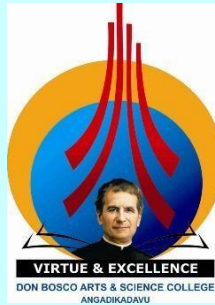


DON BOSCO ARTS & SCIENCE COLLEGE
ANGADIKADAVU

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



COURSE PLAN

**MA Journalism & Mass
Communication**

(2021 - 24)

SEMESTER - I

ACADEMIC YEAR 2021 - 22

I Semester MA Journalism & Mass Communication (2021 - 24)

Sl. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours Per Week
1.	Introduction to Mass Communication- MCJ 1C 01	Sonnet Mathew	06
2.	Reporting for Newspaper- MCJ 1C 02	Anil Thomas	06
3.	Editing for Newspaper- MCJ 1C 03	Fr. Dr. Bastin Nellissery	06
4.	Television Production- MCJ 1C 04	Shanu Salman	07
	Name of Class In-charge	Sonnet Mathew	

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	Intro To Mass Com Sonnet Mathew	Television Production Shanu Salman	Reporting for Newspaper Anil Thomas	Editing for Newspaper Fe. Dr. Bastin Nellissery	NP Quiz Sonnet/ Anil Practical	Television Production Practical
2	Reporting for Newspaper Anil Thomas	Intro To Mass Com Sonnet Mathew	Television Production Shanu Salman	Editing for Newspaper Fe. Dr. Bastin Nellissery	NP Quiz Sonnet/ Anil Practical	Television Production Practical
3	Intro To Mass Com Sonnet Mathew	Reporting for Newspaper Anil Thomas	Television Production Shanu Salman	Editing for Newspaper Fe. Dr. Bastin Nellissery	NP Quiz Sonnet/ Anil Practical	Television Production Practical
4	Reporting for Newspaper Anil Thomas	Intro To Mass Com Sonnet Mathew	Television Production Shanu Salman	Editing for Newspaper Fe. Dr. Bastin Nellissery	Cinema Shanu	
5	Intro To Mass Com Sonnet Mathew	Television Production Shanu Salman	Reporting for Newspaper Anil Thomas	Editing for Newspaper Fe. Dr. Bastin Nellissery	NP Quiz Sonnet/ Anil Practical	Television Production Practical

Subject Code:	MCJ 1C 01
Subject Name:	Introduction to Mass Communication
No. of Credits:	04
No. of Contact Hours:	90
Hours per Week:	06
Name of the Teacher:	Sonnet Mathew

SYLLABUS

Module I

Definition and elements of communication; intra, interpersonal, group and mass communication; verbal and non-verbal communication

Module II

Concept of mass communication; functions of mass communication; strengths and limitations of print, radio, television, film, new media and folk media

Module III

Communication models - Aristotle, Lasswell, Shannon and Weaver, Schramm, Berlo, Andersch-Staats- and Bostorn model, Dance model and Barnlund model

Module IV

Models of mass communication process – transmission, expression, publicity and reception, Westley and MacLean, Riley and Riley and Maletzke

Module V

Flow theories- gatekeeper, gatekeeping models of White, Galtung and Ruge; news flow model - McNelly, Bass and Mowlana; uses and gratifications theory

Module VI

Normative theories of media performance – authoritarian theory, libertarian theory, social responsibility theory, communist theory, development media theory and democratic-participant media theory

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	06-10-2021 To 09-10-2021	1	Syllabus Introduction
		2	Chapter Introduction
		3	Definition
		09 October	Second Saturday
2	11-10-2021 To 16-10-2021	4	Elements of communication
		5	Types of communication
		6	Types of communication
		14 October	Mahanavami
		15 October	Vijayadashami
3	18-10-2021 To 23-10-2021	7	Types of communication
		8	Types of communication
		19 October	Nabidinam
		9	Types of communication – Verbal and Non-Verbal
		10	Chapter analysis
4	25-10-2021 To 30-10-2021	11	Class test
		12	Discussion
		13	Chapter Introduction
		14	Concept of mass communication
		15	Functions of mass communication
5	01-11-2021 To 06-11-2021	16	Functions of mass communication
		17	Strengths and limitations of print
		18	Strengths and limitations of radio
		19	Strengths and limitations of television
		20	Strengths and limitations of film
6	08-11-2021 To 13-11-2021	21	Strengths and limitations of new media
		04 November	Diwali
		22	Strengths and limitations of folk media
		23	Chapter analysis
		24	Class test
7	15-11-2021 To 20-11-2021	25	Test paper analysis
		26	Chapter Introduction
		27	Communication models
		28	Aristotle
		13 November	Second Saturday
7	15-11-2021 To 20-11-2021	29	Lasswell
		30	Shannon and Weaver
		31	Berlo
		32	Andersch-Staats- and Bostorn model
		33	Dance model

		34	Barnlund model
8	22-11-2021 To 27-11-2021	35	Chapter analysis
		36	Debate- Merits and Demerits
		37	Class test
		38	Test paper analysis
		39	Chapter introduction
		40	Models of mass communication process
9	29-11-2021 To 04-12-2021	41	Models of mass communication process
		42	Transmission Model
		43	Expression Model
		44	Publicity Model
		45	Reception Model
		46	Westley and MacLean
10	06-12-2021 To 11-12-2021	47	Riley and Riley
		48	Maletzke
		49	Chapter analysis
		50	Class test
		51	Test paper analysis
		11 December	Second Saturday
11	13-12-2021 To 18-12-2021	52	Seminar
		53	Seminar
		54	Seminar
		55	Chapter introduction
		56	Flow theories
		57	Gatekeeper
12	20-12-2021 To 25-12-2021	58	Gatekeeping models of White
		59	Gatekeeping models of Galtung and Ruge
		60	News flow model
		61	News flow model- McNelly, Bass and Mowlana
		62	News flow model- McNelly, Bass and Mowlana
		24 December	
		25 December	
13	27-12-2021 To 01-01-2022	27 December	
		28 December	
		29 December	
		30 December	
		31 December	
		01 January	
14	03-01-2022 To 08-01-2022	63	I Internal Examination
		64	I Internal Examination
		65	I Internal Examination
		66	Uses and gratifications theory
		67	Uses and gratifications theory

		68	Chapter introduction
15	10-01-2022 To 15-01-2022	69	Normative theories of media performance
		70	Normative theories of media performance
		71	Authoritarian theory
		72	Libertarian theory
		73	Social responsibility theory
		74	Communist theory
16	17-01-2022 To 22-01-2022	75	Development media theory
		76	Democratic-participant media theory
		77	Chapter analysis
		78	Class test
		79	Revision
		80	Revision
17	24-01-2022 To 29-01-2022	81	Revision
		82	Revision
		26 January	Republic Day
		83	Revision
		84	Revision
		85	Revision
18	31-01-2022 To 05-02-2022	86	II Internal Examination
		87	II Internal Examination
		88	II Internal Examination
		89	II Internal Examination
		90	II Internal Examination

Subject Code:	MCJ 1C 02
Subject Name:	Reporting for Newspaper
No. of Credits:	04
No. of Contact Hours:	90
Hours per Week:	06
Name of the Teacher:	Anil Thomas

Module I

A brief history of newspaper journalism in India - early English and Malayalam newspapers and editors; English and Malayalam newspaper journalism today; Journalism as mission and profession - Journalist as reporter, interpreter, investigator, reformer, watchdog and activist; qualities and responsibilities of a reporter; reporting terminology

Module II

Definition and ingredients of news; types of news - hard and soft news, human interest stories, straight news, interpretative stories, brights, follow-ups, roundups and sidebars ; News structure - inverted pyramid, narrative, hourglass and focus; variety in leads; new journalism; precision journalism

Module III

News sources – news agencies, news releases, news conferences, news briefs, meet-the-press, beats and other media; tapping news sources; source credibility and attribution; off-the-record; Computer Assisted Reporting (CAR)

Module IV

Interviewing - news and personality interviews, telephonic and online interviews - interviewing hazards and tactics, research, angle, questions and presentation formats

Module V

Reporting accidents, natural calamities, natural and unnatural deaths, communal and political violence, terrorism, crime, sports, politics, elections, education, speech, seminar, environment, science, and technology, agriculture, budget, business and entertainment

Module VI

Investigative reporting – major scoops, undercover journalism, sting operation, public interest versus invasion of privacy, yellow journalism and Press Council of India's guidelines; citizen journalism

Module VII

News filters - adversarial journalism, advocacy journalism, advertorials, chequebook journalism, embedded journalism, gonzo journalism, lapdog journalism, mojo and sojo, market-driven journalism, Mc Journalism, media scrum, newszak and tabloidization; ombudsman

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	06-10-2021 To 09-10-2021	1	Syllabus Introduction
		2	Chapter Introduction
		3	A brief history of newspaper journalism in India
		09 October	Second Saturday
2	11-10-2021 To 16-10-2021	4	Early English and Malayalam newspapers and editors
		5	English and Malayalam newspaper journalism today
		6	Journalism as mission and profession
		14 October	Mahanavami
		15 October	Vijayadashami
3	18-10-2021 To 23-10-2021	7	Journalist as reporter
		8	Journalist as interpreter and investigator
		19 October	Nabidinam
		9	Journalist as reformer, watchdog and activist
		10	Qualities and responsibilities of a reporter
4	25-10-2021 To 30-10-2021	11	Reporting terminology
		12	Chapter analysis
		13	Class test
		14	Discussion
		15	Chapter Introduction
		16	Definition and ingredients of news
5	01-11-2021 To 06-11-2021	17	Types of news - hard and soft news
		18	Human interest stories
		19	Straight news, interpretative stories, brights, follow-ups, roundups and sidebars
		20	Straight news, interpretative stories, brights, follow-ups, roundups and sidebars
		21	News structure - inverted pyramid, narrative, hourglass and focus
		04 November	Diwali
6	08-11-2021 To 13-11-2021	22	News structure - inverted pyramid, narrative, hourglass and focus
		23	News structure - inverted pyramid, narrative, hourglass and focus
		24	Variety in leads; new journalism; precision journalism
		25	Variety in leads; new journalism; precision journalism
		26	Chapter analysis
		27	Class test
7	15-11-2021 To 20-11-2021	28	Test paper analysis
		13 November	Second Saturday
		29	Chapter Introduction
		30	News sources
		31	News agencies, news releases, news conferences, news briefs, meet-the-press, beats and other media

		32	News agencies, news releases, news conferences, news briefs, meet-the press, beats and other media
		33	News agencies, news releases, news conferences, news briefs, meet-the press, beats and other media
		34	News agencies, news releases, news conferences, news briefs, meet-the press, beats and other media
8	22-11-2021 To 27-11-2021	35	Tapping news sources
		36	Source credibility and attribution
		37	Off-the-record
		38	Computer Assisted Reporting (CAR)
		39	Computer Assisted Reporting (CAR)
		40	Chapter analysis
9	29-11-2021 To 04-12-2021	41	Class test
		42	Test paper analysis
		43	Chapter introduction
		44	Interviewing
		45	News and personality interviews
		46	Telephonic and online interviews
10	06-12-2021 To 11-12-2021	47	Interviewing hazards and tactics
		48	Research, angle, questions and presentation formats
		49	Research, angle, questions and presentation formats
		50	Research, angle, questions and presentation formats
		51	Chapter analysis
		11 December	Second Saturday
11	13-12-2021 To 18-12-2021	52	Class test
		53	Test paper analysis
		54	Chapter introduction
		55	Reporting accidents
		56	Reporting natural calamities, natural and unnatural deaths
		57	Reporting communal and political violence
12	20-12-2021 To 25-12-2021	58	Reporting terrorism and crime
		59	Reporting , sports, politics and elections
		60	Reporting education, speech and seminar
		61	Reporting environment, science, and technology
		62	Reporting agriculture, budget, business and entertainment
		24 December	
		25 December	
13	27-12-2021 To 01-01-2022	27 December	
		28 December	
		29 December	
		30 December	
		31 December	

		01 January	
14	03-01-2022 To 08-01-2022	63	I Internal Examination
		64	I Internal Examination
		65	I Internal Examination
		66	Chapter introduction
		67	Investigative reporting
		68	Major scoops, undercover journalism and sting operation
15	10-01-2022 To 15-01-2022	69	Public interest versus invasion of privacy and yellow journalism
		70	Press Council of India's guidelines; citizen journalism
		71	Chapter analysis
		72	Class test
		73	Chapter introduction
		74	News filters
16	17-01-2022 To 22-01-2022	75	Adversarial journalism and advocacy journalism
		76	Advertorials, chequebook journalism and embedded journalism
		77	Gonzo journalism
		78	Lapdog journalism, mojo and sojo
		79	Market-driven journalism
		80	Mc Journalism, media scrum
17	24-01-2022 To 29-01-2022	81	Newszak and tabloidization;
		82	Ombudsman
		26 January	Republic Day
		83	Revision
		84	Revision
		85	Revision
18	31-01-2022 To 05-02-2022	86	II Internal Examination
		87	II Internal Examination
		88	II Internal Examination
		89	II Internal Examination
		90	II Internal Examination

Subject Code:	MCJ 1C 03
Subject Name:	Editing for Newspapers
No. of Credits:	04
No. of Contact Hours:	90
Hours per Week:	06
Name of the Teacher:	Fr Bastin Nellisseri

Module I

Organizational structure of the editorial department - qualities and responsibilities of chief editor, assistant editor, news editor, bureau chief, special correspondents, chief subeditors and sub-editors; editing terminology

Module II

Newsman's language - active and positive sentences; avoidance of verbosity, redundancies, clichés and monotony; transition devices; precision in vocabulary; subject and verb agreement; tenses in news writing; accuracy in punctuations, prepositions and auxiliaries

Module III

Editing process – checking facts, correcting and polishing language, rewriting leads, condensing stories, localizing news and angling news; editing for accuracy, objectivity, fairness, moral and legal propriety; translating stories from English to Malayalam and from Malayalam to English; editing handouts and news releases; handling wire copy; revising stringers' and citizen journalists' stories; stylebook consistency

Module IV

Headlines –types and functions of headlines; principles of headlining; subheads, captions and catchwords; traditional and modern headline styles;

Module V

Editorial page – editorials, opinion pieces, middles and letters to the editor; principles of editorial writing; types of editorials; qualities of and responsibilities of leader writers;

Module VI

Newspaper layout and design – principles of artistic design – balance, contrast, proportion and unity; traditional and modern design; typography and pagination; photographs, info-graphics; design softwares

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	06-10-2021 To 09-10-2021	1	Syllabus Introduction
		2	Chapter Introduction
		3	Organizational structure of the editorial department
		09 October	Second Saturday
2	11-10-2021 To 16-10-2021	4	Organizational structure of the editorial department
		5	Qualities and responsibilities of chief editor
		6	Qualities and responsibilities of assistant editor
		14 October	Mahanavami
		15 October	Vijayadashami
3	18-10-2021 To 23-10-2021	7	Qualities and responsibilities of news editor
		8	Qualities and responsibilities of bureau chief
		19 October	Nabidinam
		9	Qualities and responsibilities of special correspondents
		10	Qualities and responsibilities of chief subeditors
4	25-10-2021 To 30-10-2021	11	Qualities and responsibilities of sub-editors
		12	Editing terminology
		13	Discussion
		14	Chapter analysis
		15	Class test
		16	Test paper analysis
5	01-11-2021 To 06-11-2021	17	Newsman's language -
		18	Newsman's language - active and positive sentences
		19	Newsman's language - avoidance of verbosity
		20	Newsman's language – redundancies, clichés and monotony
		21	Transition devices
		04 November	Diwali
6	08-11-2021 To 13-11-2021	22	Precision in vocabulary
		23	Subject and verb agreement
		24	Tenses in news writing;
		25	Accuracy in punctuations, prepositions and auxiliaries
		26	Chapter analysis
		27	Class test
7	15-11-2021 To 20-11-2021	28	Test paper analysis
		13 November	Second Saturday
		29	Chapter Introduction
		30	Editing process
		31	Checking facts
		32	Correcting and polishing language
	33	Rewriting leads	

		34	Condensing stories
8	22-11-2021 To 27-11-2021	35	Localizing news and angling news
		36	Editing for accuracy, objectivity, fairness
		37	Moral and legal propriety
		38	Translating stories from English to Malayalam
		39	Translating stories from English to Malayalam
		40	Translating stories from Malayalam to English
9	29-11-2021 To 04-12-2021	41	Translating stories from Malayalam to English
		42	Editing handouts and news releases
		43	Handling wire copy
		44	Revising stringers' and citizen journalists' stories
		45	Stylebook consistency
		46	Chapter analysis
10	06-12-2021 To 11-12-2021	47	Class test
		48	Test paper analysis
		49	Chapter introduction
		50	Headlines
		51	Types of headlines
		11 December	Second Saturday
11	13-12-2021 To 18-12-2021	52	Functions of headlines
		53	Principles of headlining- subheads
		54	Principles of headlining -captions
		55	Principles of headlining -catchwords
		56	Traditional headline styles
		57	Modern headline styles
12	20-12-2021 To 25-12-2021	58	Class test
		59	Chapter introduction
		60	Editorial page
		61	Editorials, opinion pieces,
		62	Middles and letters to the editor
		24 December	
		25 December	
13	27-12-2021 To 01-01-2022	27 December	
		28 December	
		29 December	
		30 December	
		31 December	
		01 January	
14	03-01-2022 To 08-01-2022	63	I Internal Examination
		64	I Internal Examination
		65	I Internal Examination
		66	Principles of editorial writing
		67	Types of editorials

		68	Qualities of and responsibilities of leader writers
15	10-01-2022 To 15-01-2022	69	Chapter analysis
		70	Class test
		71	Chapter introduction
		72	Newspaper layout and design
		73	Newspaper layout and design
		74	Principles of artistic design
16	17-01-2022 To 22-01-2022	75	Principles of artistic design
		76	Principles of artistic design
		77	Traditional and modern design
		78	Traditional and modern design
		79	Typography and pagination
		80	Photographs
17	24-01-2022 To 29-01-2022	81	Info-graphics
		82	Design softwares
		26 January	Republic Day
		83	Discussion
		84	Revision
		85	Revision
18	31-01-2022 To 05-02-2022	86	II Internal Examination
		87	II Internal Examination
		88	II Internal Examination
		89	II Internal Examination
		90	II Internal Examination

Subject Code:	MCJ 1C 04
Subject Name:	Television Production
No. of Credits:	04
No. of Contact Hours:	108
Hours per Week:	07
Name of the Teacher:	Shanu Salman

Module I

Evolution and growth of television till date – Doordarshan, SITE, terrestrial, cable, satellite and DTH broadcast; history of Malayalam television

Module II

Audio-visual language - framing ; Types of shots-based on size, camera movements and camera angle; composition, lighting and sound

Module III

Editing - linear and non-linear, continuity editing – insert shot- cut-in and cutaways acceleration editing, relational editing-Montage, thematic editing and parallel cutting; transition techniques – cut, fade, dissolve, wipe and split screen; visual effects – superimposition and chroma key

Module IV

Television programme formats – serials, chat shows, reality shows, music , games, quizzes, review s- film, documentary, books, music, programmes, promos.

Module V

Studio personals – qualities and responsibilities of producer, floor manager, scene designer, costumer and makeup artist.

Module VI

Stages of production - pre-production, production and postproduction: documentary, fiction; studio productions; field productions.

Module VII

Scripting and production of commercials, PSA and music albums

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	06-10-2021 To 09-10-2021	1	Syllabus Introduction
		2	Chapter Introduction
		3	Evolution and growth of television till date
		4	Evolution and growth of television till date
		5	Doordarshan
		6	SITE, terrestrial, cable, satellite and DTH broadcast
		09 October	Second Saturday
2	11-10-2021 To 16-10-2021	7	SITE, terrestrial, cable, satellite and DTH broadcast
		8	SITE, terrestrial, cable, satellite and DTH broadcast
		9	History of Malayalam television
		10	History of Malayalam television
		14 October	Mahanavami
		15 October	Vijayadashami
		11	Discussion
3	18-10-2021 To 23-10-2021	12	Discussion
		19 October	Nabidinam
		13	Revision
		14	Revision
		15	Chapter analysis
		16	Class test
		17	Test paper analysis
4	25-10-2021 To 30-10-2021	18	Chapter Introduction
		19	Audio-visual language - framing
		20	Audio-visual language - framing
		21	Types of shots-based on size
		22	Types of shots-based on size
		23	Practical
		24	Practical
5	01-11-2021 To 06-11-2021	25	Camera movements and camera angle
		26	Camera movements and camera angle
		27	Practical
		04 November	Diwali
		28	Practical
		29	Composition, lighting and sound
		30	Practical
6	08-11-2021 To 13-11-2021	31	Practical
		32	Practical
		33	Chapter analysis
		34	Class test

		35	Test paper analysis
		36	Chapter Introduction
		13 November	Second Saturday
7	15-11-2021 To 20-11-2021	37	Editing
		38	Editing- linear and non-linear, continuity editing
		39	Editing- linear and non-linear, continuity editing
		40	Practical
		41	Insert shot
		42	Practical
		43	Practical
8	22-11-2021 To 27-11-2021	44	Cut-in and cut aways acceleration editing
		45	Practical
		46	Relational editing-Montage, thematic editing and parallel cutting
		47	Practical
		48	Practical
		49	Transition techniques – cut, fade, dissolve, wipe and split screen
		50	Practical
9	29-11-2021 To 04-12-2021	51	Visual effects – superimposition and chroma key
		52	Practical
		53	Chapter analysis
		54	Class test
		55	Test paper analysis
		56	Chapter introduction
		57	Television programme formats
10	06-12-2021 To 11-12-2021	58	Serials, chat shows and reality shows
		59	Serials, chat shows and reality shows- Script
		60	Music , games and quizzes
		61	Music , games and quizzes- Script
		62	Review s- film, documentary, books, music and programmes
		63	Review s- film, documentary, books, music and programmes- Script
		11 December	Second Saturday
11	13-12-2021 To 18-12-2021	64	Promos
		65	Practical
		66	Practical- Script Writing
		67	Class test
		68	Chapter introduction
		69	Studio personals
		70	Qualities and responsibilities of producer
12	20-12-2021	71	Qualities and responsibilities of floor manager
		72	Qualities and responsibilities of scene designer

	To 25-12-2021	73	Qualities and responsibilities of costumer and makeup artist
		74	Discussion
		75	Discussion
		76	Chapter analysis
		24 December	
		25 December	
13	27-12-2021 To 01-01-2022	27 December	
		28 December	
		29 December	
		30 December	
		31 December	
		01 January	
14	03-01-2022 To 08-01-2022	77	I Internal Examination
		78	I Internal Examination
		79	I Internal Examination
		80	Class test
		81	Test Paper Analysis
		82	Chapter introduction
		83	Stages of production
15	10-01-2022 To 15-01-2022	84	Pre-production
		85	Pre-production- Practical
		86	Production
		87	Production- Practical
		88	Postproduction
		89	Postproduction- Practical
		90	Documentary and Fiction
16	17-01-2022 To 22-01-2022	91	Studio productions
		92	Studio productions- Practical
		93	Field productions
		94	Chapter Analysis
		95	Chapter Introduction
		96	Scripting and production of commercials
		97	PSA and music albums
17	24-01-2022 To 29-01-2022	98	Discussion
		99	Revision
		26 January	Republic Day
		100	Revision
		101	Revision
		102	Revision
18	31-01-2022 To	103	Revision
		104	II Internal Examination
		105	II Internal Examination
		106	II Internal Examination

	05-02-2022	107	II Internal Examination
		108	II Internal Examination