



**KANNUR UNIVERSITY**  
കണ്ണൂർ സർവകലാശാല

**(Abstract)**

Scheme and Syllabus of third semester Journalism Courses -Prepared in tune with KU-SLL - FYUGP-Regulations - Approved & Implemented under Private registration Scheme of School of Lifelong Learning w.e.f. 2024 admission - Orders Issued

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**ACADEMIC C SECTION**

ACAD C/ACAD C5/1455/2025

Dated: 28.10.2025

- Read:-1. ACAD C/ACAD C5/1455/2025 dtd: 04.02.2025  
2. ACAD C/ ACAD C5/21553/2024 dtd: 27.08.2025  
3. E-mail dtd: 19/09/2025, from the Chairperson, BoS in Journalism and Mass Communication (Cd)  
4. Minutes of the meeting of the Standing Committee of Academic Council held on 29/09/2025  
5. Orders of the Vice Chancellor in file No. ACAD C/ACAD C5/24803/2024 dtd:14.10.2025

**ORDER**

- 1.The Scheme and Syllabus of first and second semester Journalism courses prepared in tune with KU-SLL-FYUGP Regulation (2024) was approved and implemented under Private Registration Scheme of School of Lifelong Learning w.e.f 2024 admission, vide paper read (1) above
- 2.The list of courses to be offered in third and fourth semesters of FYUG programmes under Private Registration Scheme of SLL, w.e.f 2024 admission was approved and implemented vide paper read (2) above.
- 3.Subsequently, vide paper read (3) above, the Chairperson BoS in Journalism and Mass Communication (Cd) submitted the Scheme and Syllabus of third Semester FYUG Journalism Courses, for approval and implementation under Private Registration Scheme of School of Lifelong Learning of the University w.e.f. 2024 admission.
4. Considering the matter, the Hon'ble Vice Chancellor ordered to place the Scheme and Syllabus, before the Standing Committee of the Academic Council for consideration.
- 5.The Standing Committee of the Academic Council, vide paper read (4) above, considered the matter and recommended to approve the Scheme and Syllabus of the courses of Journalism .
- 6.The Hon'ble Vice Chancellor, after considering the recommendation of the Standing Committee of the Academic Council and in exercise the powers of the Academic Council, conferred under Section 11(1) Chapter III of Kannur University Act, 1996 and all other enabling provisions read together with, approved the Scheme and Syllabus of the Third Semester Courses of Journalism, prepared in tune with KU-SLL-FYUGP Regulations 2024 and implemented under Private Registration Scheme of School of Lifelong Learning of the University, w.e.f 2024 admission, subject to reporting to the Academic Council.
7. Third semester Scheme and Syllabus of Journalism Courses under Private Registration Scheme of School of Lifelong Learning of Kannur University, applicable w.e.f. 2024 admission are appended with this U.O. & uploaded in the University website.  
Orders are issued accordingly.



Sd/-

Bindu K P G

DEPUTY REGISTRAR (ACADEMIC)

For REGISTRAR

To: 1. Controller of Examinations (through PA)  
2. The Director, (In charge) School of Lifelong Learning

Copy To: 1. The Chairperson, Board of Studies in Journalism and Mass Communication (Cd)  
2. PS to VC/PA to R  
3. EX CI/EG I/AR-I/AR-IV/JR-2( EXAM)  
4. DR/AR (Academic)  
5. IT Cell/Computer Programmer  
6. Web Manager (for uploading in the website)  
7. SF/DF/FC

Forwarded / By Order

  
SECTION OFFICER

KV



**PRIVATE REGISTRATION UG (FYUGP PATTERN) LIST OF COURSES - SEMESTER III & IV**  
**(w.e.f. 2024 Admission)**

**B.Com. – III Semester**

| SI No. | Name of the Course   | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|--------|--|------------------|-----------|-------|-----|-------|---------------------|
|        |  |                  |           | ESE   | CCA | Total |                     |
| 1      | Multi Disciplinary Course – MDC – 3<br><br><b>KU3MDCENG201 - Kerala Knowledge Systems</b><br><i>(Common Syllabus for all Programmes)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 1<br><br><b>KU3VACCOM100 - Professional Ethics and Corporate Governance</b><br><i>(for B.Com. Candidates)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | DSC - Major 3<br><br><b>KU3DSCCOM200 - Corporate Accounting</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 4      | DSC - Major 4<br><br><b>KU3DSCCOM201 - Company Law and Administration</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
|        | <b>DSC - Minor (for other Programmes)</b>  |                  |           |       |     |       |                     |
| 5      | Minor Course 1<br><br><b>KU3DSCCOM203 Financial Markets and Services</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | Minor Course 2<br><br><b>KU3DSCCOM204 Event Management</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
|        | <b>TOTAL</b>   | <b>6</b>         | <b>22</b> |       |     |       |                     |

## B.Com. – IV Semester

| SI No. | Name of the Course  | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|--------|---|------------------|-----------|-------|-----|-------|---------------------|
|        |   |                  |           | ESE   | CCA | Total |                     |
| 1      | Value Added Course – VAC – 2<br><b>KU4VACCOM101 - Consumer Rights and Protection</b><br><i>(for B.Com. Candidates)</i>                | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 3<br><b>KU4VACCOM102 - Environmental Studies and Disaster Management</b><br><i>(for B.Com. Candidates)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | Skill Enhancement Course – SEC – 1<br><b>KU4SECCOM100 - Office Secretaryship and Practices</b><br><i>(for B.Com. Candidates)</i>      | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | DSC - Major 5<br><b>KU4DSCCOM207 - Cost Accounting</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 5      | DSC - Major 6<br><b>KU4DSCCOM208 - Business Legal Environment</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | DSC - Major 7<br><b>KU4DSCCOM209 - Entrepreneurship Development</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 7      | Internship  | 1                | 2         |       |     |       |                     |
|        | <b>TOTAL</b>  | <b>7</b>         | <b>23</b> |       |     |       |                     |

## B.B.A. – III Semester

| Sl No. | Name of the Course   | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|--------|--|------------------|-----------|-------|-----|-------|---------------------|
|        |  |                  |           | ESE   | CCA | Total |                     |
| 1      | Multi Disciplinary Course – MDC – 3<br><b>KU3MDCENG201 - Kerala Knowledge Systems</b><br><i>(Common Syllabus for all Programmes)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 1<br><b>KU3VACBBA200 - Environmental Science and Sustainability</b><br><i>(for B.B.A. Candidates)</i>     | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | DSC - Major 3<br><b>KU3DSCBBA200 - Marketing Management</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 4      | DSC - Major 4<br><b>KU3DSCBBA201 - Human Resource Management</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
|        | <b>DSC - Minor (for other Programmes)</b>  |                  |           |       |     |       |                     |
| 5      | Minor Course 1<br><b>KU3DSCBBA202 - Management Information System</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | Minor Course 2<br><b>KU3DSCBBA203 - Legal and Ethical Issues in Business</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
|        | <b>TOTAL</b>   | <b>6</b>         | <b>22</b> |       |     |       |                     |

## B.B.A. – IV Semester

| Sl No. | Name of the Course   | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|--------|--|------------------|-----------|-------|-----|-------|---------------------|
|        |  |                  |           | ESE   | CCA | Total |                     |
| 1      | Value Added Course – VAC – 2<br><b>KU4VACBBA200 - Disaster Management</b><br><i>(for B.B.A. Candidates)</i>                          | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 3<br><b>KU4VACBBA201 - Corporate Governance &amp; CSR</b><br><i>(for B.B.A. Candidates)</i>               | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | Skill Enhancement Course – SEC – 1<br><b>KU4SECBBA200 - Emerging Technologies and Applications</b><br><i>(for B.B.A. Candidates)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | DSC - Major 5<br><b>KU4DSCBBA200 - Organisational Behaviour</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 5      | DSC - Major 6<br><b>KU4DSCBBA201 - Operations Management</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | DSC - Major 7<br><b>KU4DSCBBA202 - Financial Management</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 7      | Internship   | 1                | 2         |       |     |       |                     |
|        | <b>TOTAL</b>   | <b>7</b>         | <b>23</b> |       |     |       |                     |

## B.A. Economics – III Semester

| Sl No.                                    | Name of the Course   | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|---|--|------------------|-----------|-------|-----|-------|---------------------|
|   |  |                  |           | ESE   | CCA | Total |                     |
| 1   | Multi Disciplinary Course – MDC – 3<br><b>KU3MDCENG201 - Kerala Knowledge Systems</b><br><i>(Common Syllabus for all Programmes)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2   | Value Added Course – VAC – 1<br><b>KU3VACECO202 - Academic Writing in Social Science</b><br><i>(for B.A. Economics Candidates)</i>   | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3   | DSC - Major 3<br><b>KU3DSCECO201 - Intermediate Microeconomics</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 4   | DSC - Major 4<br><b>KU3DSCECO202 - Basic Analytical Tools for Economics</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>DSC - Minor (for other Programmes)</b> |  |                  |           |       |     |       |                     |
| 5   | Minor Course 1<br><b>KU3DSCECO203 Economics of Banking and Finance</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6   | Minor Course 2<br><b>KU3DSCECO205 Economics of Care and Ageing</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>TOTAL</b>                              |  | <b>6</b>         | <b>22</b> |       |     |       |                     |

## B.A. Economics – IV Semester

| Sl No. | Name of the Course  | Number of course | C         | Marks |     |       | Duration of the ESE |
|--------|---|------------------|-----------|-------|-----|-------|---------------------|
|        |   |                  |           | ESE   | CCA | Total |                     |
| 1      | Value Added Course – VAC – 2<br><b>KU4VACECO203 Economics of Crime and Corruption</b><br><i>(for B.A. Economics Candidates)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 3<br><b>KU4VACECO204 Ethics in Academic Writing</b><br><i>(for B.A. Economics Candidates)</i>        | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | Skill Enhancement Course – SEC – 1<br><b>KU4SECECO202 Hospital Economics</b><br><i>(for B.A. Economics Candidates)</i>          | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | DSC - Major 5<br><b>KU4DSCECO206 Intermediate Macroeconomics</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 5      | DSC - Major 6<br><b>KU4DSCECO207 Environmental Economics</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | DSC - Major 7<br><b>KU4DSCECO208 Public Finance</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 7      | Internship  | 1                | 2         |       |     |       |                     |
|        | <b>TOTAL</b>  | <b>7</b>         | <b>23</b> |       |     |       |                     |

## B.A. History – III Semester

| Sl No.   | Name of the Course   | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|--|--|------------------|-----------|-------|-----|-------|---------------------|
|  |  |                  |           | ESE   | CCA | Total |                     |
| 1  | Multi Disciplinary Course – MDC – 3<br><b>KU3MDCENG201 Kerala Knowledge Systems</b> ( <i>Common Syllabus for all Programmes</i> )            | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2  | Value Added Course – VAC – 1<br><b>KU3VACHIS201 History of Human Rights Movements in Modern India</b> ( <i>for B.A. History Candidates</i> ) | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3  | DSC - Major 3<br><b>KU3DSCHIS201 World from Iron Age to Medieval Times</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 4  | DSC - Major 4<br><b>KU3DSCHIS202 Social Formations in Early India</b> (Earliest times to Mauryan)  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>DSC - Minor</b> ( <i>for other Programmes</i> ) |  |                  |           |       |     |       |                     |
| 5  | Minor Course 1.<br><b>KU3DSCHIS203 History of Trade and Commerce in India</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6  | Minor Course 2.<br><b>KU3DSCHIS205 History of Indian National Movement</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>TOTAL</b>                                       |  | <b>6</b>         | <b>22</b> |       |     |       |                     |

## B.A. History – IV Semester

| Sl No. | Name of the Course  | Number of course | C         | Marks |     |       | Duration of the ESE |
|--------|---|------------------|-----------|-------|-----|-------|---------------------|
|        |   |                  |           | ESE   | CCA | Total |                     |
| 1      | Value Added Course – VAC – 2<br><b>KU4VACHIS202 Climate and History</b><br><i>(for B.A. History Candidates)</i>                         | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 3<br><b>KU4VACHIS203 Gandhian Political Ideologies and Practices</b><br><i>(for B.A. History Candidates)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | Skill Enhancement Course – SEC – 1<br><b>KU4SECHIS201 Academic writing in History</b><br><i>(for B.A. History Candidates)</i>           | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | DSC - Major 5<br><b>KU4DSCHIS207 History of Pre-Modern Kerala (Earliest times to 1500 AD)</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 5      | DSC - Major 6<br><b>KU4DSCHIS208 Perspectives on Historiography</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | DSC - Major 7<br><b>KU4DSCHIS209 Transformations in the Modern World (15th Century to 1815)</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 7      | Internship  | 1                | 2         |       |     |       |                     |
|        | <b>TOTAL</b>  | <b>7</b>         | <b>23</b> |       |     |       |                     |

## B.A. Political Science – III Semester

| Sl No.   | Name of the Course  | Number of course | C         | Marks |     |       | Duration of the ESE |
|--|---|------------------|-----------|-------|-----|-------|---------------------|
|  |   |                  |           | ESE   | CCA | Total |                     |
| 1  | Multi Disciplinary Course – MDC – 3<br><b>KU3MDCENG201 Kerala Knowledge Systems</b> ( <i>Common Syllabus for all Programmes</i> ) | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2  | Value Added Course – VAC – 1<br><b>KU3VACPOL201 Constitutional Values</b> ( <i>for B.A. Political Science Candidates</i> )        | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3  | DSC - Major 3<br><b>KU3DSCPOL201 Western Political Thought: Ancient and Medieval</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 4  | DSC - Major 4<br><b>KU3DSCPOL202 State and Politics in India</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>DSC - Minor</b> ( <i>for other Programmes</i> ) |   |                  |           |       |     |       |                     |
| 5  | Minor Course 1<br><b>KU3DSCPOL203 Introduction to International Politics</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6  | Minor Course 2<br><b>KU3DSCPOL204 Political Ideologies</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>TOTAL</b>                                       |   | <b>6</b>         | <b>22</b> |       |     |       |                     |

## B.A. Political Science – IV Semester

| Sl No. | Name of the Course  | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|--------|---|------------------|-----------|-------|-----|-------|---------------------|
|        |   |                  |           | ESE   | CCA | Total |                     |
| 1      | Value Added Course – VAC – 2<br><b>KU4VACPOL203 Electoral Literacy</b><br><i>(for B.A. Political Science Candidates)</i>        | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 3<br><b>KU4VACPOL204 Human Rights</b><br><i>(for B.A. Political Science Candidates)</i>              | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | Skill Enhancement Course – SEC – 1<br><b>KU4SECPOL201 Disaster Management</b><br><i>(for B.A. Political Science Candidates)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | DSC - Major 5<br><b>KU4DSCPOL205 Theorising Political Concepts</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 5      | DSC - Major 6<br><b>KU4DSCPOL206 Western Political Thought: Modern Tradition</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | DSC - Major 7<br><b>KU4DSCPOL207 Theories and Concepts in International Relations</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 7      | Internship  | 1                | 2         |       |     |       |                     |
|        | <b>TOTAL</b>  | <b>7</b>         | <b>23</b> |       |     |       |                     |

## B.A. Afzal-Ul-Ulama – III Semester

| Sl No.                                    | Name of the Course   | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|---|--|------------------|-----------|-------|-----|-------|---------------------|
|   |  |                  |           | ESE   | CCA | Total |                     |
| 1   | Multi Disciplinary Course – MDC – 3<br><br><b>KU3MDCENG201 Kerala Knowledge Systems</b><br><i>(Common Syllabus for all Programmes)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2   | Value Added Course – VAC – 1<br><br><b>KU3VACAFZ201 Cultural Studies in Arabic</b><br><i>(for B.A. Afzal-Ul-Ulama Candidates)</i>      | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3   | DSC - Major 3<br><br><b>KU3DSCAFZ201 A Brief Survey Of Arab History</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 4   | DSC - Major 4<br><br><b>KU3DSCAFZ202 Functional Arabic Grammar</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>DSC - Minor (for other Programmes)</b> |  |                  |           |       |     |       |                     |
| 5   | Minor Course 1<br><br><b>KU3DSCAFZ203 Thafseer Literature – Part 1</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6   | Minor Course 2<br><br><b>KU3DSCAFZ204 Rhetoric In Arabic</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>TOTAL</b>                              |  | <b>6</b>         | <b>22</b> |       |     |       |                     |

## B.A. Afzal-Ul-Ulama – IV Semester

| Sl No. | Name of the Course   | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|--------|--|------------------|-----------|-------|-----|-------|---------------------|
|        |  |                  |           | ESE   | CCA | Total |                     |
| 1      | Value Added Course – VAC – 2<br><b>KU4VACAFZ202 Human Values in Arabic Literature</b><br><i>(for B.A. Afzal-Ul-Ulama Candidates)</i>       | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 3<br><b>KU4VACAFZ203 Values and Virtues in Arabic Literature</b><br><i>(for B.A. Afzal-Ul-Ulama Candidates)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | Skill Enhancement Course – SEC – 1<br><b>KU4SECAFZ201 Translation –Theory And Practice</b><br><i>(for B.A. Afzal-Ul-Ulama Candidates)</i>  | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | DSC - Major 5<br><b>KU4DSCAFZ206 Hadith Literature</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 5      | DSC - Major 6<br><b>KU4DSCAFZ207 Commercial Arabic</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | DSC - Major 7<br><b>KU4DSCAFZ208 Classical Arabic Poetry</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 7      | Internship   | 1                | 2         |       |     |       |                     |
|        | <b>TOTAL</b>   | <b>7</b>         | <b>23</b> |       |     |       |                     |

## B.A. English – III Semester

| Sl No.                                    | Name of the Course  | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|---|---|------------------|-----------|-------|-----|-------|---------------------|
|   |   |                  |           | ESE   | CCA | Total |                     |
| 1   | Multi Disciplinary Course – MDC – 3<br><b>KU3MDCENG201 Kerala Knowledge Systems</b> ( <i>Common Syllabus for all Programmes</i> ) | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2   | Value Added Course – VAC – 1<br><b>KU3VACENG203 Reclaiming Constitution</b> ( <i>for B.A English Candidates</i> )                 | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3   | DSC - Major 3<br><b>KU3DSCENG201 Chaucer to Contemporary Poets</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 4   | DSC - Major 4<br><b>KU3DSCENG202 Applied Grammar</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>DSC - Minor (for other Programmes)</b> |   |                  |           |       |     |       |                     |
| 5   | Minor Course 1<br><b>KU3DSCENG204 Crime and Detective Narratives</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6   | Minor Course 2<br><b>KU3DSCENG205 Migration and Border Studies</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>TOTAL</b>                              |   | <b>6</b>         | <b>22</b> |       |     |       |                     |

## B.A. English – IV Semester

| Sl No. | Name of the Course   | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|--------|--|------------------|-----------|-------|-----|-------|---------------------|
|        |  |                  |           | ESE   | CCA | Total |                     |
| 1      | Value Added Course – VAC – 2<br><b>KU4VACENG205 Inclusiveness and Intersectionality</b><br><i>(for B.A English Candidates)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 3<br><b>KU4VACENG206 Agency and Ethics</b><br><i>(for B.A English Candidates)</i>                   | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | Skill Enhancement Course – SEC – 1<br><b>KU4SECENG201 Presentation Skills</b><br><i>(for B.A English Candidates)</i>           | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | DSC - Major 5<br><b>KU4DSCENG207 Bacon to Contemporary Writers</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 5      | DSC - Major 6<br><b>KU4DSCENG208 Practical Phonetics</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | DSC - Major 7<br><b>KU4DSCENG209 Popular Culture</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 7      | Internship   | 1                | 2         |       |     |       |                     |
|        | <b>TOTAL</b>   | <b>7</b>         | <b>23</b> |       |     |       |                     |

## B.A. Malayalam – III Semester

| I No.                                     | Name of the Course   | Number of course | C         | Marks |     |       | Duration of the ESE |
|---|--|------------------|-----------|-------|-----|-------|---------------------|
|   |  |                  |           | ESE   | CCA | Total |                     |
| 1   | Multi Disciplinary Course – MDC – 3<br><b>KU3MDCENG201 Kerala Knowledge Systems (Common Syllabus for all Programmes)</b> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2   | Value Added Course – VAC – 1<br><b>KU3VACMAL101 മലബാർ-സമൂഹവും നവോത്ഥാനവും (for B.A Malayalam Candidates)</b>             | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3   | DSC - Major 3<br><b>KU3DSCMAL 201 നോവലും നോവൽവായനകളും</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 4   | DSC - Major 4<br><b>KU3DSCMAL202 ചലച്ചിത്രപഠനം</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>DSC - Minor (for other Programmes)</b> |  |                  |           |       |     |       |                     |
| 5   | Minor Course 1.<br><b>KU3DSCMAL203 ജനപ്രിയനോവൽ മലയാളത്തിൽ</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6   | Minor Course 2.<br><b>KU3DSCMAL205 ദളിത് ആത്മകഥ/ ജീവിതാവിഷ്കാരങ്ങൾ</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| <b>TOTAL</b>                              |  | <b>6</b>         | <b>22</b> |       |     |       |                     |

## B.A. Malayalam – IV Semester

| Sl No. | Name of the Course   | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|--------|--|------------------|-----------|-------|-----|-------|---------------------|
|        |  |                  |           | ESE   | CCA | Total |                     |
| 1      | Value Added Course – VAC – 2<br><b>KU4VACMAL102 പരിസ്ഥിതിപഠനങ്ങൾ</b><br><i>(for B.A Malayalam Candidates)</i>                  | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 3<br><b>KU4VACMAL103 ജനസംസ്കാര പഠനം - തെയ്യം</b><br><i>(for B.A Malayalam Candidates)</i>           | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | Skill Enhancement Course – SEC – 1<br><b>KU4SECMAL101 പ്രഭാഷണകലയും അവതരണനൈപുണിയും</b><br><i>(for B.A Malayalam Candidates)</i> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | DSC - Major 5<br><b>KU4DSCMAL206 മലയാളനിരൂപണം</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 5      | DSC - Major 6<br><b>KU4DSCMAL207 ജനസംസ്കാരപഠനം</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | DSC - Major 7<br><b>KU4DSCMAL208 ജീവിതമെഴുത്തും അനുഭവാവിഷ്കാരങ്ങളും</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 7      | Internship   | 1                | 2         |       |     |       |                     |
|        | <b>TOTAL</b>   | <b>7</b>         | <b>23</b> |       |     |       |                     |

## B.A. Kannada – III Semester

| Sl No. | Name of the Course   | Number of course | C         | Marks |     |       | Duration of the ESE |
|--------|--|------------------|-----------|-------|-----|-------|---------------------|
|        |  |                  |           | ESE   | CCA | Total |                     |
| 1      | Multi Disciplinary Course – MDC – 3<br><b>KU3MDCENG201 Kerala Knowledge Systems (Common Syllabus for all Programmes)</b> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 1<br><b>KU3VACKAN201 WRITINGS FROM MODERN KANNADA (for B.A Kannada Candidates)</b>            | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | DSC - Major 3<br><b>KU3DSCKAN201 POST MODERN KANNADA LITERATURE</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 4      | DSC - Major 4<br><b>KU3DSCKAN204 DAASA SAHITHYA</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
|        | <b>DSC - Minor (for other Programmes)</b>  |                  |           |       |     |       |                     |
| 5      | Minor Course 1<br><b>KU3DSCKAN202 KANNADA GREEN LITERATURE</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | Minor Course 2<br><b>KU3DSCKAN203 CHILDREN LITERATURE IN KANNADA</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
|        | <b>TOTAL</b>   | <b>6</b>         | <b>22</b> |       |     |       |                     |

## B.A. Kannada – IV Semester

| Sl No. | Name of the Course  | Number of course | C         | Marks |     |       | Duration of the ESE |
|--------|---|------------------|-----------|-------|-----|-------|---------------------|
|        |   |                  |           | ESE   | CCA | Total |                     |
| 1      | Value Added Course – VAC – 2<br><b>KU4VACKAN201 CULTURAL HISTORY OF KARNATAKA</b> (for B.A Kannada Candidates)    | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 2      | Value Added Course – VAC – 3<br><b>KU4VACKAN202 ANCIENT KANNADA LITERATURE</b> (for B.A Kannada Candidates)       | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 3      | Skill Enhancement Course – SEC – 1<br><b>KU4SECKAN202 FEATURE WRITING IN KANNADA</b> (for B.A Kannada Candidates) | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | DSC - Major 5<br><b>KU4DSCKAN206 SHATPADI AND SANGATHYA</b>   | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 5      | DSC - Major 6<br><b>KU4DSCKAN207 KANNADA PROSODY</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 6      | DSC - Major 7<br><b>KU4DSCKAN208 TEXTUAL CRITICISM</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 7      | Internship  | 1                | 2         |       |     |       |                     |
|        | <b>TOTAL</b>  | <b>7</b>         | <b>23</b> |       |     |       |                     |

## Journalism – III Semester

| SI No. | Name of the Course<br><b>DSC - Minor (for other Programmes)</b>                         | Number<br>of course | Credit   | Marks |     |       | Duration of<br>the ESE |
|--------|---|---------------------|----------|-------|-----|-------|------------------------|
|        |   |                     |          | ESE   | CCA | Total |                        |
| 1      | Minor Course 1<br><br><b>KU3DSCJMC206 - Advertising Basics</b>                          | 1                   | 4        | 70    | 30  | 100   | 2 Hours                |
| 2      | Minor Course 2<br><br><b>KU3DSCJMC207- Fundamentals of Investigative<br/>Journalism</b> | 1                   | 4        | 70    | 30  | 100   | 2 Hours                |
|        | <b>TOTAL</b>  | <b>2</b>            | <b>8</b> |       |     |       |                        |

## **Arabic (For BA Arabic & Islamic History - Double Major) – III Semester**

| Sl No. | Name of the Course   | Number of course | C         | Marks |     |       | Duration of the ESE |
|--------|--|------------------|-----------|-------|-----|-------|---------------------|
|        |  |                  |           | ESE   | CCA | Total |                     |
| 1      | DSC - Major 4<br><b>KU3DSCARS201 Arabic Grammar</b>  | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 2      | DSC - Major 5<br><b>KU3DSCARS202 Drama and Short Story in Arabic</b>                           | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 3      | Multi Disciplinary Course – MDC – 3<br><b>KU3MDCARS202 Kerala Culture in Arabic Narratives</b> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | Value Added Course – VAC – 1<br><b>KU3VACARS201 Arabic Literature for Humanity</b>             | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
|        | <b>Total</b>   | <b>4</b>         | <b>14</b> |       |     |       |                     |

## Arabic (For BA Arabic & Islamic History - Double Major) – IV Semester

| Sl No. | Name of the Course  | Number of course | C         | Marks |     |       | Duration of the ESE |
|--------|---|------------------|-----------|-------|-----|-------|---------------------|
|        |   |                  |           | ESE   | CCA | Total |                     |
| 1      | DSC - Major 6<br><b>KU4DSCARS203 Arabic Rhetoric and Prosody</b>                        | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 2      | DSC - Major 7<br><b>KU4DSCARS204 History of Arabic Literature-Part- I</b>               | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 3      | Skill Enhancement Course – SEC – 1<br><b>KU4SECARS202 Arabic for Travel and Tourism</b> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | Value Added Course – VAC – 2<br><b>KU4VACARS203 Human Values in Arabic Literature</b>   | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 5      | Internship  | 1                | 2         |       |     |       |                     |
|        | <b>Total</b>  | <b>5</b>         | <b>16</b> |       |     |       |                     |

## Urdu (For BA Urdu & Islamic History - Double Major) – III Semester

| Sl No. | Name of the Course   | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|--------|--|------------------|-----------|-------|-----|-------|---------------------|
|        |  |                  |           | ESE   | CCA | Total |                     |
| 1      | DSC - Major 4<br><b>KU3DSCURD204 Urdu &amp; Information Technology</b>       | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 2      | DSC - Major 5<br><b>KU3DSCURD205 Novel Aur Afsane</b>                        | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 3      | Multi Disciplinary Course – MDC – 3<br><b>KU3MDCURD204 Kerala ka Muthala</b> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | Value Added Course – VAC – 1<br><b>KU3VACURD201 Thahzeeb Aur Saqafath</b>    | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
|        | <b>Total</b>   | <b>4</b>         | <b>14</b> |       |     |       |                     |

## Urdu (For BA Urdu & Islamic History - Double Major) – IV Semester

| SI No. | Name of the Course  | Number of course | Credit    | Marks |     |       | Duration of the ESE |
|--------|---|------------------|-----------|-------|-----|-------|---------------------|
|        |   |                  |           | ESE   | CCA | Total |                     |
| 1      | DSC - Major 6<br><b>KU4DSCURD206 Qaseeda Aur Nazm</b>                     | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 2      | DSC - Major 7<br><b>KU4DSCURD207 Ghazal</b>                               | 1                | 4         | 70    | 30  | 100   | 2 Hours             |
| 3      | Skill Enhancement Course – SEC – 1<br><b>KU4SECURD201 Urdu Journalism</b> | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 4      | Value Added Course – VAC – 2<br><b>KU4VACURD204 Adab Aur Zindagi</b>      | 1                | 3         | 50    | 25  | 75    | 1½ Hours            |
| 5      | Internship  | 1                | 2         |       |     |       |                     |
|        | <b>Total</b>  | <b>5</b>         | <b>16</b> |       |     |       |                     |

## Islamic History - III Semester

*(For BA Arabic & Islamic History/ BA Urdu & Islamic History - Double Major)*

| SI No. | Name of the Course   | No. of course | C        | Marks |     |       | Duration of the ESE |
|--------|--|---------------|----------|-------|-----|-------|---------------------|
|        |  |               |          | ESE   | CCA | Total |                     |
| 1      | DSC - Major 4<br><b>KU3DSCISH201 MUHAMMED THE PROPHET OF ISLAM</b>               | 1             | 4        | 70    | 30  | 100   | 2 Hours             |
| 2      | DSC - Major 5<br><b>KU3DSCISH202 MODEL ADMINISTRATION OF THE EARLY CALIPHATE</b> | 1             | 4        | 70    | 30  | 100   | 2 Hours             |
|        | <b>TOTAL</b>   | <b>2</b>      | <b>8</b> |       |     |       |                     |

**PRIVATE REGISTRATION B.C.A. (FYUGP PATTERN) LIST OF COURSES - SEMESTER III & IV**  
**(w.e.f. 2024 Admission)**

**B.C.A. – III Semester**

| Sl No. | Name of the Course   | No. of course | Cr | Marks               |                        |                     |                        | Duration of the ESE |   |
|--------|--|---------------|----|---------------------|------------------------|---------------------|------------------------|---------------------|---|
|        |  |               |    | ESE                 |                        | CCA                 |                        |                     |   |
| 1      | Multi Disciplinary Course – MDC – 3 - <b>KU3MDCENG201 - Kerala Knowledge Systems</b> ( <i>Common Syllabus for all Programmes</i> ) | 1             | 3  | 50                  |                        | 25                  |                        | 75                  | 1½ Hours                                  |
| 2      | Value Added Course – VAC – 1 - <b>KU3VACCAP102 Cyber Law and Ethics</b> – 3Cr. (L), 0 Cr. (P)                                      | 1             | 3  | 50                  |                        | 25                  |                        | 75                  | 1½ Hours                                  |
| 3      | DSC - Major 3 - <b>KU3DSCCAP201 Discrete Mathematics</b>   | 1             | 4  | 70                  |                        | 30                  |                        | 100                 | 2 Hours                                   |
| 4      | DSC - Major 4 - <b>KU3DSCCAP205 Linux System Administration</b>  | 1             | 4  | Theory<br><b>50</b> | Practical<br><b>15</b> | Theory<br><b>25</b> | Practical<br><b>10</b> | 100                 | Theory<br>1½ Hours<br>Practical<br>1 Hour |
|        | <b><i>DSC - Minor (for other Programmes) *</i></b>   |               |    |                     |                        |                     |                        |                     |   |
| 5      | <b>KU3DSCCAP201 Discrete Mathematics *</b>   | 1             | 4  | <b>70</b>           |                        | <b>30</b>           |                        | 100                 | <b>2 Hours</b>                            |
| 6      | <b>KU3DSCCAP206 Mobile Application Development *</b>   | 1             | 4  | Theory<br><b>50</b> | Practical<br><b>15</b> | Theory<br><b>25</b> | Practical<br><b>10</b> | 100                 | Theory<br>1½ Hours<br>Practical<br>1 Hour |
|        | <b>TOTAL</b>   | 6             | 22 |                     |                        |                     |                        |                     |   |

\* DSC in Computer Application is not offered as a Minor course for other programmes for candidates of 2024 admission.

## B.C.A. – IV Semester

| Sl No. | Name of the Course  | Number of course | C  | Marks        |                 |              | Duration of the ESE |     |                    |                     |
|--------|---|------------------|----|--------------|-----------------|--------------|---------------------|-----|--------------------|---------------------|
|        |   |                  |    | ESE          | CCA             | Total        |                     |     |                    |                     |
| 1      | Value Added Course – VAC – 2 - KU4VACCAP104 - Basics of Computer Networks     | 1                | 3  | 50           | 25              | 75           | 1½ Hours            |     |                    |                     |
| 2      | Value Added Course – VAC – 3 - KU4VACCAP105 - Basics of Internet of Things    | 1                | 3  | 50           | 25              | 75           | 1½ Hours            |     |                    |                     |
| 3      | Skill Enhancement Course – SEC – 1 - KU4SECCAP101 Software Project Management | 1                | 3  | 50           | 25              | 75           | 1½ Hours            |     |                    |                     |
| 4      | DSC - Major 5 - KU4DSCCAP207 Software Engineering                             | 1                | 4  | 70           | 30              | 100          | 2 Hours             |     |                    |                     |
| 5      | DSC - Major 6 - KU4DSCCAP208 Database Management System                       | 1                | 4  | Theory<br>50 | Practical<br>15 | Theory<br>25 | Practical<br>10     | 100 | Theory<br>1½ Hours | Practical<br>1 Hour |
| 6      | DSC - Major 7 - KU4DSCCAP209 Data Structures and Algorithms                   | 1                | 4  | Theory<br>50 | Practical<br>15 | Theory<br>25 | Practical<br>10     | 100 | Theory<br>1½ Hours | Practical<br>1 Hour |
| 7      | Internship  | 1                | 2  |              |                 |              |                     |     |                    |                     |
| TOTAL  |   | 7                | 23 |              |                 |              |                     |     |                    |                     |

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## Journalism – III Semester

| SI No. | Name and code of the Course  | Number of course | Credit   | Marks |     |       | Duration of the ESE |
|--------|--|------------------|----------|-------|-----|-------|---------------------|
|        |  |                  |          | ESE   | CCA | Total |                     |
| 1      | Minor Course 1.<br><b>KU3DSCJMC206: Advertising Basics</b>                       | 1                | 4        | 70    | 30  | 100   | 2 Hours             |
| 2      | Minor Course 2.<br><b>KU3DSCJMC207: Fundamentals of Investigative Journalism</b> | 1                | 4        | 70    | 30  | 100   | 2 Hours             |
|        | <b>TOTAL</b>   | <b>2</b>         | <b>8</b> |       |     |       |                     |

**KU3DSCJMC206**  
**ADVERTISING BASICS**

| Semester   | Course Type  | Course Level   | Course Code         | Credits  |
|------------|--------------|----------------|---------------------|----------|
| <b>III</b> | <b>Minor</b> | <b>200-299</b> | <b>KU3DSCJMC206</b> | <b>4</b> |

| Mark Distribution |           |            | Duration of ESE (Hours) |
|-------------------|-----------|------------|-------------------------|
| CE                | ESE       | Total      |                         |
| <b>30</b>         | <b>70</b> | <b>100</b> | <b>2</b>                |

**Course Description:**

The objective of the course is to familiarize student with the concept of advertising as communication. It will make them understand the process of encoding and decoding of an advertisement. The course draws attention to the consumer culture, various models and the grammar of advertisements. It will also enable student with concepts like segmentation, positioning, targeting and the structure of an advertising agency.

**Course Pre-requisite:**

1. Creative thinking and problem-solving skills
2. Proficiency in Journalism and Communication Skills

**Employability of the course:**

The students can select career as advertising executives, copy writers, art directors, media planners, account managers and digital marketers in advertising agencies, corporate marketing departments and media companies. Additionally, they can work in specialized areas such as Social Media Marketing, Brand Management and Market Research.

**Course Outcomes (CO):**

| <b>CO</b> | <b>Expected Outcomes</b>  | <b>Learning Domains</b> | <b>Knowledge category #</b> |
|-----------|---|-------------------------|-----------------------------|
| CO1       | To assess and describe the role, functions and scope of advertising                                   | U                       | C, F                        |
| CO2       | To analyze process of encoding and decoding in advertising  | An                      | C, P                        |
| CO3       | To recognize the concept of targeting, positioning and segmenting                                     | U                       | P                           |
| CO4       | To critically evaluate the social and ethical aspects of advertising                                  | E                       | F, P                        |
| CO5       | To create a better understanding of the advertising models and the structure of an advertising agency | C                       | C                           |
| CO6       | To gain holistic knowledge about the trends in advertising  | U                       | C, P                        |

\*Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)# - Factual Knowledge (F), Conceptual Knowledge (C), Procedural Knowledge (P), Metacognitive Knowledge (M)

## **COURSE CONTENT**

| <b>Module</b> | <b>Unit</b>  | <b>Description</b>  | <b>Marks<br/>(70)</b> |
|---------------|--|---|-----------------------|
| <b>I</b>      | <b>Module I Introduction</b>                           |   | <b>10</b>             |
|               | <b>1</b>   | Definition & meaning of advertising   |                       |
|               | <b>2</b>   | Nature & scope of advertising   |                       |
|               | <b>3</b>   | Advertising as mass communication   |                       |
|               | <b>4</b>   | Encoding and decoding an ad   |                       |
|               | <b>5</b>   | Indian advertisement professionals and agencies   |                       |
| <b>II</b>     | <b>Module II Tools &amp; Processes</b>                 |   | <b>20</b>             |
|               | <b>6</b>   | Advertising as communication tool   |                       |
|               | <b>7</b>   | Communication process and advertising   |                       |
|               | <b>8</b>   | Models of advertising: AIDA Model, DAGMAR Model, Maslow's Hierarchy Model   |                       |
|               | <b>9</b>   | Functions and dysfunctions of advertising   |                       |
| <b>III</b>    | <b>Module III Classification &amp; Types</b>           |   | <b>20</b>             |
|               | <b>10</b>  | Classification and types of advertising   |                       |
|               | <b>11</b>  | Advertising media and types– print, electronic, online  |                       |
|               | <b>12</b>  | Ad strategies - Segmentation, positioning and targeting   |                       |
|               | <b>13</b>  | Media selection, planning and scheduling  |                       |
|               | <b>14</b>  | Elements of advertising in print, electronic and online<br>Principles of copy writing, visualization, script writing for visual media, radio advertisements |                       |
| <b>IV</b>     | <b>Module IV Organizational Structure and Practice</b> |   | <b>20</b>             |
|               | <b>15</b>  | Structure of an advertising agency  |                       |

|  |           |  |  |
|--|-----------|--|--|
|  | <b>16</b> | Ad agency functions – clientservicing, media planning, media buying, space selling, media profile, media selection, advertisement positioning, and marketing |  |
|  | <b>17</b> | Ethical issues in advertising (Code of Ethics)   |  |
|  | <b>18</b> | Regulatory bodies & Professional organizations - AAAI, ASCI  |  |
|  | <b>19</b> | Economic and social impact of advertising  |  |
|  | <b>20</b> | Current status and trends of advertising   |  |

### Essential Readings:

1. J V Vilanilam & A K Varghese, *The Basics of Advertising*, Response books
2. Keval J Kumar, *Mass Communication in India*, Jaico Publishers
3. Seema Hasan, *Mass Communication: Principles and Concepts*, CBS Publishers
4. Mahendra Mohan, *Advertising Management*, Tata McGraw-Hill
5. June A Valladares, *The Craft of Copywriting*, Response Books
6. Iain Macruru, *Advertising*, Routledge
7. William Wells, John Burnett & Sandra Moriarty, *Advertising Principles and Practice*. Pearson Education

### Suggested Readings:

1. F Jenkins, *Advertising Made Simple*, Butterworth – Heinemann
2. J N Jethwaney & S Jain, *Advertising Management*, Oxford University Press
3. S Chunawalla, *Advertising theory and Practice*, Himalaya Publishing House

**Third Semester FYUGP Journalism Examination**  
**Model Question Paper**  
**KU3DSCJMC206: ADVERTISING BASICS**

**Maximum Time: 2 hours.**

**Maximum Marks: 70**

**Section A**

*Answer any **SIX** questions. Each question carries 3marks*

(6 x 3 =18)

1. Media mix
2. Advocacy advertising
3. USP
4. Brand
5. Advertorial
6. AAAI
7. Segmentation
8. Infomercial

**Section B**

*Answer any **FOUR** questions. Each question carries 6 marks*

(4x6 = 24)

9. Assess the role of a copywriter in an ad agency
10. Explain the process of media selection for an ad
11. Define an ad agency and delineate its functions
12. Evaluate the impact of product placement in media
13. Explain the potentials and limitations of surrogate advertising
14. Define online advertising with examples

**Section C**

*Answer any **TWO** questions. Each question carries 14 marks*

(2x14 = 28)

15. State the present scenario of advertising in India
16. Evaluate the ethical concerns and considerations of advertising
17. Do you think advertising has dysfunctions? Give reasons

## KU3DSCJMC207

### FUNDAMENTALS OF INVESTIGATIVE JOURNALISM

| Semester | Course Type | Course Level | Course Code  | Credits |
|----------|-------------|--------------|--------------|---------|
| 3        | Minor       | 200-299      | KU3DSCJMC207 | 4       |

| Mark Distribution |     |       | Duration of ESE<br>(Hours) |
|-------------------|-----|-------|----------------------------|
| CE                | ESE | Total | 2                          |
| 30                | 70  | 100   |                            |

#### Course Description:

This course is designed to provide a comprehensive knowledge of fundamental concepts and understanding of types of investigative media and journalism practices. Through this course, students will explore the scope and importance of investigative journalism in the society. Additionally, it will instruct students on the appropriate way for investigative news reporting and its editing

#### Course Pre-requisite:

- Having a basic understanding of how investigative journalists operates, including different forms of media (print, broadcast, digital)
- Ability to understand the foundational principles of investigative journalism and adhering to its ethical standards.
- Developing critical thinking skills is vital for accurately interpreting and assessing the principles of reporting and editing investigative reports.
- Proficiency in writing and analysis is paramount for comprehending current issues and establishing a strong foundation for investigative journalism practice.

**Course Outcomes:**

| <b>CO</b>  | <b>Expected Outcomes</b>   | <b>Learning Domains</b> | <b>Knowledge category #</b> |
|------------|--|-------------------------|-----------------------------|
| <b>CO1</b> | To assess the role of investigative journalism in a democratic society   | U                       | F                           |
| <b>CO2</b> | To analyse and interpret data, identify patterns, and draw meaningful conclusions                                | An                      | P                           |
| <b>CO3</b> | To recognize the importance of libel laws, privacy, and confidentiality  | A                       | F                           |
| <b>CO4</b> | To critique and develop a curious and analytical mindset to identify and pursue investigative leads              | E                       | M                           |
| <b>CO5</b> | To create compelling investigative stories, engage in well-structured narratives that convey complex information | C                       | C                           |
| <b>CO6</b> | To gain investigative skills, identify and pursue leads, conduct interviews and gather evidence                  | A                       | P                           |

\*Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)# - Factual Knowledge (F), Conceptual Knowledge (C), Procedural Knowledge (P), Metacognitive Knowledge (M)

## COURSE CONTENTS

| Module     | Unit  | Description   | Marks<br>(70) |
|------------|---|---|---------------|
| <b>I</b>   | <b>Module I: Introduction</b>                 |   | <b>20</b>     |
|            | 1   | Overview of investigative journalism  |               |
|            | 2   | History and significance of investigative journalism  |               |
|            | 3   | Key concepts and principles of Investigative reporting Vs regular news reporting  |               |
|            | 4   | Qualities and essentials for becoming an investigative journalist   |               |
| <b>II</b>  | <b>Module 2: Research methods</b>             |   | <b>10</b>     |
|            | 5   | Finding and developing story ideas - Observation, planning techniques, insight knowledge, cultivating sources, asking the right questions |               |
|            | 6   | Conducting interviews and gathering information   |               |
|            | 7   | Original research, developing the project, writing and rewriting the report   |               |
|            | 8   | Using public records and databases, evidence and the confidentiality of source  |               |
| <b>III</b> | <b>Module III: Investigative storytelling</b> |   | <b>20</b>     |
|            | 9   | Undercover journalism – History of undercover journalism in India   |               |
|            | 10  | RTI and investigative journalism  |               |
|            | 11  | Sting operations and its ethical/unethical use<br>Examples from Tehelka.com, Live India news channel, India TV, Operation ‘Duryodhana’    |               |
|            | 12  | Case studies - Panama Papers, Watergate Scandal, Spotlight investigation, Snowden Leaks, Weinstein Investigation                          |               |

|           |    |  |           |
|-----------|----|--|-----------|
|           | 13 | Indian investigative journalists – Arun Shourie, Ashwini Sarin, Chitra Subramaniam, J Gopikrishnan, Anita Pratap, Neeraj Choudhary, P Sainath, B C Jojo, P T Nazar, Rana Ayyub, Ritu Sarin, Poonam Agarwal, Nikita Saxena, Aniruddha Bahal, Madhu Trehan etc |           |
|           |    | <b>Module IV: Ethics and law</b>   | <b>20</b> |
| <b>IV</b> | 14 | Ethical considerations in investigative journalism, Libel, privacy and other legal concerns Censorship and investigative journalism  |           |
|           | 15 | Legal protection of sources and whistleblowers, Press Council of India's guidelines for investigative journalism   |           |
|           | 16 | Safety of journalists; CPJ, RSF, ICIJ, CIJ, ICFJ   |           |
|           | 17 | Career opportunities, challenges, criticism and future of investigative journalism   |           |

#### Essential Readings:

1. Stephen Gillers *Journalism Under Fire : Protecting The Future Of Investigative Reporting*
2. Columbia University Press
3. John Pilger *Tell Me No Lies : Investigative Journalism And Its Triumphs* Random House
4. David Leigh *Investigative Journalism : A survival guide* Palgrave MacMillan
5. Shyam Lal Yadav *Journalism Through RTI* Sage
6. Tim Harrower *Inside Reporting, A Practical Guide To The Craft Of Journalism*

#### Suggested Readings:

1. Hugo de Burgh *Investigative Journalism* Routledge
2. Fr (Dr) Francis Karackat *Journalism : A Manual For Budding Reporters* Don Bosco
3. Brant Houston, Len Bruzzese *The investigative reporter's handbook*
4. B Kroeger *Undercover reporting : The truth about deception* Northwestern University Press
5. G Ryle, D Muir *The Pandora papers: How the world's rich and powerful hide their wealth* Harper Collins
6. J Posetti *Protecting the practice : The challenges facing investigative journalism worldwide* Oxford University Press

**Third Semester FYUGP Journalism Examination Model Question Paper**

**KU3DSCJMC207-: Fundamentals of Investigative Journalism**

Maximum Time : 2 Hours

Maximum marks : 70

**Part - A**

Answer any 6 questions. Each one carries 3 marks

6x3=18

1. Indicate why confidentiality is important in investigative journalism
2. Define 'whistleblowing' in the context of investigative journalism
3. Express the role of an investigative journalist
4. Distinguish investigative journalism from regular news reporting
5. State how investigative journalism contribute to democracy
6. Identify the ethical principle that is crucial in investigative journalism
7. Relate the term 'source protection' refer to in investigative journalism
8. Demonstrate one example of a major event uncovered through investigative journalism.

**Part - B**

Answer any 4 questions. Each one carries 6 marks

4x6=24

9. Generalise the process involved in investigative journalism, from identifying a story to publishing the findings. What tools and techniques do investigative journalists use to uncover the truth?
10. Anticipate how an investigative journalist ensures credibility and accuracy while dealing with issues like corruption, environmental hazards or human rights abuses
11. Assemble the legal implications that investigative journalists face when reporting on sensitive topics like corruption or criminal activities? How can they protect themselves from legal repercussions?
12. Compile the risks faced by investigative journalists and the importance of press freedom in a democratic society.
13. Arrange the ethical challenges faced by investigative journalists in their work. How do they balance the need for transparency with protecting the privacy and safety of their sources?
14. Adapt the significance of investigative journalism in holding powerful institutions accountable. Provide examples of major investigations that led to social or political changes.

**Part – C**

Answer any **2** questions. Each one carries **14** marks.

2x14=28

15. Choose one example and analyze how investigative journalists uncovered the story (political corruption, corporate malpractice, and human rights abuses), the challenges they faced, and the aftermath of their findings.
16. Appraise the global state of press freedom and its impact on investigative journalism. How can societies protect journalists from censorship, threats, and legal actions and ensure they can perform their duties without fear or favour?
17. How social media and digital technology advancements have enhanced or hindered the work of investigative reporters?