

DON BOSCO ARTS & SCIENCE COLLEGE

ANGADIKADAVU

(Affiliated to Kannur University Approved by Government of Kerala)

ANGADIKADAVU P.O. IRITTY, KANNUR – 670706



COURSE PLAN

Department of Journalism

(2021 – 23)

SEMESTER -III

ACADEMIC YEAR- (2022-23)

III Semester MCJ (2022 - 23)

SL. No.	Name of Subjects with Code	Name of the Teacher	Duty Hours per week
1.	MCJ 3C 09 Public Relations and Corporate Communication	Dr Biju Nellissery	5
2.	MCJ 3C 10 Advertising	Shanu Salman	5
3.	MCJ 3C 11 Mass communication Research	Dr Biju Nellissery	5
4.	MCJ 3C 12 Television Journalism	Abel Babu	5
5.	MCJ 3C 04 Indian Politics and Communication	Anil Thomas	5
	Name of Class Incharge:	Anil Thomas	

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	MCJ 3C 11 Mass Communication Research	MCJ 3C 12 Television Journalism	MCJ 3C 10 Advertising	MCJ 3C 09 Public Relations and Corporate Communication	MCJ 3E 04 Indian Politics and Communication
2	MCJ 3C 11 Mass Communication Research	MCJ 3E 04 Indian Politics and Communication	MCJ 3C 10 Advertising	MCJ 3C 12 Television Journalism	MCJ 3C 09 Public Relations and Corporate Communication
3	MCJ 3C 11 Mass Communication Research	MCJ 3C 12 Television Journalism	MCJ 3C 10 Advertising	MCJ 3C 09 Public Relations and Corporate Communication	MCJ 3E 04 Indian Politics and Communication
4	MCJ 3C 11 Mass Communication Research	MCJ 3E 04 Indian Politics and Communication	MCJ 3C 10 Advertising	MCJ 3C 12 Television Journalism	MCJ 3C 09 Public Relations and Corporate Communication
5	MCJ 3C 11 Mass Communication Research	MCJ 3C 12 Television Journalism	MCJ 3C 10 Advertising	MCJ 3C 09 Public Relations and Corporate Communication	MCJ 3E 04 Indian Politics and Communication

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 the Teacher:	Dr Biju Nellissery

Syllabus

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	15-08-2022 To 20-08-2022	15 August	Independence Day
		1	Introduction to PR
		2	Introduction to PR – video
		18 August	Sree Krishna Jayanthi
		3	Module I: Definition of public relations
		4	Evolution of public relations;
2	22-08-2022 To 27-08-2022	5	History of PR in India
		6	Scope and functions of public relations
		7	PR and propaganda
		8	PR and corporate advertising
		9	Publicity and public relations
		10	Revision of Module I
3	29-08-2022 To 03-09-2022	11	Module II Organizational set-up of public relations departments/agencies
		12	Public relations in private and public sectors
		13	Public relations in private and public sectors
		14	Central and State Government public relations departments
		15	Central and State Government public relations departments
		16	Central and State Government public relations departments
4	05-09-2022 To 10-09-2022	05 September	Onam Vacation
		06 September	Onam Vacation
		07 September	Onam Vacation
		08 September	Onam Vacation
		09 September	Onam Vacation
		10 September	Onam Vacation

No of Weeks	Dates	Session	Topic
5	12-09-2022 To 17-09-2022	17	PR campaign
		18	PR tools
		19	Government media units and their functions
		20	Role and responsibility of PRO
		21	Revision of Module II
		22	Module III Public relations and spin doctoring
6	19-09-2022 To 24-09-2022	23	PR professionals and political image management
		24	PR professionals and political image management
		21 September	Sree Narayana Guru Samadhi
		25	PR professionals and political image management
		26	Lobbying, packaging, merchandising
		27	Customer care, e-marketing
7	26-09-2022 To 01-10-2022	28	Crisis resolution and communication
		29	Crisis resolution and communication
		30	Crisis resolution and communication
		31	Revision of Module III
		32	Revision of Module III
		33	Revision of Module III
8	03-10-2022 To 08-10-2022	34	Module IV - PR and media relations
		04 October	Mahanavami
		05 October	Vijayadashami
		35	Issuing news releases
		36	Holding briefings and news conferences
		08 October	Milad-i-Sherif
9	10-10-2022 To 15-10-2022	37	Organizing facility visits
		38	Sponsorship and exhibitions
		39	Producing newsletters, house journals and brochures
		40	New media
		41	PR and public
		42	Trade union relations
10	17-10-2022 To 22-10-2022	43	I Internal Examination
		44	I Internal Examination
		45	I Internal Examination
		46	I Internal Examination
		47	I Internal Examination
		48	I Internal Examination

No of Weeks	Dates	Session	Topic
11	24-10-2022 To 29-10-2022	24 October	Divali
		49	Customer relations, employee relations
		50	Community relations, and stockholder relations
		51	Revision of Module IV
		52	Module V – Corporate Communication - Intro
		53	Corporate Communication- definition
12	31-10-2022 To 05-11-2022	54	Corporate identity and corporate image
		55	Corporate culture and corporate citizenship
		56	Functions of corporate communicator
		57	Corporate social responsibility
		58	Public relations and corporate community involvement
		59	Public relations and corporate reputation
13	07-11-2022 To 12-11-2022	60	Revision of Module V
		61	Revision of Module V
		62	Module VI - PR professional organizations- Intro
		63	PR professional organizations
		64	PR professional organizations
		12 November	Second Saturday
14	14-11-2022 To 19-11-2022	65	PR code of ethics
		66	PR code of ethics
		67	Seminar Presentations
		68	Seminar Presentations
		69	Seminar Presentations
		70	Seminar Presentations
15	21-11-2022 To 26-11-2022	71	Seminar Presentations
		72	Seminar Presentations
		73	Seminar Presentations
		74	Seminar Presentations
		75	Seminar Presentations
		76	Seminar Presentations
16	28-11-2022 To 03-12-2022	77	Seminar Presentations
		78	Seminar Presentations
		79	Seminar Presentations
		80	Seminar Presentations
		81	Revision
		82	Revision

No of Weeks	Dates	Session	Topic
17	28-11-2022 To 03-12-2022	83	II Internal Examinations
		84	II Internal Examinations
		85	II Internal Examinations
		86	II Internal Examinations
		87	II Internal Examinations
		88	Discussion of previous question papers
18		89	Discussion of previous question papers
		90	Discussion of previous question papers

Subject Code:	MCJ 3C 10
Subject Name:	Advertising
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of the Teacher:	Shanu Salman

Syllabus

MCJ: Third Semester MCJ 3C 10: 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 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

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	15-08-2022 To 20-08-2022	15 August	Independence Day
		1	Basic Introduction of Advertising
		2	History and evolution of advertising
		18 August	Sree Krishna Jayanthi
		3	defining modern advertising
		4	defining modern advertising
2	22-08-2022 To 27-08-2022	5	key concepts of advertising;
		6	key concepts of advertising;
		7	roles and functions of advertising
		8	roles and functions of advertising
		9	marketing
		10	communication
3	29-08-2022 To 03-09-2022	11	key players
		12	advertiser, advertising agency
		13	advertiser, advertising agency
		14	Class test
		15	Practical session
		16	Practical session
		05 September	Onam Vacation

No of Weeks	Dates	Session	Topic
4	05-09-2022 To 10-09-2022	06 September	Onam Vacation
		07 September	Onam Vacation
		08 September	Onam Vacation
		09 September	Onam Vacation
		10 September	Onam Vacation
5	12-09-2022 To 17-09-2022	17	media, suppliers and target audience
		18	media, suppliers and target audience
		19	Seminar
		20	Practical
		21	Practical
		22	types of advertising
6	19-09-2022 To 24-09-2022	23	types of advertising
		24	Consumer Behavior
		21 September	Sree Narayana Guru Samadhi
		25	Consumer Behavior
		26	Seminar
		27	cultural, social
7	26-09-2022 To 01-10-2022	28	psychological and behavioral influences
		29	psychological and behavioral influences
		30	psychological and behavioral influences
		31	Consumer decision process
		32	segmenting
		33	targeting and positioning
8	03-10-2022 To 08-10-2022	34	branding
		04 October	Mahanavami
		05 October	Vijayadashami
		35	Seminar
		36	Class Test
9	10-10-2022 To 15-10-2022	08 October	Milad-i-Sherif
		37	Advertisement copywriting for print – copywriter and advertising writing style
		38	Writing headlines, display copy and body copy
		39	illustrations and photos, typography and design
		40	Tools of copy writing-radio, television
		41	Web; planning and production of television commercials
9	10-10-2022 To 15-10-2022	42	Potentials and limitations of different media in advertising

No of Weeks	Dates	Session	Topic
10	17-10-2022 To 22-10-2022	43	I Internal Examination
		44	I Internal Examination
		45	I Internal Examination
		46	I Internal Examination
		47	I Internal Examination
		48	I Internal Examination
11	24-10-2022 To 29-10-2022	24 October	Divali
		49	Media planning and buying – the aperture concept, media plan
		50	media research, media objectives
		51	media strategies and media buying
		52	art and science of creative advertising and facets of creative strategy
		53	Evaluation of advertising effectiveness
12	31-10-2022 To 05-11-2022	54	types and stages of evaluation
		55	copy testing, media evaluation – audience exposure
		56	advertising ROI and media efficiency
		57	Advertising ethics
		58	poor taste and offensive advertising
		59	reinforcing stereotypes
13	07-11-2022 To 12-11-2022	60	body image and self-image
		61	targeting children
		62	misleading claims and other message strategies
		63	advertising controversial products;
		64	professional organizations
		12 November	Second Saturday
14	14-11-2022 To 19-11-2022	65	Seminar
		66	Seminar
		67	Seminar
		68	Seminar
		69	Seminar
		70	Seminar
15	21-11-2022 To 26-11-2022	71	Practical
		72	Practical
		73	Practical
		74	Practical

No of Weeks	Dates	Session	Topic
		75	Practical
		76	Practical
16	28-11-2022 To 03-12-2022	77	Practical
		78	Class Test
		79	Practical
		80	Practical
		81	Practical
		82	Practical
17	28-11-2022 To 03-12-2022	83	II Internal Examinations
		84	II Internal Examinations
		85	II Internal Examinations
		86	II Internal Examinations
		87	II Internal Examinations
		88	Practical
18		89	Practical
		90	Practical

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 the Teacher:	Dr Biju Nellissery

Syllabus

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, medium 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	15-08-2022 To 20-08-2022	15 August	Independence Day
		1	Introduction to Research
		2	Introduction to Research
		18 August	Sree Krishna Jayanthi
		3	Module I: Nature and scope of research
		4	Development of mass media research
2	22-08-2022 To 27-08-2022	5	An evaluation of communication research in India
		6	Media research and scientific method
		7	Methods of knowing
		8	Characteristics of scientific method
		9	Academic and applied research
		10	Revision of Module I
3	29-08-2022 To 03-09-2022	11	Module II Research procedures
		12	Research procedures
		13	Determining topic relevance
		14	Review of literature
		15	Review of literature
		16	Review of literature
		05 September	Onam Vacation

No of Weeks	Dates	Session	Topic
4	05-09-2022 To 10-09-2022	06 September	Onam Vacation
		07 September	Onam Vacation
		08 September	Onam Vacation
		09 September	Onam Vacation
		10 September	Onam Vacation
5	12-09-2022 To 17-09-2022	17	Hypothesis formulation
		18	Conceptualization and theory building
		19	Research design
		20	Sampling techniques
		21	Data collection
		22	Data collection
6	19-09-2022 To 24-09-2022	23	Data collection
		24	Data collection
		21 September	Sree Narayana Guru Samadhi
		25	Statistical tests, Data analysis and interpretation
		26	Research reporting
		27	Research reporting
7	26-09-2022 To 01-10-2022	28	Conclusions and recommendations
		29	Statistical Packages for data analysis (SPSS)
		30	Statistical Packages for data analysis (SPSS)
		31	Statistical Packages for data analysis (SPSS)
		32	Revision of Module II
		33	Revision of Module II
8	03-10-2022 To 08-10-2022	34	Module III Elements of research-Intro
		04 October	Mahanavami
		05 October	Vijayadashami
		35	Concepts and constructs
		36	Variables and measurements
		08 October	Milad-i-Sherif
9	10-10-2022 To 15-10-2022	37	Variables and measurements
		38	Reliability and validity
		39	Sampling – probability and non-probability samples
		40	Sampling – probability and non-probability samples
		41	Sampling – probability and non-probability samples
		42	Sample size and sample error
10	17-10-2022	43	I Internal Examination
		44	I Internal Examination

No of Weeks	Dates	Session	Topic
	To 22-10-2022	45	I Internal Examination
		46	I Internal Examination
		47	I Internal Examination
		48	I Internal Examination
11	24-10-2022 To 29-10-2022	24 October	Divali
		49	Analysing the internal question paper
		50	Module IV Qualitative research methods - Intro
		51	Field observations, focus groups
		52	Intensive interviews and case studies
		53	Content analysis – uses and limitations
12	31-10-2022 To 05-11-2022	54	Steps, examples, reliability and validity
		55	Revision of Module IV
		56	Module V - Survey research- Intro
		57	Descriptive and analytical surveys
		58	Advantages and disadvantages
		59	Constructing questions, questionnaire design
13	07-11-2022 To 12-11-2022	60	Pre-testing, data collection and analysis
		61	Longitudinal research – development and types of longitudinal studies
		62	Experimental research
		63	Advantages and disadvantages of laboratory experiments
		64	Conducting experimental research
		12 November	Second Saturday
14	14-11-2022 To 19-11-2022	65	Experimental design and field experiments
		66	Revision of Module V
		67	Module VI – Intro on Statistics
		68	Measures of central tendencies
		69	Computation of mean, medium and mode
		70	Measures of dispersion- range, mean deviation, standard deviation
15	21-11-2022 To 26-11-2022	71	Measures of dispersion- range, mean deviation, standard deviation
		72	Measures of dispersion- range, mean deviation, standard deviation
		73	Measures of variance
		74	Skewness and correlation tests
		75	Chi-square test

No of Weeks	Dates	Session	Topic
		76	f-test, t-test
16	28-11-2022 To 03-12-2022	77	ANOVA, Correlation test
		78	Module VII – Report writing
		79	Thesis style(APA) bibliography, indexing, abstracting, reference
		80	Citation, appendix and manuscript preparation
		81	Revision
		82	Revision
17	28-11-2022 To 03-12-2022	83	II Internal Examinations
		84	II Internal Examinations
		85	II Internal Examinations
		86	II Internal Examinations
		87	II Internal Examinations
		88	Discussion of previous question papers
18		89	Discussion of previous question papers
		90	Discussion of previous question papers

Subject Code:	MCJ 3C 12
Subject Name:	Television Journalism
No. of Credits:	4
No. of Contact Hours:	90
Hours per Week:	5
Name of the Teacher:	Abel Babu

Syllabus

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

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	15-08-2022 To 20-08-2022	15 August	Independence Day
		1	News
		2	News qualities
		18 August	Sree Krishna Jayanthi
		3	Broadcast writing
		4	Similarities between print and broadcast
2	22-08-2022 To 27-08-2022	5	Strengths of TV Journalism
		6	Limitations of TV Journalism
		7	Legal & Ethical matters in TV newscast
		8	Revision
		9	Television news writing style
		10	TV & Radio script format
3	29-08-2022 To 03-09-2022	11	Principles for writing tv news copy
		12	Attribution and use of sound bytes
		13	Revision
		14	Class test
		15	Practical session
		16	Practical session
4	05-09-2022 To 10-09-2022	05 September	Onam Vacation
		06 September	Onam Vacation
		07 September	Onam Vacation
		08 September	Onam Vacation
		09 September	Onam Vacation
		10 September	Onam Vacation
		17	Factors of newsworthiness

No of Weeks	Dates	Session	Topic
5	12-09-2022 To 17-09-2022	18	News sources
		19	Electronic news gathering
		20	Electronic field production
		21	Outdoor broadcast van
		22	News reporting
6	19-09-2022 To 24-09-2022	23	Tv news formats
		24	Live news reporting
		21 September	Sree Narayana Guru Samadhi
		25	Live formats
		26	Television Interview
		27	Types of interviews
7	26-09-2022 To 01-10-2022	28	Studio interview
		29	Reporting politics
		30	Political reporting
		31	Writing for political reporting
		32	Development reporting
		33	Present trends in development reporting
8	03-10-2022 To 08-10-2022	34	Role of the journalist
		04 October	Mahanavami
		05 October	Vijayadashami
		35	Revision
		36	Class test
		08 October	Milad-i-Sherif
9	10-10-2022 To 15-10-2022	37	Practical works
		38	Practical works
		39	Practical works
		40	Practical works
		41	Practical works
		42	Practical works
10	17-10-2022 To 22-10-2022	43	I Internal Examination
		44	I Internal Examination
		45	I Internal Examination
		46	I Internal Examination
		47	I Internal Examination
		48	I Internal Examination
11	24-10-2022 To	24 October	Diwali
		49	Inverted pyramid vs diamond model
		50	Types of lead

No of Weeks	Dates	Session	Topic
	29-10-2022	51	Preparing package
		52	P2c
		53	Type of p2c
12	31-10-2022 To 05-11-2022	54	Practical works
		55	Practical works
		56	Practical works
		57	Electronic news production system
		58	Mobile journalism
		59	Structure of broadcast
13	07-11-2022 To 12-11-2022	60	Qualities & responsibilities of a news producer
		61	TV News personnel
		62	Production personnel
		63	Class test
		64	Revision
		12 November	Second Saturday
14	14-11-2022 To 19-11-2022	65	Anchoring
		66	Types of anchoring
		67	News anchor
		68	Principles for effective anchoring
		69	Visual charisma
		70	Four keys to become successful anchor
15	21-11-2022 To 26-11-2022	71	Steps in While anchoring
		72	Traits of a good tv broadcaster
		73	8 essential skills for anchoring
		74	Microphones
		75	Teleprompter
		76	Revision
16	28-11-2022 To 03-12-2022	77	Class test
		78	Additional notes discussions
		79	Discussion on various topics relates to the subject
		80	Discussion on various topics relates to the subject
		81	Screening of news productions
		82	Revision
17	28-11-2022 To 03-12-2022	83	II Internal Examinations
		84	II Internal Examinations
		85	II Internal Examinations
		86	II Internal Examinations
		87	II Internal Examinations

No of Weeks	Dates	Session	Topic
		88	Discussion of previous question papers
18		89	Discussion of previous question papers
		90	Discussion of previous question papers

Subject Code:	MCJ3E04
Subject Name:	Indian Politics and Communication
No. of Credits:	04
No. of Contact Hours:	72
Hours per Week:	05
Name of the Teacher:	Anil Thomas

Syllabus

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 Shastri 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 Minister

TEACHING SCHEDULE

No of Weeks	Dates	Session	Topic
1	15-08-2022 To 20-08-2022	15 August	Independence Day
		1	Syllabus Introduction
		2	Chapter Introduction
		18 August	Sree Krishna Jayanthi
		3	Political reporting from colonial legacy
		4	National Movement legacy
2	22-08-2022 To 27-08-2022	5	Basic features and provisions of the Indian Constitution
		6	Linguistic organization of states
		7	Regionalism
		8	Chapter Analysis
		9	Discussion
		10	Class Test
3	29-08-2022 To 03-09-2022	11	Test Paper Analysis
		12	Chapter Introduction
		13	Communication after independence
		14	The Nehru Era
		15	Major political parties
		16	Major political party leaders
4	05-09-2022 To 10-09-2022	05 September	Onam Vacation
		06 September	Onam Vacation
		07 September	Onam Vacation
		08 September	Onam Vacation
		09 September	Onam Vacation
		10 September	Onam Vacation
5	12-09-2022 To 17-09-2022	17	Congress and the Opposition
		18	Regional Parties
		19	Chapter Analysis
		20	Discussion
		21	Class Test
		22	Chapter Introduction
6	19-09-2022 To 24-09-2022	23	Political Communication
		24	Shastri to Indira Gandhi
		21 September	Sree Narayana Guru Samadhi
		25	Indira Era
		26	J P Movement

No of Weeks	Dates	Session	Topic
		27	Emergency Period
7	26-09-2022 To 01-10-2022	28	Assignment – Analysis on Indira Era
		29	Discussion of the assignment
		30	Janata Coalition Government
		31	Class Test
		32	Test Paper Analysis
		33	Chapter Introduction
8	03-10-2022 To 08-10-2022	34	Media's role as political communicator
		04 October	Mahanavami
		05 October	Vijayadashami
		35	The Rajiv Years
		36	Bofors and its aftermath
		08 October	Milad-i-Sherif
9	10-10-2022 To 15-10-2022		Practical works
			Practical works
			Practical works
			Practical works
			Practical works
			Practical works
10	17-10-2022 To 22-10-2022		I Internal Examination
			I Internal Examination
			I Internal Examination
			I Internal Examination
			I Internal Examination
			I Internal Examination
11	24-10-2022 To 29-10-2022	24 October	Divali
		37	Inverted pyramid vs diamond model
		38	Types of lead
		39	Preparing package
		40	P2c
		41	Type of p2c
12	31-10-2022 To 05-11-2022		Practical works
			Practical works
			Practical works
		42	National Front Government
		43	Pokhran II
		44	Kargil War
		45	Debate

No of Weeks	Dates	Session	Topic
13	07-11-2022 To 12-11-2022	46	Webinar
		47	Class Test
		48	Chapter Introduction
		49	Political agendas and reporting
		12 November	Second Saturday
14	14-11-2022 To 19-11-2022	50	Jammu and Kashmir
		51	Punjab Crisis, Mandal Commission
		52	Babri Masjid, Godhra Riots
		53	2G Spectrum Scam and Current Issues
		54	Land Reforms, Agrarian Struggles
		55	Discussion on Farmers Strike, Green Revolution
15	21-11-2022 To 26-11-2022	56	Globalization, liberalization and privatisation
		57	Class Test
		58	Reporting Kerala politics a critique on major political parties and their leaders in Kerala
		59	An analysis of performance of political parties in Legislative and Lok Sabha elections
		60	Constituencies and members of legislative assembly
		61	A critique of the Coalition Governments
16	28-11-2022 To 03-12-2022	62	Profile on Kerala Chief Ministers
		63	Additional notes discussions
		64	Discussion on various topics relates to the subject
		65	Discussion on various topics relates to the subject
		66	Study Leave
		67	Study Leave
17	28-11-2022 To 03-12-2022	68	II Internal Examinations
		69	II Internal Examinations
		70	II Internal Examinations
		71	II Internal Examinations
		72	II Internal Examinations

