	National Movement legacy
		5	Basic features and provisions of the Indian Constitution
<b>2</b>	19-07-2021 To 24-07-2021	6	Linguistic organization of the States
		20 July	<b>Bakrid- Holiday</b>
		7	Regionalism
		8	Chapter Analysis
		9	Discussion
		10	Class Test
<b>3</b>	26-07-2021 To 31-07-2021	11	Test Paper Analysis
		12	Chapter Introduction
		13	Communication after independence
		14	The Nehru era
		15	Major political parties
<b>4</b>	02-08-2021 To 07-08-2021	16	Major political party leaders
		17	Congress and the Opposition
		18	Regional parties
		19	Chapter Analysis
		20	Discussion
<b>5</b>	09-08-2021 To 14-08-2021	21	Class Test
		22	Chapter Introduction
		23	Political Communication
		24	Sastri to Indira Gandhi
		25	Indira era
<b>6</b>	16-08-2021 To 21-08-2021	26	J.P. Movement
		27	Emergency Period
		28	Assignment - Analysis on Indira Era
		19 August	<b>Moharam/Onam Vacation</b>
		20 August	<b>Onam Vacation</b>
		21 August	<b>Onam Vacation</b>
<b>7</b>	23-08-2021 To 28-08-2021	23 August	<b>Onam Vacation</b>
		24 August	<b>Onam Vacation</b>
		25 August	<b>Onam Vacation</b>
		26 August	<b>Onam Vacation</b>



No of Weeks	Dates	Session	Topic
		27 August	Onam Vacation
		28 August	Onam Vacation
8	30-08-2021 To 04-09-2021	30 August	Onam Vacation
		29	Discussion of the assignment
		30	Janata Coalition Government
		31	Class Test
		32	Test Paper analysis
		33	Chapter Introduction
9	06-09-2021 To 11-09-2021	34	Media's role as political communicator
			STUDY LEAVE
			STUDY LEAVE
			STUDY LEAVE
			STUDY LEAVE
10	13-09-2021 To 18-09-2021		STUDY LEAVE
			STUDY LEAVE
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
11	20-09-2021 To 25-09-2021		I SEMESTER PG EXAMINATION
		21 September	Sree Narayana Guru Samadhi
			I SEMESTER PG EXAMINATION
			I SEMESTER PG EXAMINATION
12	27-09-2021 To 02-10-2021	35	The Rajiv Years
		36	Bofors and its aftermath
		37	National Front Government
		38	Pokhran II
		39	Kargil War
		2 October	Gandhi Jayanthi
13	04-10-2021 To 09-10-2021	40	Debate
		41	Webinar
		42	Class Test
		43	Chapter Introduction
		44	Political agendas and reporting
14	11-10-2021 To	45	Jammu and Kashmir
		46	Punjab crisis
		47	Mandal Commission

No of Weeks	Dates	Session	Topic
	16-10-2021	14 October	<b>Mahanavami</b>
		15 October	<b>Vijayadasami</b>
<b>15</b>	18-10-2021 To 23-10-2021	48	Babri Masjid
		19 October	<b>Milad-i-Sherif</b>
		49	Godhra riots
		50	2G Spectrum scam and current issues
		51	Land reforms
<b>16</b>	25-10-2021 To 30-10-2021	52	<b>INTERNAL EXAMINATION</b>
		53	<b>INTERNAL EXAMINATION</b>
		54	<b>INTERNAL EXAMINATION</b>
		55	<b>INTERNAL EXAMINATION</b>
		56	<b>INTERNAL EXAMINATION</b>
		57	Agrarian struggles
<b>17</b>	01-11-2021 To 06-11-2021	58	Discussion on Farmers Strike
		59	Green revolution
		60	Globalization, liberalization and privatization
		4 November	<b>Diwali</b>
		61	Class Test
<b>18</b>	08-11-2021 To 13-11-2021	62	Reporting Kerala politics a critique on major political parties and their leaders in Kerala
		63	An analysis of performance of political parties in Legislative and Lok Sabha elections
		64	Constituencies and members of legislative assembly
		65	A critique of the Coalition Governments
		66	Profile on Kerala Chief Ministers
<b>19</b>	15-11-2021 To 19-11-2021	67	<b>INTERNAL EXAMINATION</b>
		68	<b>INTERNAL EXAMINATION</b>
		69	<b>INTERNAL EXAMINATION</b>
		70	<b>INTERNAL EXAMINATION</b>
		71	<b>INTERNAL EXAMINATION</b>
		72	Discussion
<b>20</b>	22-11-2021 To 26-11-2021	73	Study Leave
		74	Study Leave
		75	Study Leave
		76	Study Leave
		77	Study Leave

No of Weeks	Dates	Session	Topic
		78	Study Leave
21	29-11-2021 To 03-12-2021	79	Study Leave
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
22	06-12-2021 To 10-12-2021		II SEMESTER PG EXAMINATION
			II SEMESTER PG EXAMINATION
23	13-12-2021 To 17-12-2021		
24	20-12-2021 To 24-12-2021		
25			