

(Abstract)

Scheme and Syllabus of Journalism Courses ( first and second Semesters only )-Prepared in tune with KU-FYUGP-SLL 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: 04.02.2025

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- Read:-1. The Minutes of the Meeting of the committee of Chairperson of BoS and Chairperson of the FYUGP Curriculum Regulation committee held on 08/08/2024
2. UO. No. FYUGPSC/FYSC-III/15268/2024(I) dtd:04/09/2024
  - 3 . UO. No. FYUGPSC/FYSC-III/15268/2024 dtd:04/09/2024 and 25/11/2024
  4. ACAD C/ACAD C1/21935/2024 dtd:26/10/2024
  5. E-mail dtd: 18/01/2025, received from Chairperson, BoS in Journalism and Mass Communication(cd)
  6. The Minutes of the meeting of the Standing Committee of Academic Council held on 21/01/2025
  7. The Orders of the Vice Chancellor in File No. ACAD C/ACAD C5/1455/2025 dtd. 02/02/2025

ORDER

1. The Meeting of Chairpersons of Board of Studies (BoS) and Convener of the FYUGP Core Committee, vide paper read (1) above, recommended that the Syllabus prescribed for the Courses of the first six semesters of FYUG Programmes of Affiliated Colleges, shall be followed for the respective Courses of three year UG Programmes as per the FYUGP Pattern under the Private Registration mode, except the 20 % course, designed by the individual Faculty as Internal Evaluation.
2. Subsequently, the Regulations for three year Under Graduate Programmes in tune with FYUGP pattern under the Private registration scheme of School of Lifelong Learning of Kannur University was implemented w.e.f. 2024 admission vide paper read (2) above.
3. The list of Courses for KU-FYUGP-SLL programmes under the Private Registration w.e.f 2024 admission was approved and implemented vide paper read (3) above.
- 4.The Scheme and Syllabus of the Courses of Journalism with Multimedia & Communication Honours programme, in FYUGP Regular Pattern (Affiliated colleges) was approved vide paper read (4) above.
- 5.Vide Paper read 5, the Chairperson, BoS in Journalism and Mass Communication(combined) submitted the Scheme and Syllabus of Journalism Courses for approval and implementation under Private Registration Scheme of School of Lifelong Learning of the University w.e.f. 2024 admission.
6. Subsequently, the Scheme and Syllabu was placed before the Standing Committee of Academic Council.

7.The Standing Committee of the Academic Council, vide paper read (6) above, recommended to approve the Scheme and Syllabus of the First and Second Semester Courses of the Journalism programme under Private Registration Scheme of the School of Lifelong Learning, prepared in tune with KU SLL FYUGP Regulations, 2024.

8.The 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 First and Second Semesters courses of the Journalism Programme under Private Registration Scheme of School of Lifelong Learning of the University, w.e.f. 2024 admission, subject to reporting to the Academic Council.**

9. The Scheme & Syllabus of Journalism courses (first and second semesters only ) 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.

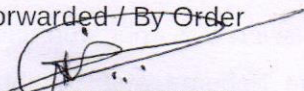
Sd/-

**ANIL CHANDRAN R**  
**DEPUTY REGISTRAR (ACADEMIC)**  
For REGISTRAR

To: 1.The Director, School of Lifelong Learning  
2.The Chairperson, BoS Journalism & Mass Communication

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

Forwarded / By Order

  
SECTION OFFICER



KV

## LIST OF COURSES (Papers)

### A. SINGLE MAJOR/ MAJOR WITH MINOR/ MAJOR WITH MULTIPLE DISCIPLINE PATHWAYS

#### SEMESTER – I

##### DETAILS OF COURSES (PAPERS) & CREDITS

SI No.	Course (Semester – I)	Number of Course	Credit
1	Ability Enhancement Course – AEC – 1 ( <i>English</i> )	1	3
2	Ability Enhancement Course – AEC – 2 ( <i>Additional Language</i> )	1	3
3	**Multi Disciplinary Course – MDC - 1	1	3
4	Major (A – 1)	1	4
5	Minor (*B – 1)	1	4
6	Minor (*C – 1)	1	4
	<b>TOTAL</b>	<b>6</b>	<b>21</b>
<p>*<b>Single Major:</b> Six courses in B &amp; C can be in different disciplines. * <b>Major with Minor:</b> B &amp; C represents the same minor discipline. * <b>Major with multiple disciplines:</b> B &amp; C represents two different disciplines. ** <b>MDC</b> shall be from subject other than Major</p>			

#### I. FOUNDATION COURSES (mandatory for all candidates)

##### 1. Ability Enhancement Course – AEC (English).

One course with 3 credits for a programme

SI No.	Course (Paper)	Credit
1	KU1AECENG102 - Enriching English (For BBA/ BCA/B.Com)	3
2	KU1AECENG103 - Engaging English (For all BA Programmes)	3

##### 2. Ability Enhancement Course – AEC (Modern/ Other Language):

One course with 3 credits for a programme

SI No.	AEC – MALAYALAM - Course (Paper)	Credit
1	KU1AECMAL102 – ഭാഷാ-സാഹിത്യ പഠിപ്പിച്ചം (For all BA Programmes)	3
2	KU1AECMAL103 - സാഹിത്യവും രചനയും (For BBA/ BCA/B.Com)	3

OR

SI No.	<i>AEC – HINDI - Course (Paper)</i>	Credit
1	KU1AECHIN102 - Sahityik Hindi (For BBA/ BCA/Bcom)	3
2	KU1AECHIN 103 - Saral Hindi (For all BA Programmes)	3

**OR**

SI No.	<i>AEC – ARABIC - Course (Paper)</i>	Credit
1	KU1AECARB101 - Arabic for Daily Life (For all BA Programmes except Afzal-UI-Ulama)	3
2	KU1AECARB105 - Functional Arabic (For BA Afzal-UI-Ulama)	3
3	KU1AECARB102 - Arabic for Interaction (For BBA/ BCA/B.Com)	3

**OR**

SI No.	<i>AEC – URDU - Course (Paper)</i>	Credit
1	KU1AECURD101 - Nasari Shanakhath (For all BA Programmes)	3
2	KU1AECURD102 - Nasari Muthala (For BBA/ BCA/B.Com)	3

**OR**

SI No.	<i>AEC – KANNADA - Course (Paper)</i>	Credit
1	KU1AECKAN101 - Modern Kannada Poetry & Fiction (For all BA Programmes)	3
2	KU1AECKAN102 - Modern Kannada Poetry & Drama (For BBA/Bcom)	3
3	KU1AECKAN103 - Commercial Communication in Kannada (For BCA)	3

### 3. Multi Disciplinary Course – MDC – I Semester.

**One course with 3 credits for a programme**

Candidates shall choose **ONE** course as MDC from **any discipline** given below other than from their **major discipline**.

SI No.	Discipline	Name of the Course (MDC – I Semester)	Credit
1	Commerce	KU1MDCCOM100 - Personal Finance Planning	3
2	B.B.A.	KU1MDCBBA100 - Fundamentals of Management	3
3	Economics	KU1MDCECO102 - Economics for Competitive Examination	3
4	Political Science	KU1MDCPOL101 - Media and Politics	3
5	History	KU1MDCHIS102 - Understanding Social Reform Movements in Kerala	3
6	English	KU1MDCENG103 - English & Artificial Intelligence	3
7	Malayalam	KU1MDCMAL101 - നവമുദ്രയുടെ സാഹിത്യം	3
8	Kannada	KU1MDCKAN101 - Scientific literature in Kannada	3
9	Afzal-UI-Ulama	KU1MDCAFZ101 - Elementary Arabic	3
10	Journalism	KU1MDCJMC106 - Professional Journalism	3

11	Hindi	KU1MDCHIN101 - Geeto ke bol anmol	3
12	B.C.A.	KU1MDCCAP101 - Basics of IT for all <b>OR</b> KU1MDCCAP102 - Digital marketing	3

## II. Discipline Specific Course – DSC (Major/Minor) – I Semester

### (i) Major – A (I Semester): One Course with 4 credits

Sl No.	Discipline	Name of the Course (Major - A) – I Semester	Credit
1	Commerce	KU1DSCCOM100 - Management Theory & Practices	4
2	B.B.A.	KU1DSCBBA100 - Management Concepts and Principles	4
3	Economics	KU1DSCECO101 - Introductory Microeconomics *	4
4	Political Science	KU1DSCPOL101 - Foundations of Political Science *	4
5	History	KU1DSCHIS101 - Understanding History	4
6	English	KU1DSCENG101 - Poetry in English *	4
7	Malayalam	KU1DSCMAL101 - കഥയും കഥാപാത്രങ്ങളും	4
8	Kannada	KU1DSCKAN102 - Navodaya Literature	4
9	Afzal-UI-Ulama	KU1DSCAFZ101 - Essential Arabic Syntax	4
10	B.C.A.	KU1DSCCAP101 - Foundations of Computers and Programming	4

\* These courses (papers) can be opted as Minor by those who have not opted these discipline as their Major discipline.

### (ii) Minor Courses (I Semester): 2 courses with 4 credits each.

Candidates shall choose **TWO** courses as Minor from **any discipline** given below other than from their **major discipline**.

Sl No.	Discipline	Name of the Course		Credit
1	Commerce (B.Com)	1.	KU1DSCCOM101 - Accounting for Beginners	4
		2.	KU1DSCCOM104 - Modern Marketing	4
2	Business Administration (B.B.A)	1.	KU1DSCBBA101 - Managerial Economics	4
		2.	KU1DSCBBA102 - Business Statistics	4
3	Economics	1.	KU1DSCECO101 - Introductory Microeconomics*	4
		2.	KU1DSCECO103 - Economics of Tourism & Development	4

4	Political Science	1.	KU1DSCPOL101 - Foundations of Political Science*	4
		2.	KU1DSCPOL102 - Understanding Indian Constitution	4
5	History	1.	KU1DSCCHIS102 - Economic History of Modern India (1600 to 1857)	4
		2.	KU1DSCCHIS103 – Understanding the Modern World	4
6	English	1.	KU1DSCENG101 - Poetry in English*	4
		2.	KU1DSCENG103 - Life Writings	4
7	Malayalam	1.	KU1DSCMAL103 - ഇന്ത്യൻ ഇതര ഭാഷാ സാഹിത്യ പരിചയം	4
		2.	KU1DSCMAL104 – സ്ത്രീ- അനുഭവമെഴുത്ത്	4
8	Kannada	1.	KU1DSCKAN103 - Navodaya Poetry	4
		2.	KU1DSCKAN104 - Travel Writings in Kannada	4
9	Afzal-Ul-Ulama	1.	KU1DSCAFZ102 - Classical Prose in Arabic	4
		2.	KU1DSCAFZ103 - Reading Arabic Literature - I	4
10	Journalism	1.	KU1DSCJMC103 - Film Appreciation	4
		2.	KU1DSCJMC104 - News Media & Democracy	4
11	Computer Application (B.C.A.)	1.	KU1DSCCAP103 – Essential IT Tools	4
		2.	KU1DSCCAP105 - Fundamentals of Web Development	4

\* These courses (papers) can be opted as Major by those who have not opted these discipline as their Minor discipline.

## SEMESTER – II

### DETAILS OF COURSES (PAPERS) & CREDITS

Sl No.	Course (Semester – II)	Number of Course	Credit
1	Ability Enhancement Course – AEC – 3 (English)	1	3
2	Ability Enhancement Course – AEC – 4 (Additional Language)	1	3
3	Multi Disciplinary Course – **MDC - 2	1	3
4	Major (A – 2)	1	4
5	Minor (*B – 2)	1	4
6	Minor (*C – 2)	1	4
	<b>TOTAL</b>	<b>6</b>	<b>21</b>
<p>*<b>Single Major:</b> Six courses in B &amp; C can be in different discipline.  * <b>Major with Minor:</b> B &amp; C represents the same minor discipline.  * <b>Major with multiple disciplines:</b> B &amp; C represents two different disciplines.  ** <b>MDC</b> shall be from subject other than Major</p>			

**I. FOUNDATION COURSES (mandatory for all candidates)**

**1. Ability Enhancement Course – AEC (English)**

**One course with 3 credits for a programme.**

SI No.	Course (Paper)	Credit
1	KU2AECENG106 - English for Career (For BBA/ BCA/B.Com)	3
2	KU2AECENG107 - English through Culture (For all BA Programmes)	3

**2. Ability Enhancement Course – AEC (Modern/ Other Language).**

**One course with 3 credits for a programme**

SI No.	AEC – MALAYALAM - Course (Paper)	Credit
1	KU2AECMAL105 - ആഖ്യാനവും ആവിഷ്കാരവും (For all BA Programmes)	3
2	KU2AECMAL106 - ഭാഷാസാഹിത്യവ്യവഹാരങ്ങൾ (For BBA/ BCA/Bcom)	3

**OR**

SI No.	AEC - HINDI - Course (Paper)	Credit
1	KU2AECHIN 105 - Gadya Vividha (For BBA/ BCA/B.Com)	3
2	KU2AECHIN 106 - Satrangi Dharti (For all BA Programmes)	3

**OR**

SI No.	AEC – ARABIC - Course (Paper)	Credit
1	KU2AECARB105 - Basic Skills in Arabic (For all BA Programmes <i>and</i> BA Afzal-UI-Ulama)	3
2	KU2AECARB106 - Essential Skills in Arabic (For BBA/ BCA/B.Com)	3

**OR**

SI No.	AEC – URDU - Course (Paper)	Credit
1	KU2AECURD104 - Urdu Shayari (For all BA Programmes)	3
2	KU2AECURD106 - Urdu Nasar - O – Nazm (For BBA/ BCA/B.Com)	3

**OR**

SI No.	AEC – KANNADA - Course (Paper)	Credit
1	KU2AECKAN104 - Medieval Kannada Literature (For all BA Programmes)	3
2	KU2AECKAN105 - Modern Kannada Prose (For BBA/BCom)	3
3	KU2AECKAN106 - Computer Application in Kannada (For BCA)	3

**3. Multi Disciplinary Course – MDC – II Semester**

**One course with 3 credits for a programme**

Candidates shall choose **ONE** course as MDC from **any discipline** given below other than from their **major discipline**.

SI No.	Discipline	Name of the Course (MDC – II Semester)	Credit
1	Commerce	KU2MDCCOM102 - Fundamentals of Entrepreneurship	3

2	<b>B.B.A.</b>	KU2MDCBBA100 -E-Commerce	3
3	<b>Economics</b>	KU2MDCECO104 - Economics of Startup & Entrepreneurship	3
4	<b>Political Science</b>	KU2MDCPOL102 - Environmental Politics	3
5	<b>History</b>	KU2MDCHIS106 - History of Indian National Movement	3
6	<b>English</b>	KU2MDCENG106 - Popular Narratives	3
7	<b>Malayalam</b>	KU2MDCMAL102 - ചലച്ചിത്ര ആസ്വാദനം	3
8	<b>Kannada</b>	KU2MDCKAN102 - Kannada film appreciation	3
9	<b>Afzal-UI-Ulama</b>	KU2MDCAFZ102 - Arabic for Communication	3
10	<b>Journalism</b>	KU2MDCJMC112 – PR Management	3
11	<b>Hindi</b>	KU2MDCHIN102 - Anudit Malayalam Sahitya	3
12	<b>B.C.A.</b>	KU2MDCCAP103 - Python Programming for all <b>OR</b> KU2MDCCAP104 - Introduction to Data Science	3

## II. Discipline Specific Course – DSC (Major/Minor)– II Semester

### (i) Major – A (II Semester): One Course with 4 credits

Sl No.	Discipline	Name of the Course (Major – A – II Semester)	Credit
1	<b>Commerce</b>	KU2DSCCOM105 - Financial Accounting	4
2	<b>B.B.A.</b>	KU2DSCBBA101 - Fundamentals of Accounting	4
3	<b>Economics</b>	KU2DSCECO106 - Introductory Macroeconomics *	4
4	<b>Political Science</b>	KU2DSCPOL104 - Indian Constitution: An Introduction *	4
5	<b>History</b>	KU2DSCHIS107 - An Introduction to World Civilizations	4
6	<b>English</b>	KU2DSCENG106 - Prose in English*	4
7	<b>Malayalam</b>	KU2DSCMAL105 - കവിതയും കവിതാവായനയും	4
8	<b>Kannada</b>	KU2DSCKAN105 - Progressive Literature in Kannada	4
9	<b>Afzal-UI-Ulama</b>	KU2DSCAFZ104 - Grammar & Morphology	4
10	<b>B.C.A.</b>	KU2DSCCAP106 - Programming With C and C++	4

\* These courses (papers) can be opted as Minor by those who have not opted these discipline as their Major discipline.



**(ii) Minor (II Semester): 2 courses with 4 credits each.**

Candidates shall choose **TWO** courses as Minor from **any discipline** given below other than from their **major discipline**.

Sl No.	Discipline	Name of the Course		Credit
1	Commerce (B.Com)	1.	KU2DSCCOM106 - Modern Business Environment	4
		2.	KU2DSCCOM110 - Quantitative Techniques for Business Decisions	4
2	Business Administration (B.B.A)	1.	KU2DSCBBA103 - Business Environment	4
		2.	KU2DSCBBA106 - Emerging Applications in Management	4
3	Economics	1.	KU2DSCECO106 - Introductory Macroeconomics *	4
		2.	KU2DSCECO108 - Demography	4
4	Political Science	1.	KU2DSCPOL104 – Indian Constitution: An Introduction *	4
		2.	KU2DSCPOL106 - Ideas & Concepts in Political Science	4
5	History	1.	KU2DSCHIS108 - Economic History of Modern India (1858 - 1947)	4
		2.	KU2DSCHIS109 - Understanding Contemporary World History	4
6	English	1.	KU2DSCENG106 - Prose in English *	4
		2.	KU2DSCENG110 - Contemporary Literatures	4
7	Malayalam	1.	KU2DSCMAL106 - ഇന്ത്യൻ സാഹിത്യ പരിചയം	4
		2.	KU2DSCMAL107 - സ്ത്രീ-യാത്രയെഴുത്ത്	4
8	Kannada	1.	KU2DSCKAN107 - Modern Kannada Literature	4
		2.	KU2DSCKAN108 - Regional Writings in Kannada	4
9	Afzal-Ul-Ulama	1.	KU2DSCAFZ105 - Arabic Literature in India	4
		2.	KU2DSCAFZ106 - History of Classical Arabic Literature	4
10	Journalism	1.	KU2DSCJMC110 - Online Journalism	4
		2.	KU2DSCJMC111 - News writing for Print Media	4
11	B.C.A.	1.	KU2DSCCAP108 - Cyber security and Ethics	4
		2.	KU2DSCCAP109 - Introduction to Database Management System	4

\* These courses (papers) can be opted as Major by those who have not opted these discipline as their Minor discipline.

## B. DOUBLE MAJOR PATHWAY

### LIST OF COURSES (Papers) FOR BA ARABIC & ISLAMIC HISTORY/ BA URDU & ISLAMIC HISTORY

#### SEMESTER – I

#### DETAILS OF COURSES & CREDITS

Sl No.	Course (Semester – I)	Number of Course	Credit
1	Ability Enhancement Course – AEC – 1 (English)	1	3
2	Ability Enhancement Course – AEC – 2 (Additional Language)	1	3
3	Major (A – 1)	1	4
4	Major (A – 2)	1	4
5	Major (B – 1)	1	4
6	Multi Disciplinary Course – MDC – 1 (*B)	1	3
	<b>TOTAL</b>	<b>6</b>	<b>21</b>

\* MDC shall be from Major B (Islamic History)

#### I. FOUNDATION COURSES (Mandatory for all candidates)

##### 1. Ability Enhancement Course – AEC (English): One Course with 3 Credits

Sl No.	Course (Paper)	Credit
1	KU1AECENG103 - Engaging English	3

##### 2. Ability Enhancement Course – AEC (Modern/ Other Language): One Course with 3 credits

Sl No.	AEC – MALAYALAM - Course (Paper)	Credit
1	KU1AECMAL102 - ഭാഷാ -സാഹിത്യ പരിചയം	3

OR

Sl No.	AEC – HINDI - Course (Paper)	Credit
1	KU1AECCHIN103 - Saral Hindi	3

OR

Sl No.	AEC – ARABIC - Course (Paper)	Credit
1	KU1AECARB101 - Arabic for Daily Life	3

OR

Sl No.	AEC – URDU- Course (Paper)	Credit
1	KU1AECURD101 - Nasari Shanakhath	3

OR

Sl No.	AEC – KANNADA - Course (Paper)	Credit
1	KU1AECKAN101 - Modern Kannada Poetry & Fiction	3

3. **Multi Disciplinary Course – MDC – I Semester (From Major –B -Islamic History):** One course with 3 credits

Any one course from the following

Sl No.	Discipline	Name of the Course (MDC – I Semester)	Credit
1	Islamic History	KU1MDCISH101 - Islamic Finance & Banking	3
		<i>OR</i> KU1MDCISH102 – Gulf Migration in Kerala: Dynamics, Impacts & Challenges	

**II. Discipline Specific Course – DSC – I Semester**

**i. Major – A (I Semester): Arabic or Urdu. 2 courses with 4 credits each**

- 2 courses (papers ) in Arabic for BA Arabic & Islamic History
- 2 courses (papers ) in Urdu for BA Urdu & Islamic History

Sl No.	Discipline	Name of the Course - (Major - A) – I Semester	Credit
1	Arabic	KU1DSCARS101 – Essential of Arabic Language	4
		KU1DSCARS102 – Classical Arabic Prose	4
2	Urdu	KU1DSCURD101 – Drama Aur Khaka	4
		KU1DSCURD102 – Shustha Urdu	4

**ii. Major B (I Semester):Islamic History: One course with 4 credits**

- One course (paper) in ‘Islamic History’ for both ‘BA Arabic & Islamic History’ and ‘BA Urdu & Islamic History’.
- Any one course from the following

Sl No.	Discipline	Name of the Course - (Major - B) – I Semester	Credit
1	Islamic History	KU1DSCISH102 – Exploring IT & Artificial Intelligence in Islamic History & Culture	4
		<i>OR</i> KU1DSCISH101 – Islamic History as a Social Science Discipline	

## **SEMESTER – II**

### **DETAILS OF COURSES & CREDITS**

Sl No.	Course (Semester – II)	Number of Course	Credit
1	Ability Enhancement Course – AEC – 3(English)	1	3
2	Ability Enhancement Course – AEC – 4(Additional Language)	1	3
3	Major (A – 3)	1	4
4	Major (B – 2)	1	4

5	Major (B – 3)	1	4
6	*Multi Disciplinary Course – MDC – 2 (A)	1	3
	<b>TOTAL</b>	<b>6</b>	<b>21</b>

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MDC shall be from Major A (Arabic or Urdu)

## I. FOUNDATION COURSES (Mandatory for all candidates)

### 1. Ability Enhancement Course – AEC (English):

One course with 3 credits

SI No.	Course (Paper)	Credit
1	KU2AECENG107 - English Through Culture	3

### 2. Ability Enhancement Course – AEC (Modern/ Other Language): One course with 3 credits

Candidates shall choose any **ONE** course from any **ONE** language from the following as Ability Enhancement Course – AEC (Modern/Other Language)

SI No.	AEC – MALAYALAM - Course (Paper)	Credit
1	KU2AECMAL105 - ആഖ്യാനവും ആവിഷ്കാരവും	3

OR

SI No.	AEC – HINDI - Course (Paper)	Credit
1	KU2AECCHIN 106 - Satrangi Dharti	3

OR

SI No.	AEC – ARABIC - Course (Paper)	Credit
1	KU2AECARB105 - Basic Skills in Arabic	3

OR

SI No.	AEC – URDU - Course (Paper)	Credit
1	KU2AECURD104 - Urdu Shayari	3

OR

SI No.	AEC – KANNADA - Course (Paper)	Credit
1	KU2AECKAN104 - Medieval Kannada Literature	3

### 3. Multi Disciplinary Course – MDC – II Semester: One course with 3 credits. (MDC shall be from the respective Major A discipline)

i. Candidates registered for ‘B.A Arabic & Islamic History’ shall select the following course in Arabic as their Multi Disciplinary Course (MDC from Major - Arabic).

SI No.	Discipline	Name of the Course (MDC – II Semester)	Credit
1	Arabic	KU2MDCARS105 – Arabic for non Native Speakers – Part 2	3

ii. Candidates registered for ‘B.A Urdu & Islamic history’ shall select the following course in Urdu as their Multi Disciplinary Course (MDC from Major –Urdu )

SI No.	Discipline	Name of the Course (MDC – II Semester)	Credit
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1	Urdu	KU2MDCURD102 - Tharjama	3
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## II. Discipline Specific Course – DSC – II Semester

### i. Major – A (Arabic or Urdu) (II Semester): One course with 4 credits

- One course (paper) in Arabic for BA Arabic & Islamic History
- One course (paper) in Urdu for BA Urdu & Islamic History

Sl No.	Discipline	Name of the Course - (Major - A) – II Semester	Credit
1	Arabic	KU2DSCARS104 – Fundamental skill in Arabic	4
2	Urdu	KU2DSCURD103 - Masnavi, Marsiya aur Rubayi	4

### ii. Major – B (Islamic History) (II Semester): 2 courses with 4 credits each.

(For all candidates registered for BA Arabic/Urdu & Islamic History)

Candidates registered for ‘BA Arabic & Islamic History’ and ‘BA Urdu & Islamic History’ shall register for the following two courses in Islamic History.

Discipline	Name of the Course - (Major - B) – II Semester	Credit
Islamic History	KU2DSCISH103 – Ancient Arabia & Arabs	4
	KU2DSCISH104 – Arab world in the new era	4

# UNDER-GRADUATE PROGRAMME IN JOURNALISM

## DETAILS OF COURSES OFFERED

### 1. LIST OF DISCIPLINE SPECIFIC COURSES (DSC)

Semester	Course Code	Course Name	Major/Minor	Marks			Credits
				CA	ESE	Total	
I	KU1DSCJMC103	Film Appreciation	Minor	30	70	100	4
	KU1DSCJMC104	News media & Democracy	Minor	30	70	100	4
II	KU2DSCJMC110	Online Journalism	Minor	30	70	100	4
	KU2DSCJMC111	News writing for Print Media	Minor	30	70	100	4

### 2. LIST OF MULTI-DISCIPLINARY COURSES

I	KU1MDCJMC106	Professional Journalism	MDC	25	50	75	3
II	KU2MDCJMC112	PR Management	MDC	25	50	75	3

## MINOR AND MDC COURSES OFFERED IN JOURNALISM

Sl.No	Course Code	Course Title
<b>SEMESTER I</b>		
1	KU1DSCJMC103	<b>MINOR:</b> Film Appreciation
2	KU1DSCJMC104	<b>MINOR:</b> News media & Democracy
3	KU1MDCJMC106	<b>MDC:</b> Professional Journalism
<b>SEMESTER II</b>		
4	KU2DSCJMC110	<b>MINOR:</b> Online Journalism
5	KU2DSCJMC111	<b>MINOR:</b> News writing for Print Media
6	KU2MDCJMC112	<b>MDC:</b> PR Management

**KU1DSCJMC103**  
**FILM APPRECIATION**

Semester	Course Type	Course Level	Course Code	Credits
<b>I</b>	<b>Minor</b>	<b>100-199</b>	<b>KU1DSCJMC103</b>	<b>4</b>

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
-----	-----	----	<b>30</b>	<b>70</b>	<b>100</b>	<b>2</b>

### Course Description

The course focuses on helping the participants to appreciate cinema by understanding its distinct language, its narrative complexity and the way films control and stimulate our thoughts and feelings. In Film Appreciation course, it helps to analyse the history of Cinema, the filmmakers and film movements that continue to influence modern films and the medium's enduring importance in pop culture.

### Course Prerequisite

1. Reading the language of Cinema
2. Understand and criticize the contents in various forms of language

**Employability for the Course:** The job market for film appreciation is specialized but offers diverse opportunities. Graduates can work with film festivals, museums, and cultural institutions, where they can curate film programs and lead educational initiatives. There are also roles in media and entertainment companies as film critics, writers, and analysts, as well as opportunities in academia and education as instructors or researchers in film studies.



## Course Outcomes (CO)

CO	Expected Outcome	Learning Domains	Knowledge Category#	Evaluation Tools used
CO1	To gain a deeper understanding of the world of film and be able to review and analyze various film style and genres.	U	F	Instructor-created exams / Quiz
CO2	To Observe with knowledge and reflect upon the articulation of a film's content, form and structure.	An	C	Instructor-created exams / Quiz
CO3	Forming long-term memory, maintaining focus, developing logic, and reasoning, visual and auditory processes.	A	C	Seminar / Group Tutorial Work
CO4	To understand the elements of film, and to evaluate the success or importance of the film using evaluation tools	E	C	Instructor-created exams / Home Assignments
CO5	To tap into students' natural affinity for visual storytelling, creating a dynamic and interactive learning experience.	A	P	Writing assignments
<p><i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)</i>  <i># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)</i>  <i>Metacognitive Knowledge (M)</i></p>				

## Course Content

Module	Unit	Description	Marks (70)
<b>I</b>	<b>Module I: Understanding Cinema</b>		<b>15</b>
	1	History of Moving Images	
	2	The era of silent movies	
	3	Evolution of Sound Cinema	
	4	Contemporary Period	
	5	History of Indian Cinema	
	6	Studio system	
	7	Contemporary cinema and Parallel cinema	
	<b>Module II: Language of Cinema</b>		<b>25</b>
	8	Grammar and Language of Cinema	
	9	Story, Plot and Narration	
	10	Three-Act Structure	

<b>II</b>	11	Shots, Scene, and Sequence	
	12	Colour, Sound and Lighting in cinema	
	13	Mise-En-Scene	
	14	Types of Camera Angles and Camera Movements	
	15	Types of Film Genres	
	16	Film Transitions	
	17	Semiotics in Cinema	
<b>III</b>	<b>Module III: Film Movements</b>		<b>20</b>
	18	Soviet Montage & Montage Theory	
	19	French Impressionism	
	20	German Expressionism	
	21	Surrealism	
	22	Italian Neo Realism	
	23	French New wave	
	24	Indian New wave	
	25	Film Noir	
<b>IV</b>	<b>Module IV: Film Analysis</b>		<b>10</b>
	26	Aspects of film appreciation	
	27	Analysis of world-renowned directors' movies	
	28	Analysis of movies by notable Indian directors	
	29	Current trends in Cinema - Censorship and Distribution	
	30	OTT platforms – challenges and issues	

### Essential Readings

1. Monaco, James: *How to Read a Film*, Oxford University Press, 2000
2. Nowell-Smith, Geoffrey: *The Oxford History of World Cinema*, 1999
3. Nolen dean, Ronald, Katz, Ephraim: *The Film Encyclopedia: the complete guide to film and the film industry*, Kindle edition, 2012
4. Bordwell, david, Thompson Kristin: *Film art: An Inroduction*, McGrow Hill publication (10<sup>th</sup> edition)2012
5. Mulvey, Laura, *Visual pleasure and narrative Cinema*, afterall books, 2013
6. Bazin, Andre, *What is Cinema (vol. 1)*, University of California Press, 2004
7. Metz, Christian, *Film Language: A semiotics of the cinema*, University of Chicago Press, 1990
8. Mast, Gerald, *Film theory and criticism: An introductory readings*, Oxford, 1974
9. Braudy, Leo, Cohen Marshall, *Film theory and criticism*, Oxford (7th edition), 2009

## Suggested Readings

1. James Monaco, How to read a film, (30th edition). Oxford University Press, 2009
  2. Raveendran, Cinemayude Rashtreeyam, Bodhi Publications, 1990
  3. Cheriyan V.K, Indian Film Society Movement, Sage Publications, 2016
  4. Jhunjhunwala, S, Introduction to Broadcasting, Pearson Educational India,2013
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### First Semester FYUGP Journalism Examination

#### KU1DSCJMC103: FILM APPRECIATION MODEL QUESTION PAPER

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**Time: 2hrs**

**Maximum Marks: 70**

**Part A (Answer any 6 questions. Each carries 3 marks)**

**6x3=18**

1. Documentary
2. Oblique shot
3. Bird eye view
4. Sync sound
5. Cuts and transitions
6. Mise- en- scene
7. Jump cut
8. Dubbing

**Part B (Answer any 4 questions Each carries 6 marks)**

**4x6=24**

9. Explain the importance of sound editing and mixing in film making
10. Brief the difference types of Camera shots
11. Why is lighting very important in Film?
12. What is a sound film? Give examples
13. Trace any three types of film theories
14. Examine Classical Hollywood cinema

**Part C (Answer any 2 questions. Each carries 14 marks)**

**2x14=28**

15. Write an essay on Film language explaining various elements.
16. Write an essay on Major Film movements
17. Critically evaluate the technical aspects of any movie of your choice.

**KU1DSCJMC104**  
**News Media and Democracy**

Semester	Course Type	Course Level	Course Code	Credits
<b>1</b>	<b>Minor</b>	<b>100-109</b>	<b>KU1DSCJMC104</b>	<b>4</b>

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
-----	----	-----	<b>30</b>	<b>70</b>	<b>100</b>	<b>2</b>

### Course Description

This course is designed to provide a comprehensive understanding critically evaluate the influence of various forms of news media. It aims to equip students with the knowledge and practical skills in media practices in ensuring democratic representation and participation. By the end of the course, students will be adept at creating narratives that not only reflect the public issues but also contribute empathetic storytelling to enhancing democratic approaches in society

### Course Prerequisite

1. Journalism Fundamentals: Completion of introductory journalism courses or equivalent experience
2. Sociological Awareness: Basic knowledge of social, historical and political backgrounds. It also demands awareness of media in shaping democracy.

**Employability for the Course:** Despite the rapid changes in media environment, studies on democracy and media is always have a core concern in field. Regarding the academic jobs, media and democracy is always hold a high value in research and higher education field. Entrepreneurial journalism and niche journalism possibilities are also growing regarding media and democracy.

### Course Outcomes (CO)

CO	Expected Outcome	Learning Domains	Knowledge Category#	Evaluation Tools used
CO1	Assess- Evaluate the influence of various forms of news media	U	C	Quiz/

CO2	Analyse- Investigate the evolving trends and interpret media texts within their social contexts	An	C	Seminar / Home Assignments
CO3	Recognise- Distinguish how media globalization processes impact democratic practices worldwide	An	F	Seminar / Group Tutorial Work
CO4	Critique- Reviewing the challenges of media practice in maintaining democracy and representation in various level.	E	C	Home Assignments
CO5	Create: Immerse in to various communities, understand various issues and prepare media products	C	P	Writing assignments
CO6	Gain: Practical insights into producing accurate news stories with active participation and inclusiveness	C	P	Assignment
<p><i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)</i>  <i># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)</i>  <i>Metacognitive Knowledge (M)</i></p>				

### Course Content

Module	Unit	Description	Marks (70)
<b>I</b>	<b>Module I: News Media: Current Scenario</b>		<b>15</b>
	1	News Media as Fourth Estate: Historical Context	
	2	Theories of Press/Media: Libertarian Theory, Social Responsibility Theory, Communist Theory, Development Media Theory and Democratic Participant Theory	
<b>II</b>	<b>Module II: Theoretical Approach to Media and Democracy</b>		<b>25</b>
	3	Media Effects Theories: Propaganda Model and Magic Bullet Theories	
	4	Limited Effects Theory	
	5	Habermas and the Public Sphere	
	6	Agenda-setting Theory	
	7	Priming and Framing Theories	
	<b>Module III: News Media Institutions and Democratic Practices</b>		<b>15</b>

<b>III</b>	8	Public Opinion Formation; cultivation theory; spiral of silence theory	
	9	News Media and Activism: Case Studies: Arab Spring, #MeToo	
	10	Social Media and Campaigns	
	11	Polls and Surveys	
	12	Election Coverage and Reporting	
<b>IV</b>	<b>Module IV News Media Industries: Regulations and Democracy</b>		<b>15</b>
	16	News Media Ownership Patterns and Democracy	
	17	Media Freedom, Censorship, Restrictions and Self-Regulation	
	18	Citizen Journalism, Civic Journalism and Campaign Journalism	
	19	Objectivity and Code of Ethics	

### Essential Readings

1. Maya Ranganathan, Usha M Rodrigues, *Indian Media in a Globalized World*, Sage, 2010
2. James Curran, *Media and Democracy*, Taylor & Francis, 2011
3. D. K Gupta, *Media & Society*, Neha Publishers, 2003
4. Edward.S, & Noam Chomsky, *Manufacturing Consent: The Political Economy of the Mass Media*, Pantheon Books, 2002
5. Edwin Baker, *Media Concentration and Democracy*, Cambridge University Press, 2007
6. Sumanth Kumar, *Democracy Media and Indian Society*, Blue Rose, 2023
7. Shankunthala Rao, *Indian Journalism In A New Era*, Sage, 2019
8. Richard Gunther, Anthony Mughan, *Democracy and the Media A Comparative Perspective*, Cambridge University Press, 2010
9. Somnath Batabyal, Matti Pohjonen, *Indian Mass Media and the Politics of Change* Routledge, 2016
10. Vanita Kohli-Khandekar, *The Indian Media Business*, Sage, 2006

## Suggested Readings

1. Sandeep Kumar, *New Media Democracy & Election*, Rudra Publication, 2019
  2. Anjaly Pahad, Varsha Parikh, *Media & Democracy* Neha Publishers, 2013
  3. John Street, *Mass Media, Politics and Democracy*, Springer, 2001
  4. Nalini Mehta, *Television in India: Satellites, Politics and Cultural Change* ,Routledge, 2008
  5. Vanita Kohli-Khandekar, *The Indian Media Business: Pandemic and After*, Sage ,2021
  6. Adrian Athique, Vibodh Parthasarathi, and SV Srinivas, *The Indian Media Economy*. Oxford University Press,2018
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### First Semester FYUGP Journalism Examination

#### KU1DSCJMC104: News Media and Democracy

#### MODEL QUESTION PAPER

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**Time: 2hrs**

**Maximum Marks: 70**

**Part A (Answer any 6 questions. Each carries 3 marks)**

**6x3=18**

1. Media Globalization
2. Magic bullet Theory
3. Media Literacy
4. Opinion Leader
5. Spiral of Silence
6. News Media
7. Censorship
8. Media Activism

**Part B (Answer any 4 questions Each carries 6 marks)**

**4x6=24**

9. How does the agenda setting theory impact the design and development of media products and content?
10. What is the role of the media in a democracy, and how can media freedom promote democracy?
11. How does media ownership and control influence democratic practices?
12. Discuss the challenges and opportunities in representing LGBTQ+ in media.

13. Evaluate the effectiveness of media literacy in fostering critical thinking skills among audiences.
14. Explain how democratic and cultural representation differ across various media platforms.

**Part C (Answer any 2 questions. Each carries 14 marks)**

**2x14=28**

15. Using theoretical frameworks from media studies and democratic studies, analyse the role of news media in shaping public opinion and influencing democratic processes.
16. Analyse the Advantages and disadvantages of censorship in shaping democratic principles, considering factors such as freedom of speech, governmental control and the safeguarding of societal values.
17. Compare and contrast propaganda model and limited effect theory



**KU1MDCJMC106**  
**PROFESSIONAL JOURNALISM**

Semester	Course Type	Course Level	Course Code	Credits
<b>1</b>	<b>Multi-Disciplinary Course</b>	<b>100-199</b>	<b>KU1MDCJMC106</b>	<b>3</b>

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
—	—	-	<b>25</b>	<b>50</b>	<b>75</b>	<b>1.5 hrs</b>

**Course Description:** The Professional Journalism course provides students with a comprehensive understanding of the principles, practices, and ethical standards of journalism. It is designed to equip aspiring journalists with the skills necessary to research, report, write, and produce news stories across various media platforms, including print, digital, and broadcast.

**Course Pre-requisite:**

- To get students introduced to the functioning of news media organizations.
- To develop practical skills in reporting and writing for different media.
- To familiarize the students with print and broadcast journalism

**Employability of the course**

Graduates of the Professional Journalism course will be well-prepared for a range of career opportunities in the media industry. They can pursue positions as reporters, editors, content writers, and multimedia journalists in traditional newspapers, magazines, and broadcast media, as well as emerging digital news platforms. The skills acquired in this course also open doors to careers in public relations, corporate communications, and media consultancy, where their ability to create and manage accurate and engaging content is highly valued

**Course Outcomes:**

<b>CO</b>	<b>Expected Outcomes</b>	<b>Learning Domains</b>	<b>Knowledge category #</b>	<b>Evaluation Tools used</b>
<b>CO1</b>	To identify the distinct nature of journalism	U	C	Instructor - created exams / Quiz
<b>CO2</b>	To develop an understanding on the ethics in journalism and mass media writing	U, A	C	Instructor - created exams / Quiz
<b>CO3</b>	To upgrade the students with current practices in journalism	E	P	Practical Assignment / Group Tutorial Work
<b>CO4</b>	To develop skills and techniques for writing for various mass media	A, C	P	Practical Assignment / Group Tutorial Work
<b>CO5</b>	To familiarize and use terms specific to media	U	F	Instructor - created exams / Quiz
<b>CO6</b>	To describe the emerging trends of journalism	A	F, C	Instructor - created exams / Quiz

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

## COURSE CONTENTS

Module	Unit	Description	Marks (50)
<b>I</b>	<b>Module I Introduction to journalism</b>		<b>15</b>
	1	Journalism - Definition, concepts and principles	
	2	News Values, space, time, brevity, balance and fairness, accuracy and deadline	
	3	Significance of journalism in the 21st century – rise of advocacy and professionalism	
	4	Role, qualities, duties and responsibilities of a journalist	
	5	Journalistic sources	
	6	Constitutional guarantees of Freedom of Speech and Expression [Art. 19 (1)(a) and Art. 19(2)]	
	7	Values and ethics in journalism	
	8	Glossary - basic terms used in the media	
<b>II</b>	<b>Module II Branches of journalism</b>		<b>10</b>
	9	Traditional and modern - magazine journalism, community journalism, investigative journalism, development journalism, business journalism, radio and TV journalism and online journalism	
	10	Objective journalism	
	11	Interpretative journalism	
	12	Tabloid /sensational journalism	
<b>III</b>	<b>Module III Content writing</b>		<b>15</b>
	13	Writing for radio - Language and grammar of news scripts	
	14	Writing for TV - Language and grammar of news scripts, basic principles and techniques of TV writing, elements of TV scripting	
	15	Writing for social media (Facebook, X, LinkedIn, Instagram)	
	16	Introduction to blogging and vlogging	
	17	Current trends in content writing	

<b>Module IV Journalism and Society</b>			
<b>IV</b>	18	Different media-a comparison between the print, electronic and online journalism	<b>10</b>
	19	Citizen journalism	
	20	Role of media in a democracy	
	21	Responsibility to society	
	22	Influence of journalism on society and development	
	23	Contemporary debates and issues relating to journalism	
	24	Journalism as a profession	
	25	Career opportunities in media and functions	

**Essential Readings:**

1. Kumar, Keval J. *Mass Communication in India*, New Delhi, Jaico Publishers ,2010
2. Hasan, Seema, *Mass Communication: Principles and Concepts*, New Delhi, CBS Publishers,2010
3. Parthasarathy, Rangaswami - *Basic Journalism*. New Delhi: Macmillan India limited,1985
4. Mehta, D S - *Mass Communication and Journalism in India*,1979
5. Hohenberg, John - *Professional Journalist*; Thomson Learning, New York: Holt, Rinehart, and Winston,1983
6. Kamath M V - *Professional Journalism*; Vikas Publishing, New Delhi
7. Sheridan Burns, Lynette - *Understanding Journalism* Vistaar Publications
8. Harcup, Tony: *Journalism - Principles and Practice*; Sage,2015
9. Ahuja, B N , *Theory and Practice of Journalism*, 1979
10. Kamath M V, *Professional Journalism*

**Suggested Readings:**

1. Fleming, C.et al. (2006). *An introduction to journalism*. London: Sage
2. Franklin, B. (2011). *Key concepts in journalism studies*. London: Sage
3. Vilanilam, J. V. (2003), *Growth and Development of Mass Communication in India*, New Delhi, NBT

**First Semester FYUGP Journalism Examination**  
**KU1MDCJMC106: PROFESSIONAL JOURNALISM**  
**Model Question Paper**

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**Time: 1.5 hours**

**Maximum Marks: 50**

**Part A (Answer any 6 questions. Each carry 2 marks)**

**6X2=12 marks**

1. Niche Journalism
2. Brevity as a news value
3. Sources of news
4. Objective Journalism
5. Article 19(2)
6. Community Journalism
7. Vlogging
8. Citizen Journalism

**Part B (Answer any 4 questions. Each carry 6 marks)**

**4X6=24 marks**

9. Explain the duties and responsibilities of a journalist
10. List any 3 types of Professional Journalism. Explain.
11. Mention the significance of journalism in the 21st century.
12. Analyse the Influence of journalism on society and development.
13. Discuss the importance of Articles 19(1), 19(2)
14. Discuss the role of TV journalism in shaping public opinion

**Part C (Answer any 1 question. Each carry 14 marks)**

**1X14=14 marks**

15. Briefly analyze Journalism as a profession and career opportunity
16. Evaluate the writing trends and current trends of Radio, TV, online etc.

## KU2DSCJMC110

### ONLINE JOURNALISM

Semester	Course Type	Course Level	Course Code	Credits
<b>II</b>	<b>Minor</b>	<b>100-199</b>	<b>KU2DSCJMC110</b>	<b>4</b>

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
-----	-----	-	<b>30</b>	<b>70</b>	<b>100</b>	<b>2</b>

#### Course Description

This course is designed to provide a comprehensive understanding on online journalism practices including reporting, editing and broadcasting. Online journalism courses focus on harnessing the power of multimedia storytelling. Participants learn how to create visually appealing videos, compelling images, and engaging audio content, enabling them to deliver immersive and impactful stories with the support of multimedia tools. It aims to equip students with the knowledge and practical skills needed to effectively report social issues sensitivity and accuracy. By the end of the course, students will be adept at new narratives that not only par with the industry standard but with a global ethical and legal considerations.

#### Course Prerequisite

1. Journalism Fundamentals: Completion of introductory journalism courses or equivalent experience
2. Digital Understandings: Basic knowledge on cyber space, skills on multimedia tools, digital technologies and smartphone apps with a journalistic approach.

**Employability for the Course:** Despite rapid changing in journalism field and dynamic technological advancement, the carrier possibilities on online journalism field is extensive. Possibilities in content creation, photography, editing and podcasting is enormous. Entrepreneurial and start up carrier promises are growing robustly.

## Course Outcomes (CO)

CO	Expected Outcome	Learning Domains	Knowledge Category#	Evaluation Tools used
CO1	Assess- Develop an understanding of online Journalism	U	C	Instructor-created exams / Quiz
CO2	Analyse- Examine the evolving trends and current statuses of new media journalism	An	C	Seminar /Home Assignments
CO3	Recognise- Identify the journalistic and practical skills required for new media practices	A	C	Seminar / Group Tutorial Work
CO4	Critique- Reviewing the challenges, and opportunities in new Journalism approaches	E	C	Home Assignments
CO5	Create: Field work Experience and prepare a complete new media product	C	P	Assignments
CO6	Gain practical insights into producing accurate news stories.	C	P	Assignment
<p><i>*Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)</i>  <i># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)</i>  <i>Metacognitive Knowledge (M)</i></p>				

## Course Content

Module	Unit	Description	Marks (70)
<b>I</b>	<b>Module 1: Introduction to Online Journalism</b>		<b>15</b>
	1	Digital Space: Meaning, Internet and Information Revolution	
	2	Online Journalism: Definition, Concepts and Techniques	
	3	Evolution of Online journalism in India	
	4	Media convergence and its effects on Journalism practices	
<b>II</b>	<b>Module 2: Online Journalistic Skills and Techniques</b>		<b>15</b>
	5	New storytelling and Shifting Narratives for Digital	
	6	Writing for Digital space, Digital Reporting Techniques	

	7	Usage of Multimedia Components-Text, Graphics, Audio, Video & Animation in content creation	
	8	Skills for Web Journalist; online news gathering, audience identification	
<b>III</b>	<b>Module 3: Online Journalism in Practice</b>		<b>25</b>
	9	Leading online news platforms in India	
	10	Characteristics of Online Journalists	
	11	Online Journalism: possibilities of Citizen & Collaborative Journalism	
	12	Mobile Journalism definition, possibilities and advantages.	
	13	Conducting Online Search and research	
<b>IV</b>	<b>Module IV Challenges in Online Journalism</b>		<b>15</b>
	14	Ethical and legal concerns, Privacy and privacy issues	
	15	Cyber laws related to piracy and privacy	
	16	Implications of Digital divide	
	17	Impact of New media on Traditional media practices	

### Essential Readings

1. Abhay Chawla, *New Media and Online Journalism: Handbook for Media Studies* Pearson, 2021
2. Alex Richards, *Foundations of Data and Digital Journalism* Routledge, 2023
3. Anubhuti Yadav, *New Media Journalism: Emerging Median and New Practices in Journalism*, Sterling, 2022
4. John V, *Milestones in Digital Journalism* Taylor & Francis, 2024
5. Brian Winston, *Media, Technology and Society: A History from the Telegraph to Internet*, Routledge, 1998
6. Bradshaw Paul, *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age* Routledge, 2017
7. Mark E. Briggs, *Journalism Next: A Practical Guide to Digital Reporting and Publishing*, CQ Press, 2012
8. Vincent F. Filk, *Convergent Journalism-An Introduction: Writing, Producing Across Media*, Focal Press, 2019



## Suggested Reading

1. Steve Hill & Paul Lashmar, *Online Journalism: The Essential Guide*, Sage, 2013
  2. Joan Van Tassel, Mary Murphy, Joseph Schmitz *The New News*, Focal Press, 2022
  3. Surbhi Dhiya, *Digital First: Entrepreneurial Journalism in India*, Oxford University Press, 2023
  4. Dhiman Chattopadhyay, *Indian Journalism and the Impact of Social Media*, Springer, 2022
  5. Rahul Das, *Mobile journalism; A Key Mass Communication Tool for Future*, Prabhat Publication, 2022
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## Second Semester FYUGP Journalism Examination

### KU2DSCJMC110: Online Journalism

### MODEL QUESTION PAPER

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**Time: 2hrs**

**Maximum Marks: 70**

**Part A (Answer any 6 questions. Each carries 3 marks)**

**6x3=18**

1. Define Digital space
2. Multimedia
3. Web Journalist
4. Information Super Highway
5. E-Literacy
6. Media Convergence
7. Digital Reporting
8. Mobile Journalism

**Part B (Answer any 4 questions Each carries 6 marks)**

**4x6=24**

9. Define Citizen Journalism and Collaborative journalism. How do they contribute to online journalism?
10. Write the new storytelling and narrative structures in online journalism.
11. Identify and briefly explain the leading online news platforms in India
12. What skills are required for web journalist in terms of online news gathering and audience identification?

13. Discuss the significance of multimedia components in content creation for Digital journalism.
14. Write the importance of Mobile journalism and discuss its possibilities and advantages.

**Part C (Answer any 2 questions. Each carries 14 marks)**

**2x14=28**

15. Discuss the Challenges faced by online journalism in terms of new media policies, cyber law, and ethical considerations in the digital era.
16. Explain the concept of digital media. What are the trends of digital media in the present day context?
17. Critically analyse the impact of the Internet and Information Revolution on the field of journalism

**KU2DSCJMC111**  
**NEWS WRITING FOR PRINT MEDIA**

Semester	Course Type	Course Level	Course Code	Credits
<b>II</b>	<b>Minor</b>	<b>100-199</b>	<b>KU2DSCJMC111</b>	<b>4</b>

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
----	-----	----	<b>30</b>	<b>70</b>	<b>100</b>	<b>2</b>

**Course Description:** This course offers an in-depth understanding of print media, including newspapers and magazines, and the principles of print journalism. Students will explore the history, evolution, and current trends of print media, learn about various journalistic writing styles, and gain practical skills in news reporting and feature writing. The course emphasizes the importance of accuracy, ethics, and effective communication in journalism, preparing students for careers in the dynamic field of print media.

**Course Pre-requisite:**

- Having a basic understanding of how media operates, including different forms of media (print, broadcast, digital)
- Familiarity with grammar, spelling, and sentence structure is important

**Employability of the Course:**

Graduates of this course can pursue careers as reporters, editors, and feature writers for newspapers and magazines. Additionally, they can work as content creators for online news platforms,

communication specialists in corporate settings, and media consultants. The skills acquired in this course are also valuable for roles in public relations and media management.

**Course Outcomes:**

CO	Expected Outcomes	Learning Domains	Knowledge category #	Evaluation tools used
CO1	To assess identify the distinct nature of journalism	An	F	Seminar presentations, Home assignment
CO2	To analyze and develop an understanding on the journalism and media writing	C	C	Home assignment
CO3	To recognize and develop skills and techniques for writing for mass media	A	C	assignment
CO4	To critically evaluate current practices in journalism	E	P	Seminar
CO5	To create an understanding of terms specific to print media	U	P	Home assignment
CO6	To gain information about the emerging trends of journalism	U	P	Seminar/ assignment

\*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**

Module	Unit	Description	Marks (70)
I		<b>Module I: News Determinants</b>	<b>10</b>
	1	Concept, elements and characteristics of news	
	2	News values; news as story; news versus feature	
	3	Hard news, soft news and human interest	
	4	News versus article; news versus editorial and opinion pieces	

<b>II</b>		<b>Module II: News Gathering and Newsroom Operation</b>	<b>20</b>
	5	News conferences; news releases; handouts	
	6	Scheduled events; confidential sources; whistleblowers; beat reporting sources	
	7	International and Indian news agencies; interviews and interviewing skills	
	8	Research and Digital Tools	
	9	News Desk Operation; News Bureau Operation; Reporters and Subeditors; Bureau Chief and News Editor	
	10	Design and layout; subbing requisites	
<b>III</b>		<b>Module III: Art of Crafting News</b>	<b>20</b>
	11	Inverted pyramid structure: lead-body-tail; 5Ws & 1H; news angle	
	12	Hourglass structure: inverted pyramid top, pivot and narrative	
	13	Headlines: kicker, strapline, skyline and banner; headlining format and headlining principles	
	14	News vocabulary for reporting crimes, accidents, natural calamities, disasters, sports, environment, business, economy and religion	
<b>IV</b>		<b>Module IV Editing and Ethics in News</b>	<b>20</b>
	15	Clarity and accuracy; lucidity of language; standardization of style	
	16	Economization of vocabulary; objectivity; adherence to fairness and moral taste; legal propriety	
	17	Risks of defamation and libel; code of ethics	

### **Essential Readings:**

1. Keval J Kumar, *Mass Communication in India*, Jaico Publishers
2. Francis Karackat, *Journalism: A Manual for Budding Subeditors*, Don Bosco Books, 2020
3. Francis Karackat, *Journalism: A Manual for Budding Reporters*, Don Bosco Books, 2020
4. Seema Hasan, *Mass Communication: Principles and Concepts*, CBS Publishers
5. Rangaswami Parthasarathy, - Basic Journalism, *Macmillan India limited*
6. D S Mehta, *Mass Communication and Journalism in India*, Sage
7. Vir Bala Aggarwal & V S Gupta, *Handbook of Journalism and Mass Communication*, Concept
8. M V Kamath, *Professional Journalism* Vikas Publishing
9. J V Vilanilam, *Growth and Development of Mass Communication in India*, NBT
10. Lynette Sheridan Burns, *Understanding Journalism*, Vistaar Publications
11. Tony Harcup, *Journalism Principles and Practice*, Sage
12. B N Ahuja - *Theory and Practice of Journalism*, Sage
13. Ambarish Saxena, *News Reporting and Editing*, Sage
14. Schiffer,L, *Printing technology :A brief history*,Wiley-Blackwell,2013

### **Suggested Readings:**

1. Jenny McKay, *The Magazine Handbook*, Routledge
  2. B Franklin, *Key Concepts in Journalism Studies*. London Sage
  3. Ravi. S, *Printing Press: Transforming power of Technology*, National Books Trust India,2018
  4. Das, S, K, *Modern printing Technology and Processes*, PHI Learning Private Limited,2011
  5. Marshall McLuhan, *Understanding the Media: The Extension of Man*, Gingko Press Berkeley,2016. .
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**Second Semester FYUGP Journalism Examination**  
**KU2DSCJMC111: NEWS WRITING FOR PRINT MEDIA**  
**MODEL QUESTION PAPER**

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**Time: 2hrs**

**Maximum Marks: 70**

**Part A (Answer any 6 questions. Each carries 3 marks)**

**6x3=18**

1. Skyline
2. Feature
3. News
4. Article
5. Lead
6. Hour Glass
7. Sub-editor
8. Kicker

**Part B (Answer any 4 questions Each carries 6 marks)**

**4x6=24**

9. Compare inverted pyramid and hour glass news structure.
10. Describe the importance of headings.
11. Comment on the emergence of social media as a news source
12. Distinguish between a tabloid and a broadsheet.
13. Explain the ways of achieving balance in a news report
14. Compare an article and a column.

**Part C (Answer any 2 questions. Each carries 14 marks)**

**2x14=28**

15. Discuss the current trends in Print Media
16. Examine the Different types of journalistic writing and their impact on audience engagement.
17. Write a short note about the code of ethics in media.
18. Distinguish various types of news.

**KU2MDCJMC112**  
**PR Management**

Semester	Course Type	Course Level	Course Code	Credits
II	Multidisciplinary Course	100-199	<b>KU2MDCJMC112</b>	3

Lecture Approach (Hours/Week)			Marks Distribution			Distribution of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
----	----	----	<b>25</b>	<b>50</b>	<b>75</b>	<b>1.5</b>

**Course Description**

This course focuses thoroughly on public relations and explains how it may be applied in practice. It emphasizes strategic engagement with varied audiences, the formation of long-term and significant organizational partnerships, and reputation management. Public relations is critical in managing an organization's interactions with key internal and international stakeholders. The course aims to bridge the gap between academics and practitioners in public relations by educating students on global opportunities in government, transnational businesses, non-governmental organizations, and international agencies.

**Course Prerequisite**

1. Completion of introductory journalism courses or equivalent experience
2. Skills for crafting and disseminating messages, often developed through studies in communications, journalism, or English.

**Employability for the Course:** A public relations degree provides opportunities in a variety of industries. Students have a variety of employment opportunities in media organizations, government agencies, NGOs, social welfare programs, the management sector, and social media platforms as public relations specialists, communication managers, social media managers, marketing communications specialists, crisis communication managers, etc.



**Course Outcomes (CO):**

<b>CO</b>	<b>Expected Outcome</b>	<b>Learning Domains</b>	<b>Knowledge Category#</b>	<b>Evaluation Tools used</b>
<b>CO1</b>	To increase understanding of the major perspectives in public relations practice and management.	U	C	Instructor - created exams / Quiz
<b>CO2</b>	To develop skills in applying public relations management principles to a variety of organizational situations and circumstances	C	P	Assignment / Group Tutorial Work
<b>CO3</b>	To gain knowledge about the various sorts of private, public, profit, non-profit, and activist groups that employ public relations methods on a global scale.	U	P	Instructor - created exams / Quiz
<b>CO4</b>	To promote a better awareness of multiculturalism and diversity in public relations.	C	C	Instructor - created exams / Quiz
<b>CO5</b>	To experiment various types of research before planning effective PR programmes	A	P	Assignment / Group Tutorial Work
<b>CO6</b>	To learn about the evolution of public relations and its importance in management across various industries.	E	C	Assignment / Group Tutorial Work
<p><b>* Remember (R), Understand (U), Apply (A), Analyze (An), Evaluate (E), Create (C)</b>  <b># - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)</b>  <b>Metacognitive Knowledge (M)</b></p>				

## COURSE CONTENT

Module	Unit	Description	Marks (50)
<b>I</b>	<b>Module I: Introductory Concepts of Public Relations</b>		<b>10</b>
	1	Nature, Role and Scope of PR	
	2	Evolution of public relations	
	3	Pioneers in PR and their works	
	4	How PR is different from Publicity, Lobbying, Propaganda, Persuasion and Advertising	
	5	PR media tools	
	6	PR organizations	
<b>II</b>	<b>Module II: PR Process and Practice</b>		<b>20</b>
	7	Organizational set up of PR agency	
	8	PR in government and non-government sector	
	9	Public Relations Process	
	10	Public Relations Campaigns	
	11	Research in Public Relations	
<b>III</b>	<b>Module III: PR and Management Function</b>		<b>10</b>
	12	Types of PR Publics	
	13	PR as a top management function	
	14	Corporate Social Responsibilities	
	15	Employee Relations	
	16	Media Relations	
	17	Public relations writing	
<b>IV</b>	<b>Module IV: Challenges of PR Practice</b>		<b>10</b>
	18	Professional code and ethics in Public Relations	
	19	Public Relations Challenges	
	20	Political communication and PR	
	21	Globalization and PR practices	
	22	Public Relations in a Digital World	

## Essential Readings

1. Reddi C. V. Narasimha, *Effective Public Relations and Media Strategy*, PHI Learning Pvt Ltd, 2019
2. Iqbal Sachdeva, *Public Relations : Principles and Practice*, Oxford University Press, 2009
3. Tomojit Bhattacharjee, *New Media in Public Relations : The Evolving Scenario in India*, Notion Press, 2020
4. Alison Theaker, *Public Relations Handbook* (6<sup>th</sup> edition), Routledge, 2020
5. Alan Jay Zaremba, *Crisis Communication: Theory and Practice*, Routledge, 2010
6. Sandra Stahl, *The Art and Craft of PR: Creating the right mindset and skills to succeed in Public Relations today*, LID Publishing Inc, 2018
7. Edward L Bernays, *Public Relations*, Snowball publishing, 2014
8. Ron Smith, *Public Relations: The Basics*, Routledge, 2013

## Suggested Readings

1. Kathleen Fearn-Banks, *Crisis Communications: A Casebook Approach*, Routledge, 2016
  2. Jaishri Jethwaney, *Public Relations Management*, Sterling Publishers, 2015
  3. Amy Rosenberg, *A Modern Guide to Public Relations: Including: Content Marketing, SEO, Social Media & PR Best Practices*, Veracity Marketing, 2021
  4. Edward Bernays, *Propaganda*, Ig Publishing, 2004
  5. Michael Puthenthara, *Public Relations : Principles and Practices*, Notion Press, 2021
  6. Mathew Knowles, *Public Relations and Media: PR Strategies for the Digital Age*, Music World Publishing, LLC, 2020
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**Second Semester FYUGP Journalism Examination**  
**KU2MDCJMC112: PR Management**  
**Model Question Paper**

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**Time: 1.5 hours**

**Maximum Marks: 50**

**Part A (Answer any 6 questions. Each carry 2 marks)**

**6X2=12 marks**

1. PR code of ethics
2. RACE
3. House Journal
4. Propaganda
5. Media relations
6. PRSI
7. Spin doctor
8. Ivy Ledbetter Lee

**Part B (Answer any 4 questions. Each carry 6 marks)**

**4X6=24 marks**

9. Explain the origin and growth of PR as a profession.
10. Describe the role of digital media in PR
11. What are the different steps involved in a PR campaign?
12. State the different responsibilities of a PR professional in the current scenario
13. How is public relations different from marketing, advertising, publicity, propaganda, and lobbying
14. Write a short note on the relevance of code of ethics in the PB profession.

**Part C (Answer any 1 question. Each carry 14 marks)**

**1X14=14 marks**

15. *'Corporate Social Responsibility is about how companies manage the business processes to produce an overall positive impact on society'*. Do you agree with this observation?  
Explain your views.
16. Explore the opportunities and challenges put forward by globalization and technology in the field of public relations. Discuss with examples.