

  
KANNUR UNIVERSITY

(Abstract)

B.A. Programmes – Modified Scheme, Syllabus and Model Question Papers – Re-distribution of Complementary Courses offered by Board of Studies in Journalism & Mass Communication (Cd) - under Choice Based Credit Semester System-Implemented with effect from 2014 Admission - Orders issued  
ACADEMIC BRANCH

U.O No. Acad/C1/8085/2014

Dated, Civil Station (PO), 01-08-2015

- Read: 1. U.O.No.Acad/C2/2232/2014 dated 14-03-2014  
2. U.O.No.Acad/C1/8085/2014 dtd 8-07-14  
3. U.O.No.Acad/C1/8085/2014 dtd 18-05-2015  
4. Minutes of the Combined meeting of the Board of Studies (UG) in Journalism & Mass Communication (Cd) / History / Political Science and Functional English held on 01-07-2015

ORDER

1. The Revised Regulations for Choice based Credit Semester System were implemented in the University with effect from 2014 admission vide paper read (1) above.

2. As per the paper read (2) above, the Scheme, Syllabus & Model question Papers of Complementary/Open Courses for B.A. Programmes offered by board of Studies in Journalism & Mass Communication (Cd) were implemented in the University with effect from 2014 admission and certain modifications were effected to the same vide paper read (3) above.

3. As there were anomalies in the distribution of Complementary course in the 3<sup>rd</sup> & 4<sup>th</sup> Semester a Combined meeting of the Board of Studies (UG) in Journalism & Mass Communication (Cd) /History/Political Science and Functional English were held on 01-07-2015 as per the paper read (4) above. On the basis of the discussion held in the meeting, the Chairman, Board of Studies in Journalism & mass communication (Cd) considered the issue of re-distributing complementary courses for BA Functional English and BA Political Science as follows.

**1. For BA Functional English Programme: (2014 admn Govt. Brennen College only): In 3<sup>rd</sup> & 4<sup>th</sup> Semesters- 3C03 JNL -A -Mass communication Studies in 3<sup>rd</sup> Semester and 4C04 JNL -B- Print Media Journalism in 4<sup>th</sup> semester as a special case.**

**2. For Political Science Programme: (2014 admission onwards): In 3<sup>rd</sup> & 4<sup>th</sup> Semester- 3C03 JNL- E Mass communication Studies in 3<sup>rd</sup> Semester and 4C04 JNL -F Print Media Journalism in 4<sup>th</sup> Semester**

6. The Vice Chancellor after considering the matter in detail and in exercise of the powers of Academic Council conferred under section 11 (1) of Kannur University Act 1996 and all other enabling provisions read together with has accorded sanction to implement the modified Scheme, Syllabus and Model Question Papers (Complementary) for BA Functional English and Political Science Programmes offered by BOS in Journalism & Mass Communication (Cd) under Choice Based Credit Semester System with effect from 2014 admission subject to report to the Academic Council.

(PTO)

7. Orders are, therefore, issued accordingly.

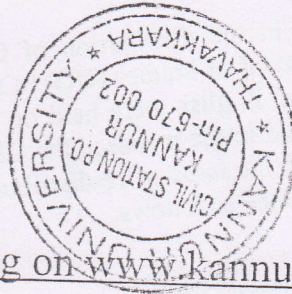
8. The modified pages of Scheme, Syllabus and Model Question Papers are appended accordingly.

Sd/-  
JOINT REGISTRAR (Academic)  
For REGISTRAR

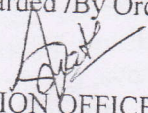
To  
The Principal of Govt. Brennen College, Thalassery./Payyannur College, Payyannur.


Copy to:

- 1.The Examination Branch (through PA to CE).
- 2.The Chairmen BOS in Journalism & Mass Communication (Cd)/ History(UG)/Political Science(Cd)/Functional English
- 3.PS to VC/PA to PVC/PA to R/PA to CE
- 4.JR/AR I (Acad).
- 5.SF/DF/FC.



Forwarded /By Order

  
SECTION OFFICER

 For more details; log on [www.kannur university .ac.in](http://www.kannur university .ac.in)

**(U.O.No.Acad/C1/8085/2014 dtd 01-08-2015)**



**Scheme and Syllabus**

**for**

**JOURNALISM**

**COMPLEMENTARY COURSES & OPEN COURSES**

**Under**

**Choice Based Credit Semester System (CBCSS)**

**For**

**BA Programmes**

**w.e.f 2014 admission**

# **COMPLEMENTARY COURSES- JOURNALISM for B.A programmes-2014**

## **GROUP I. JOURNALISM**

(Applicable to B.A. English Language & Literature, B.A Functional English, B.A History, Political Science, B.A. Malayalam)

**1. Mass communication studies**

**2. Print Media Journalism**

## **GROUP II.BROADCASTING**

(Applicable to B.A. English Literature and B. A History)

**1. Television Journalism**

**2. Film studies**

## **GROUP III.CORPORATE COMMUNICATION AND NEW MEDIA**

(Applicable to all B. A. Programmes)

**1. Corporate Communication and Advertising**

**2. New Media**

## **Open Courses- JOURNALISM AND MASS COMMUNICATION**

(Applicable to all U G Programmes)

**Open Course 1. Journalism Studies**

**Open Course 2. Film Studies**

## Table for Complementary Courses:Journalism

Sl.No.	Semester	Course code	Programme	Title of the course	Contact Hrs/wk	Credits
1.	I.	1C 01 JNL	B.A English/ Functional English/ History/ Pol.science/	Mass Communication Studies	6	4
	I.	1C 01 JNL -A	B.A English/ Functional English/ History/ Pol.science/	Corporate Communication & Advertising **	6	4
2.	II.	2C 02 JNL	B.A English/ Functional English/ History/ Pol.science/	Print Media Journalism	6	4
	II.	2C 02 JNL-B	B.A English/ Functional English/ History/ Pol.science/	New Media**	6	4
	II.	2C 02 JNL-C	B.A Malayalam	Mass Communication Studies	6	4
3.	III.	3C 03 JNL	B.A English / History	Television Journalism	6	4
	III.	3C 03 JNL-D	B.A Malayalam	Print Media Journalism	6	4
	III.	3C 03 JNL-E	B.A Political Science	Mass Communication Studies	6	4
4.	IV.	4C 04 JNL	B.A English / History	Film Studies	6	4
	IV.	4C 04 JNL-F	B.A Political Science	Print Media Journalism	6	4

\*\* Subject to the preference opted by the colleges. Colleges can opt for the course 'Corporate Communication & Advertising' instead for 'Mass Communication Studies' in the first semester and the course 'New Media' instead for 'Print Media Journalism' in the second semester.

## Table for Open Courses:Journalism and Mass Communication

Sl.No.	Course code	Title of the course	Contact Hrs/wk	Credits
1.	5D 01 JNL	Journalism Studies	3	2
2.	5D 02 JNL	Film Studies	3	2

# **JOURNALISM : COMPLEMENTARY COURSES**

## **COURSE I**

### **1C 01 JNL /2C 02 JNL-C / 3C 03 JNL-E : MASS COMMUNICATION STUDIES**

#### **Module I**

Fundamentals of communication –definition and elements, types of communication-intra, interpersonal, group and mass, verbal and non verbal communication

#### **Module II**

Mass communication models-Aristotle, Lasswell, Schramm and Berlo, functions and dysfunctions of mass media

#### **Module III**

Mass media-characteristics, strength and limitations of print media, television, radio, film, new media and folk media, media and social change, An Indian perspective

#### **Module IV**

Media audience interaction-stimulus response theory, individual differences theory, social categories theory and social relations theory; normative theories of mass media

#### **Module V**

Global village and Marshal McLuhan, International news agencies, media imperialism, McBride Commission

#### **Module VI**

Freedom of speech and expression, reasonable restrictions, Censorship and self-regulation, defamation, Right to Information Act; a critique of mass media in India

### **Books for Reference**

1. Joseph. A. Devito : Communicology: Introduction to the study of Communication
2. Joseph R. Dominick : The dynamics of Mass Communication
3. Denis McQuail : McQuail's Mass Communication Theory
4. Melvin L. Defleur : Fundamentals of Human Communication
5. Denis McQuail and Ven Windall : Communication Models
6. Aglee, Ault&Emury : Main Currents in Mass Communication

### **BOOKS FOR FURTHER READING**

1. Marshall McLuhan Understanding media
2. David K Berlow The process of communication
3. Kuppuswami Communication and Social change
4. Keval J Kumar Mass communication in India
5. D S Mehta Mass communication and Journalism in India
6. Dr J V Vilanilam Mass communication in India
7. Andrew Beck & Peter Bennet Communication studies
8. Rogers and Singhal India's Communication Revolution

### **Internal Assessment(IA):**

#### **1. Class Tests -5 marks**

There shall be two internal assessment examinations within the semester: one at the completion of module three and second at the completion of module six.

#### **2. Attendance-2.5 marks**

Allotment of marks as per University regulations

#### **3. Seminar Presentation/ Assignment / viva- 2.5 marks**

**Total = 10 marks**

**End Semester Examination / Evaluation(ESE):** 40 marks,

**Grand Total = 50 marks**

# Kannur University Model Question Paper

## B A Degree Examination-2014

### 1C O1 JNL /2C O2 JNL-C / 3C O3 JNL-E : MASS COMMUNICATION STUDIES

**Time: 3 Hours**

**Maximum Marks: 40**

#### **PART-A**

Write short note on **any 5** questions. Each question carries 1 mark

1. Target audience
2. Noise
3. Audience flow
4. Opinion leaders
5. Spin doctor
6. Negative feedback
7. Dyadic communication
8. Parallel media (5X1= 5 marks)

#### **PART-B**

Answer **all** questions. Each question carries 2 marks.

9. Define non-verbal communication.
10. Explain intrapersonal communication.
11. What is meant by agenda setting?
12. Explain elite media. (4 X2= 8 marks)



## PART-C

Answer **any 5** questions not exceeding **100 words**. Each question carries **3 marks**.

13. What are the objectives of radio in India?
14. Explain Individual differences theory.
15. Explain relevance of online journalism.
16. Elucidate the roles and responsibilities of a citizen journalist.
17. What is 'Mass-line' communication?
18. Explain the idea of 'Global Village'.
19. What is meant by media imperialism?
20. Differentiate between new media and traditional media. (5X3=15 marks)

## PART-D

Answer **any two** of the following not exceeding **350 words** each.

21. Examine the press codes and ethics of journalism with special reference to Mac Bride Report.
22. Explain the functions and dysfunctions of mass communication.
23. Explain the nature, scope and limitations of sting operation.
24. Discuss the influence of communication technology on culture. (2X6=12 marks)

# **CORPORATE COMMUNICATION & NEW MEDIA- COMPLEMENTARY COURSES**

## **COURSE I**

### **1C 01 JNL-A : CORPORATE COMMUNICATION AND ADVERTISING**

#### **Objective:**

The course intends to familiarize students with the idea of corporate PR and advertising.

#### **Module I**

Corporate communication-definition, corporate identity and corporate image, corporate culture, corporate communicator, social responsibility, public relations

#### **Module II**

PR and media relations in corporate sectors, corporate communication practices-issuing news releases, holding news briefings, sponsorship and exhibitions, publication of news letters, corporate communication and new media

#### **Module III**

Evolution of advertising, defining advertising, key concepts in advertising

#### **Module IV**

Key players in advertising-advertiser, advertising agency, media, suppliers and target audience; types of advertising, models of advertising

#### **Module V**

Advertising ethics, advertising and controversy, advertising and publicity, potentials and limitations of media in advertising

### **Books for reference**

1. Joseph Fernandez, **Corporate Communications: A 21<sup>st</sup> Century Primer**, Response
2. Jaishri Jethwaney, **Public Relations: Concepts, Strategies and Tools**, Sterling
3. P.R Smith, **Marketing Communications**, Kogman Page India
4. Sam Black, **Practical Public Relations**, Universal Books
5. S. A Chunnawalla, **Advertising : An Introductory Text**, Himalaya Publishing House
6. Subrata Banerjee, **Advertising as a Career**, National Book Trust
7. J.V Vilanilam and A. K Varghese, **Advertising Basics: A Resource Guide for Beginners**, Sage
8. S. H. H Kazmi and Satish Batra, **Advertising and Sales Promotion**, Excel Books

### **Internal Assessment(IA):**

#### **1. Class Tests -5 marks**

There shall be two internal assessment examinations within the semester: one at the completion of module three and second at the completion of module five.

#### **2. Attendance-2.5 marks**

Allotment of marks as per University regulations

#### **3. Presentation-Each Student shall present a study evaluating an advertisement - 2.5 marks**

**Total = 10 marks**

### **End Semester Examination / Evaluation(ESE): 40 marks**

**Grand Total = 50 marks**

# Kannur University Model Question Paper

## B A Degree Examination-2014

### 1C 01 JNL– A : CORPORATE COMMUNICATION & ADVERTISING

**Time: 3 Hours**

**Maximum Marks: 40**

#### **PART-A**

Write short note on **any 5** questions. Each question carries 1 mark

1. Aerial advertising
2. AIDA model
3. Spin doctor
4. News letter
5. Corporate social responsibility
6. Advertorials
7. Niche audience
8. Ad impression (5X1= 5 marks)

#### **PART-B**

Answer **all** questions. Each question carries 2 marks.

9. Define advertising.
10. Explain in-house communication.
11. What is agenda setting?
12. Write on corporate identity. (4 X2= 8 marks)

## **PART-C**

Answer **any 5** questions not exceeding **100 words**. Each question carries **3 marks**.

13. What do mean by advertising boycott?
14. Write on corporate communication via new media.
15. Explain relevance of sms campaign in today's corporate world.
16. 'Advertising and publicity are the two sides of the same coin.' Explain.
17. What is a house-journal?
18. Explain the idea of 'Self-PR'.
19. Describe on various corporate communication practices?
20. What are the possible ethical issues in advertising? (5X3=15 marks)

## **PART-D**

Answer **any two** of the following not exceeding **350 words** each.

21. 'Today news has become a PR tool.' Discuss.
22. Describe various types of advertising.
23. Imagine your organization is undergoing through a huge controversy. How do you draft a media plan to retain the corporate image of your firm?
24. What are the potentials and limitations of various media in advertising? (2X6=12 marks)

# **JOURNALISM COMPLEMENTARY COURSES**

## **COURSE 2**

### **2C 02 JNL/ 3C 03 JNL-D/ 4C 04 JNL-F : PRINT MEDIA JOURNALISM**

#### **Module I**

Organizational structure of a newspaper-business, mechanical and editorial departments, editorial hierarchy-departmental chart, responsibilities and qualities of chief editor, managing editor, assistant editor, news editor, bureau chief, chief sub-editors, chief photographers, reporters and sub-editors.

#### **Module II**

Contents of a newspaper-news-definition and types of news, news determinants; features; editorial; interviews; reviews; profiles and columns.

#### **Module III**

Reporting practices-interviewing; news story structure; inverted pyramid; headlines and headlining; lead and body; beats; news sources; investigative journalism; citizen journalism

#### **Module IV**

Principles of editing-copy-tasting; editing for verbal clarity and correctness; editing to save space; editing for accuracy; objectivity, consistency, fairness, taste and legal propriety; style book

#### **Module V**

Handling copies-handling reporters' and correspondents' copies, news agency copies, stringers' and agents' copies; editing handouts and press releases; translating stories from English to Malayalam and from Malayalam to English

## **BOOKS FOR REFERENCE**

1. Shrivastava.K.M, **News reporting and editing**, Sterling publishers Pvt.Ltd, New Delhi,2003
2. .Kamath M.V, **Professional Journalism**, Vikas publishing house, New Delhi,1980
3. Vir Bala Aggarwal, **Essentials of Practical Journalism**, concept publishing company, New Delhi,2006
4. Bruce Itule and Douglas Anderson, **News Writing and Reporting for Today's Media**, McGraw Hill, New Delhi,2003
5. Julian Leiter, **The complete Reporter**, Macmillan publishing company, New York
6. Harold Evans, **Newsman's English**, William Hainemann Ltd,1972
7. Baskette, Floyd K, Sissors, Jack Z, Brooks S, **The art of Editing**, Macmillan publishing company, New York,1982
8. Bruce Westly, **News Editing**
9. M.L.Stein and Susan F Paterno, **The News Writer's Hand book**, Surjeet Publications, New Delhi, 2003
10. George A Hough ,**News Writing**, Kanishka Publishers, New Delhi,2006
11. Joseph M K, **Outline of Reporting**, Anmol Publications, New Delhi,2002
12. Franlin, **Key Concepts In Journalism Studies**, Vistaar Publications, New Delhi,2005
13. Hakemulder, **News Reporting and Editing**, Anmol Publications, New Delhi

## **Internal Assessment(IA):**

### **1. Class Tests -5 marks**

There shall be two internal assessment examinations within the semester: one at the completion of module three and second at the completion of module five.

### **2. Attendance-2.5 marks**

Allotment of marks as per University regulations

### **3. Seminar Presentation/ Assignment / viva- 2.5 marks**

**Total = 10 marks**

## **End Semester Examination / Evaluation(ESE): 40 marks**

**Grand Total = 50 marks**

# Kannur University Model Question Paper

## B A Degree Examination-2014

### 2C 02 JNL/ 3C 03 JNL-D/4C 04 JNL-F : PRINT MEDIA JOURNALISM

**Time: 3 Hours**

**Maximum Marks: 40**

#### **PART-A**

Write short note on **any 5** questions. Each question carries 1 mark.

1. Reader's editor
2. *Media Scan*
3. periodical
4. Leader
5. ABC
6. Stringer
7. Press release
8. Dummy (5X1= 5 marks)

#### **PART-B**

Answer **all** questions. Each question carries 2 marks.

9. Who is a freelance journalist?
10. Explain inverted pyramid writing.
11. Who are niche readers?
12. Explain controlled circulation. (4 X2= 8 marks)



## PART-C

Answer **any 5** questions not exceeding **100 words**. Each question carries **3 marks**.

13. What are the different types of news?
14. Explain principles of editing.
15. Explain style book.
16. 'A journalist should read between the lines.' Comment.
17. What is arm-chair journalism? Explain with examples.
18. Who is a political cartoonist? Do you think that a good cartoon can act as a visual editorial?
19. What are the roles and responsibilities of a news correspondent? (5X3=15 marks)

## PART-D

Answer **any two** of the following not exceeding **350 words** each.

20. What is a press release? Prepare a press release for a publishing group in connection with their book launching ceremony.
21. Explain the organizational structure of a news paper.
22. What are the different types of interviews?
23. What are the various sources of news? Give suitable examples. (2X6=12 marks)

## **COURSE II**

### **2C 02 JNL-B : NEW MEDIA**

**Objective:** Use the WWW as a media and research tool

#### **Module I**

What are New Media?, basic concepts of digital media a.k.a 'new media', theories in new media-complexity theory and post-humanism.

#### **Module II**

Evolution of Digital Communication-the historical context of computer based communication, how internet works, usenet and news groups, researching via internet

#### **Module III**

Finding and Using Online Information, news gathering via new media tools: mobile phones, internet etc, new media platforms: orkut, facebook, twitter, google talk and WhatsApp etc

#### **Module IV**

New media and new 'lingo'- interrelationship between culture, language and new media, New media's influence in Malayalam and English languages and writing style

#### **Module V**

Online News and Politics; Cyber activism, hactivism and cyber democracy through new media, issues of access and the Digital Divide

### **Books for reference:**

1. Stefan Herbrechter, **Posthumanism: a critical analysis**, Bloomsbury Academics
2. Stuart Allan, **Online news: Journalism and the Internet**, Open University Press
3. Maria Bakardjieva, **Internet Society: the internet in everyday life**, Sage
4. Jagadish Chakravarthy, **Cyber Media Journalism: Emerging Technology**, Gyan Books
5. Steven Jones, **Virtual Culture: Identity and Communication in Cyber Society**, Oxford
6. Jason Whitaker, **The Internet: The Basics**, Routledge

### **Internal Assessment(IA):**

#### **1. Class Tests -5 marks**

There shall be two internal assessment examinations within the semester:one at the completion of module three and second at the completion of module five.

#### **2. Attendance-2.5 marks**

Allotment of marks as per University regulations

#### **3. Presentation-2.5 marks**

Each student shall present a study evaluating a new media

**Total = 10 marks**

**End Semester Examination / Evaluation(ESE): 40 marks**

**Grand Total = 50 marks**

**Kannur University Model Question Paper**

**B A Degree Examination-2014**

**2C 02 JNL– B: NEW MEDIA**

**Time: 3 Hours**

**Maximum Marks: 40**

**PART-A**

Write short note on **any 5** questions. Each question carries 1 mark

1. Whats App
2. Mojo
3. Kindle
4. ENIAC
5. Podcasting
6. Web-Radio
7. IPTV (5X1= 5 marks)

**PART-B**

Answer **all** questions. Each question carries 2 marks.

9. Define new media.
10. Who is a netizen journalist?
11. What is meant by agenda setting?
12. Explain e-zine. (4 X2= 8 marks)

## **PART-C**

Answer **any 5** questions not exceeding **100 words**. Each question carries **3 marks**.

13. What is web writing?
14. Explain convergence conundrum.
15. Explain relevance of online journalism.
16. Elucidate how new media become tool for a citizen journalist.
17. What is advocacy journalism?
18. Explain the idea of 'Global Village'.
19. What is meant by media imperialism?
20. Differentiate between new media and traditional media. (5X3=15 marks)

## **PART-D**

Answer **any two** of the following not exceeding **350 words** each.

21. Examine the potentials of new media.
22. How online journalism differ from other types of journalism?.
23. Write on evolution of digital communication.
24. Discuss the influence of new media on language and culture. (2X6=12 marks)

## **BROADCASTING- COMPLEMENTARY COURSES**

### **COURSE I**

#### **3C 03 JNL : TELEVISION JOURNALISM**

##### **Objective:**

The course intends to develop the basic skills and experiences required for writing and producing television news.

##### **Module I**

News-definition and categories-essentials of broadcast news-differences between writing for print medium and broadcast medium-legal and ethical matters in television newscast

##### **Module II**

Television news writing style-general rules and guidelines

##### **Module III**

Television news gathering-sources of news, Electronic news Gathering, Satellite News Gathering; news reporting, reporting techniques, piece to camera, interviewing, sound bites, forms of news interview and questions.

##### **Module IV**

Reporting-Politics, development and Entertainment for Television

##### **Module V**

News story structure-lead, body and conclusion; story selection criteria; news packaging

##### **Module VI**

News Programme production-ENPS(Electronic News Production System), mojo, structure of newscast, qualities and responsibilities of a news producer, news breaking in the cyber era.

##### **Module VII**

Presenting the news-Role of anchor/presenter, news reading and mechanics-speed, breathing, projection, emphasis, pitch, microphone techniques and use of a prompter.

### **Books for Reference**

- 1 **Broadcast Journalism**, Techniques of Radio and Television news,5<sup>th</sup> edition, Andrew Boyd
- 2 **Television News**, 3<sup>rd</sup> Edition-Ivor Yorke.
- 3 **Writing and Producing Television News**,2<sup>nd</sup> Edition-Erik K. Gormly

### **Books for Further Reading**

- 1 **Radio-TV News Writing**, A Workbook,2<sup>nd</sup> Edition-K.Tim Wulfemeyer
- 2 **Beginning Radio-TV News Writing**,4<sup>th</sup> Edition- K.Tim Wulfemeyer
- 3 **Essentials of Practical Journalism**-Vir Bala aggarwal
- 4 **Writing For Broadcast Journalism**-Rick Thompson

### **Internal Assessment(IA):**

1. **Class Tests** -5 marks

There shall be two internal assessment examinations within the semester: one at the completion of module three and second at the completion of module seven.

2. **Attendance**-2.5 marks

Allotment of marks as per University regulations

3. **Seminar Presentation/ Assignment / viva**- 2.5 marks

**Total = 10 marks**

**End Semester Examination / Evaluation(ESE):** 40 marks

**Grand Total = 50 marks**

**Kannur University Model Question Paper**

**B A Degree Examination-2014**

**3C 03 JNL – TELEVISION JOURNALISM**

**Time: 3 Hours**

**Maximum Marks: 40**

**PART-A**

Write short note on **any 5** questions. Each question carries 1 mark

1. Reality shows
2. TRP
3. Piece-to-camera
4. Teleprompter
5. Prime time
6. Barkha Dutt
7. Teaser
8. Sound bite (5X1= 5 marks)

**PART-B**

Answer **all** questions. Each question carries 2 marks.

9. Define hour-glass style.
10. What is an OB van?
11. Who is a co-anchor?
12. Brief news packaging. (4 X2= 8 marks)



## **PART-C**

Answer **any 5** questions not exceeding **100 words**. Each question carries **3 marks**.

13. If you are an entertainment reporter of a channel, what are your possible news sources?
14. What are the essentials of a news cast?
15. Explain ENPS.
16. Write different forms of television interviews.
17. What are the important news reading mechanics?
18. Difference between writing for print media and visual media.
19. What do you mean by 'off-the-camera'?
20. Define exclusive news. (5X3=15 marks)

## **PART-D**

Answer **any two** of the following not exceeding **350 words** each.

21. What are the roles and responsibilities of a television producer?
22. Discuss the relevance of 'mojo', in the time of live television.
23. Review the possibilities and limitations of a local TV channel.
24. Discuss the role of television in India as a catalyst for developmental journalism.

(2X6=12 marks)

## **BROADCASTING- COMPLEMENTARY COURSES**

### **COURSE II**

#### **4C 04 JNL - FILM STUDIES**

##### **Objective:**

The course exposes the students to a brief theoretical background in order to facilitate film appreciation. The students are introduced to the techniques and stages of short film making.

##### **Module I**

A brief history of movies; the major cinema movements-German expressionism, Soviet montage, Italian neo-realism, French new wave, Latin American cinema, Hollywood cinema, Japanese cinema, African cinema, Chinese, Iranian and Indian cinema.

##### **Module II**

Film genres-romantic comedies, romantic drama, cops and robbers, gangsters, sci-fic fantasy, detective, funny, spoofs, thrillers, horror, religious, suspense, musicals, history and war.

##### **Module III**

Stage one: Pre-production: idea, treatment, script, storyboard, schedule, budget, crew, location, art direction , casting and rehearsals

##### **Module IV**

Stage Two: Production: Set procedures, camera, sound, art and cast.

Stage Three: Post-production : visual editing, sound editing, marketing and distribution

##### **Module V**

Defining short film and film language-shot, scene, sequence, cuts and transitions, mise-en-scene and montage, scripting for short films, story boarding, script break down, shooting script, key production roles.

##### **Module VI**

Film analysis and appreciation: practical lessons. 5 Films for analysis: *The Kid*(American), *Pather Panchali*(Indian- Bengali), *Children of Heaven*(Iranian), *Elipathaayam* (Indian-Malayalam)and *Dersu Uzala*(Soviet-Japanese)

### **Books for reference**

1. Producing and directing the Short Film and Video, 3<sup>rd</sup> Edition-David K.Irving and Peter W.Rea.
2. Studying Film-Nathan Abrams, Ian Bell and Jan Udris.
3. Short Films 101, How to make a Short Film and Launch Your Filmmaking Career-Frederick Levy.

### **Books for Further Reading**

- 1 Major Film Theories,An Introduction-J.Dudley Andrew
- 2 How to Read a Film,3<sup>rd</sup> Edition-James Monaco.
- 3 Film Studies, The Basics-Amy Villarejo.
- 4 Film Making-Tom Holden.
- 5 Cinematography, Theory and Practice-Blain Brown.
- 6 Directing, Film Techniques and Aesthetics,4<sup>th</sup> Edition-Michael Rabiger.
- 7 Introduction to Mass communication, 4<sup>th</sup> Edition-Stanley J.Baran.
- 8 A Guide to Filmmaking with Software Tools, Adobe Premiere and SoundForge\_NIIT

### **Internal Assessment(IA):**

#### **1. Class Tests -5 marks**

There shall be two internal assessment examinations within the semester: one at the completion of module three and second at the completion of module six.

#### **2. Attendance-2.5 marks**

Allotment of marks as per University regulations

#### **3. Film appreciation - 2.5 marks**

Each Student shall present a study evaluating a film

**Total = 10 marks**

### **End Semester Examination / Evaluation(ESE): 40 marks**

Grand Total = 50 marks

**Kannur University Model Question Paper**

**B A Degree Examination-2014**

**4C 04 JNL – FILM STUDIES**

**Time: 3 Hours**

**Maximum Marks: 40**

**PART-A**

Write short note on **any 5** questions. Each question carries 1 mark

1. Pather Panjali
2. D.O.P
3. Montage
4. Mise-en-scene
5. Casting Director
6. ECU
7. Nandita Das
8. Musical (5X1= 5 marks)

**PART-B**

Answer **all** questions. Each question carries 2 marks.

9. What is sync sound?
10. Who is Abbas Kiarostami? Name two of his films.
11. Define short film.
12. Who is a protagonist? (4 X2= 8 marks)

## **PART-C**

Answer **any 5** questions not exceeding **100 words**. Each question carries **3 marks**.

13. What are the contributions of Charlie Chaplin?
14. What is meant by film appreciation?
15. Define film language.
16. 'Satyajit Ray is regarded as one of the great directors of world cinema.' Elucidate.
17. What is the difference between a screenplay and a shooting script?
18. Explain story board.
19. What is meant by script breakdown?
20. What do you mean by a new- generation film? (5X3=15 marks)

## **PART-D**

Answer **any two** of the following not exceeding **350 words** each.

21. Write a review for the film *Children of Heaven*.
22. How do you rate Adoor Gopalakrishnan as a director? What are his contributions to Indian cinema?
23. Write a short essay on contemporary Iranian cinema.
24. Do you think that cinema is a vibrant medium for communication? Substantiate your arguments with suitable examples. (2X6=12 marks)

# **Open Courses- JOURNALISM AND MASS COMMUNICATION** **(Applicable to all U G Programmes)**

## **Open Course 1**

### **5D 01 JNL - JOURNALISM STUDIES**

#### **Module I**

A Brief history of journalism; early newspapers in India; Journalism in the post-independence era; an overview of journalism in Kerala; current Trends in journalism

#### **Module II**

Qualities and responsibilities of reporters and sub-editors

#### **Module III**

Definition and ingredients of news, types of news, interpretative stories, Inverted pyramid structure, news leads, headlines, features, profiles; interviews, editorials, middles, cartoons

#### **Module IV**

News sources-International and Indian news agencies, news releases, news conferences, news briefs, meet-the-press and beats; off-the-record.

#### **Module V**

citizen journalism , Investigative journalism; major scoops; undercover journalism; sting operation; invasion of privacy; yellow journalism; code of ethics.

### **Books of Reference**

1. Melvin Mencher ,**News Reporting and Writing**, New York,Oxford University Press,2007
2. Jerry Lanson and Mitchell Stephens, **Writing and Reporting the News**, New York,Oxford University Press ,2008
3. Fred Fedler and John Bender, **Reporting for the Media**, New York,Oxford University Press,2001
4. Ambrish Saxena, **Fundamentals of Reporting and Editing**, New Delhi:Kanishka Publishers,2007
5. Bob Franklin and Martin Hamer, **Key Concepts in Journalism Studies**, New Delhi:Vistaar Publications,2006
6. Tony Harcup ,**Journalism:principles and Practice** ,New Delhi: Sage Publications,2004
7. Lynette Sheridan Burns, **Understanding Journalism** , New Delhi: Sage Publications,2002.
8. Joan Clayton, **Interviewing for Journalists**, London:Piatkus Publishers,1994
9. Hugo de Burgh ,**Investigative Journalism:Context and Practice** ,London:Routledge,2000.
10. Straubhaar Larose, **Media Now**, New York:Thomson Wadsworth,2004
11. Vanita Kohli-Khandekar ,**The Indian Media Business**, New Delhi:Sage Publications,2006

### **Internal Assessment(IA):**

#### **1. Class Tests -2.5 marks**

There shall be two internal assessment examinations within the semester: one at the completion of module three and second at the completion of module five.

#### **2. Attendance-1 mark**

Allotment of marks as per University regulations

#### **3. Seminar Presentation/ Assignment / viva- 1.5 mark**

**Total = 5 marks**

### **End Semester Examination / Evaluation(ESE): 20 marks**

**Kannur University Model Question Paper**

**B A Degree Examination-2014**

**5D 01 JNL – JOURNALISM STUDIES (open course)**

**Time: 2 Hours**

**Maximum Marks: 20**

**PART-A**

Answer in **one word** . Each question carries **0.5** marks.

1. The head of a news bureau is called.....
2. Opening paragraph of a news story is.....
3. ....writer is the author of stories that bear someone else's name
4. ....is the first Malayalam newspaper
5. Journalist who has no fixed employer is known as.....
6. ....is a common name for newspaper library
7. Who is the editor of *Mathrubhumi* daily?
8. Fourth Estate is..... (8 X 0.5= 4 marks)

**PART-B**

Write short notes on **any three** of the questions. Each question carries **2** marks.

9. Define news.
10. Explain middle.
11. Who is a sub-editor?
12. Explain Tabloid.
13. List and write on major periodicals in Malayalam. (3X2= 6 marks)



### **PART-C**

Answer **any two** questions not exceeding **100 words**. Each question carries **6** marks.

14. Write on Indian news agencies.
15. Explain beat.
16. What are the essential principles of interviewing?
17. Differentiate between a feature and news story. ( 2X3= 6 marks)

### **PART-D**

Answer **any one** of the following not exceeding **300** words.

18. Explain the qualities and responsibilities of a newspaper reporter.
19. Write a brief history of Malayalam newspapers. (1X4= 4 marks)

# **Open Courses- JOURNALISM AND MASS COMMUNICATION** **(Applicable to all U G Programmes)**

## **Open Course 2**

### **5D 02 JNL – FILM STUDIES**

#### **Module I**

Lumiere Brothers; era of silent movies; evolution of sound films and major cinema movements-German expressionism, Soviet montage, Italian neo-realism and French impressionism; Japanese cinema; Indian new wave cinema; Iranian cinema.

#### **Module II**

Potentials and limitations of cinema; types of films-feature films, documentaries and short films, art Vs commercial cinema; cinema today.

#### **Module III**

Scripting for short films and documentaries-format, scripting steps, storyboarding, shooting script and script breakdown.

#### **Module IV**

Production management: in documentaries and short films- shooting schedule, budgeting and other procedures. Shooting: composition of shot, size of shots, camera movements; continuity; lighting; sync sound and spot editing; sound editing and sound effects.

#### **Module V**

Film analysis and appreciation: practical lessons. 5 Films for analysis: *The Kid*(American), *Pather Panchali*(Bengali), *The Silence*(Iranian), *Mathilukal*(Malayalam) and *Dersu Uzala*(Soviet-Japanese)

### **Books for Reference:**

- 1 Bernard F Dick, **Anatomy of Film**, St.Martin Press, New York,1978.
- 2 John Russo, **Making Movies**, Dell Trade,1989
- 3 Susan Hayward, **Key concept In Cinema studies**, Routledge,2004
- 4 Louis Giannetti, **Understanding Movies**, Simon And Schuster Company, USA.
- 5 Nathan Abrams, Ian Bell and Jan Udris, **Studying Film**.
- 6 J.Dudley Andrew, **Major Film Theories: An Introduction**.
- 7 Tom Holden, **Film Making**.
- 8 Brain Brown, **Cinematography: Theory and Practice**.
- 9 Stanley J.Baran, **Introduction to Mass Communication**
- 10 Keval J Kumar, **Mass Communication in India**, Jaico Publishing House
- 11 Anwar Huda, **The Art and science of Cinema**, Atlantic Publishers.
- 12 H.N.Narahari Rao, **The most Memorable Films of the World**, Prism Books

### **Internal Assessment(IA):**

#### **1. Class Tests – 2.5 marks**

There shall be two internal assessment examinations within the semester: one at the completion of module three and second at the completion of module five.

#### **2. Attendance- 1 mark**

Allotment of marks as per University regulations

#### **3. Film appreciation – 1.5 mark**

Each Student shall present a study evaluating a film

**Total = 5 marks**

### **End Semester Examination / Evaluation(ESE): 20 marks**

Grand Total = 25 marks

**Kannur University Model Question Paper**

**B A Degree Examination-2014**

**5D 02 JNL – FILM STUDIES (open course)**

**Time: 2 Hours**

**Maximum Marks: 20**

**PART-A**

Answer in **one word** . Each question carries **0.5** marks.

1. *Pather Panjali* is a film directed by.....
2. D.O.P is the abbreviation for.....
3. ....is a film directed by Akira Kurosawa.
4. BGM means.....
5. Casting Director is the one who selects.....
6. ECU stands for.....shot
7. Nandita Das is a.....
8. .... played lead role in the film *Mathilukal*. (8X0.5= 4 marks)

**PART-B**

Write short notes on **any three** of the questions. Each question carries **2** marks.

9. What is sync sound?
10. Who is Abbas Kiarostami? Name two of his films.
11. Define short film.
12. Who is a protagonist?
13. What is meant by script breakdown? (3 X2= 6 marks)

### **PART-C**

Answer **any two** questions not exceeding **100 words**. Each question carries **6** marks.

14. Define film language.

15. What is the difference between a screenplay and a shooting script?

16. Explain story board.

17. What do you mean by a new- generation film? (2X3= 6 marks)

### **PART-D**

Answer **any one** of the following not exceeding **300** words.

18. Write a short essay on contemporary Iranian cinema.

19. Do you think that cinema is a vibrant medium for communication? Substantiate your arguments with suitable examples. (1X4 = 4 marks)