



Mohammed- Moinkutty vaidyar- qur'an Translation –Mayankutty Ilayah- Mappila traditional art forms- Educational developments- Muslim initiatives in journalism

Unit VI Modern and Contemporary Muslim World

Module 1. Egypt

- Napoleon's invasion of Egypt- Mohammed Ali Pasha- Suez Canal- Egyptian Bankruptcy- British occupation of Egypt- Saad Zaghlul Pasha and Egyptian nationalism- Military coup of 1952- Formation of Republic – Jamal Abd al Nasser and Nationalization of Suez Canal-Anwar Sadat and Open Door policy- Hosni Mubaraq- Arab Spring

Module 2. Palestine and Israel

- Zionism –Hussain-Mc Mohan Correspondence- Sykes-Picot agreement- Balfour declaration- First World War and mandate System- Establishment of Israel- Arab –Israeli wars- PLO and Yasser Arafat- Oslo Accord and PNA- Hamas and Intifadah

Module 3. Iran

- Pahlavi Dynasty-Dr. Mohammed Mossadeq and nationalization of Oil industry- Iranian revolution of 1979- Ayatollah Qomeini- Islamic republic of Iran

Module 4. Iraq

- Anglo-Iraqi treaty of 1922- Ba'ath party- military coup of 1958- Saddam Hussain- Iran- Iraq war- Gulf war- U S invasion on Iraq – fall of Saddam Hussain

Module 5. Turkey

- First World War and Turkey- Dismemberment of Ottoman empire- Treaty of Severs –Lausanne – Establishment of the republic- Mustafa Kemal and reforms- Post Kemalist Turkey-

Module 6. Modern Arab States and organizations

- Formation of Trans-Jordan , Syria and Lebanon- establishment of the Kingdom of Saudi Arabia-Arab League-OIC-GCC-OPEC.

17. Journalism

Unit I Dimensions of Mass Communication

Module 1.

- Basics of Communication: Elements, Types and Process of Communication

Module 2

- Communication models of Aristotle, Lasswell, Shannon and Weaver, Osgood and Schramm, Dance, SMCR, Riley and Riley, Becker. Gate keeping /newsflow models.

Module 3

- Normative theories of the Press

Module 4

- Sociology of Communication, Individual differences, Social categories and Social relations perspectives

Module 5

- Psychology of Communication, Balance theories, Cognitive Dissonance theory

Module 6

- Theories on media effects, Cultivation theory; Stalagmite theory

Module 7

- Media Use patterns: Uses and gratifications theory; Ball-Rokeach and DeFluer's media system and dependency model

Module 8

- McCombs and Shaw's agenda-setting theory, Noelle-Nuemann's spiral of silence theory



Module 9

- Basic Theories of Learning

Module 10

- Definition of Development Communication, Concepts and perspectives of development, Basic indicators of development, Characteristics of developing societies.

Module 11

- Sustainable development. Ethical perspective of development.

Module 12

- Models of development: Adam Smith, Ricardo, Malthus, Rostow, Marx, Mahatma Gandhi, Dominant paradigm of development.

Module 13

- Development communication models of Lerner, Schramm, Rogers

Module 14

- Role of media in development communication

Module 15

- Development Communication in India: Indian experiments and experiences

Module 16

- Five year plans, decentralization of power, welfare projects, women empowerment

Module 17

- Role of traditional and folk media in development communication

Module 18

- Inter-cultural communication: definition-process-philosophical and functional dimensions

Module 19

- Cultural symbols in verbal and non-verbal communication

Module 20

- Contemporary communication issues at national and international levels

Unit II Media History & Laws

Module 1

- Origin and development of mass media in India

Module 2

- The Press in British India

Module 3

- Role of the Press in the freedom movement

Module 4

- Gandhi as a journalist

Module 5

- Pioneers of Indian journalism

Module 6

- Press in the independent India- press commissions and committees

Module 7

- Pioneers of Malayalam journalism

Module 8

- Brief history of mass media in Kerala

Module 9

- Constitution of India; fundamental rights-freedom of speech and expression and their limits

Module 10

- Brief history of press laws in India

Module 11

- Contempt of Courts Act 1971- Civil and Criminal law of defamation – relevant provisions of Indian Penal Code with reference to sedition, crime against women and children; laws dealing with obscenity

Module 12

- Official Secrets Act, 1923, Right to Information- Press and Registration of Books Act, 1867.

Module 13

- Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions), Wage Boards



Module14

- Intellectual Property Right legislations including Copyright Act, Trade Marks Act and Patent Act;

Module15.

- Cyber Laws

Module16.

- Laws related to film and television

Module 17.

- Media ethics and related issues.

Module 18. International organizations and initiatives

- UNESCO, McBride Commission, NANA Pool,
- NWICO, WanIFRA, IPI,ABC etc.

Module 19. Indian organizations

- IIMC, Press Council, INS, PII, RIND, RNI, PIB, Editors Guild, IFWJ
- KUWJ, Kerala Media Academy

Module 20

- Media and human rights: Issues and concerns

Unit III

Reporting and Editing

Module 1. Understanding News

- Definitions, elements, news values, types of news: hard news and soft news.

Module 2. Reporting personnel

- Hierarchy, qualities and qualifications; duties and responsibilities; speed vs accuracy; objectivity and ethics; news bureau operations.

Module 3. Writing News Story

- Structure of a news story-inverted pyramid, hour glass and other narrative style

Module 4. Lead and body

- Different kinds of leads; changing styles of news writing. Influence of technology on news writing

Module 5. News Gathering

- News sources, techniques of gathering news-interviews; speeches; news beats; press releases from govt. and non-govt. institutions;

Module 6

- News agencies and handling wire copies.

Module 7

- Electronic news gathering.

Module 8

- Specialized Reporting: Skills and methods, significance, target audience

Module 9. Different categories of news

- investigative and interpretative news, obits, etc.

Module 10

- Reporting court/parliament proceedings, business, sports, development, disasters, science and technology, environment, women and children, rural life and the deprived.

Module 11. Trends in journalism

- Citizen journalism, precision journalism; intimate journalism; planted stories and cheque book journalism; laid-back journalism; service journalism, embedded journalism, paid news, sting operation, data journalism, advocacy journalism, Influence of technology on reporting. s

Module 12. Basic concepts and principles of editing

Module 13. News Room Management:

- News room hierarchy, Functions and responsibilities of Chief Editor, Associate Editor, Assistant Editor, News Editor, Chief Sub Editor, Sub Editor etc

Module14.

- Copy tasting, Rewriting techniques, Running stories, space saving, Style sheet; Readability formulae, headline writing

Module 15

- Electronic editing and related software



Module 16. Introduction to typography

- Kinds of typefaces; classification and measurements setting styles.

Module 17

- Layout and Design, Textual and visual elements in newspaper papers.

Module 18. Basics of Photography/Digital Photography

- Selection of pictures, Photo Editing; writing cutline and caption writing

Module 19 .

- Glossary of Reporting

Module 20

- Glossary of Editing

Unit IV

**Advertising, Public Relations,
Corporate Communication &
Media Management**

Module 1

- History and evolution of advertising; Role of advertising in the marketing process; Functions of advertising

Module 2

- Types of advertising. Advertising agencies; Present trends in Indian advertising

Module 3

- Media laws concerning advertising

Module 4

- Ad organizations: Professional organisations in ad world: ASCI and its code of conduct

Module 5

- Elements of Advertisement

Module 6

- Structure of an advertisement/commercial; Types of headlines and body copy, copy appeals; Copywriting techniques; Layout and design; Visualisation

Module 7. Ad Campaigns

- Campaign planning; Rationale, goals and planning process; Evaluation of advertising campaigns

Module 8. Advertising Research

- Scope and objectives, research as a decision making tool

Module 9. Public Relations Concepts and definitions

- Evolution and growth of public relations

Module 10

- Propaganda, publicity, public opinion, lobbying

Module 11

- Functions of public relations, Target audience and publics of PR

Module 12

- Characteristics and qualifications of PR personnel

Module 13:

- Public Relations Campaigns and Tools, Press release, handouts, house journals, open house, exhibitions and demos.

Module 14

- PR campaign stages and planning - Organisation setup of PR departments/agencies;

Module 15

- PR in public / private sectors, Central and State PR Govt depts.

Module 16

- Public Relations organizations : PRSI, IPRA, PR as a management function, PR and crisis management, Functions of PR agency, PR counseling and Consultancy-Corporate Social Responsibility, PR and social auditing

Module 17

- Corporate communication: Definition, historical perspective, contemporary relevance. Facets of corporate communication-organizational communication,



marketing communication, management communication.

Module 18

- Functions of corporate communication - Employee Relations (ER) Investor Relations (IR), Media Relations (MR), Government Relations (GR), Customer relations (CR)

Module 19

- Media Management and ownership patterns, media policy formulation, organizational structure of media departments- advertising, business, circulation, personnel, production, news room etc. Media economics- budgeting, production, promotion, competition strategies.

Module 20

- Glossary of Advertising, Public Relations, Corporate Communication and Media Management

Unit V

Electronic and Digital Media

Module 1. Radio

- Broadcasting-Origin and growth, All India Radio. FM Radio stations, bands, Radio jockeys

Module 2.

- Programs News talks, interviews, documentaries and advertisements,

Module 3.

- Radio programme production tools

Module 4. Television

- Origin and Growth of Television, Television in India, An overview of television industry, measurement and rating techniques

Module 5. Formats of TV News packaging, Programs

- Structure and format in the new era, live talks, and Represented talk, Gossip Sitcoms and Soap Operas, Piece to camera

Module 6 . Writing for Radio and Television Broadcast Language

- Clarity, Brevity & Simplicity, The local identity, Rewriting, Basic Style rules, Voice of the station, Attributions, Headlines, Writing for visuals.

Module 7. Non-news programmes in radio

- formats, genres and language. Preparation of commentary, Research, Narrative devices, Debates, radio drama, radio interview, discussions, music and phone-ins

Module 8. Non news programmes in television

- TV production techniques, tools and formats, genres and language, Television interview

Module 9.

- Writing for TV Magazine Shows and Reality Television.

Module 10.

- Origin and growth of films, Milestones in cinema, Different genres of films

Module 11. Film movements

- German expressionist film, French surrealist film, Italian neorealism, French new wave

Module 12.

- Asian films and Eastern Europe films

Module 13.

- Indian and Malayalam Films

Module 14. Basic New Media Technologies

- LAN, MAN, WAN, World Wide Web etc. Origin and development of the Web. E-mail, Web, ownership and administration of Internet, types of Internet connection, internet protocols, Introduction to HTTP, HTML, XML, java script, jQuery, PHP, . browsing and browsers, bookmarks, searching through directory, search engine

Module 15.

- Web design tools/software, Content Management System, Apache, Joomla etc.



Module 16.

- Security issues on the Internet- social, political, legal and ethical issues.,

Module 17

- Online Journalism- definition, origin, development, and contemporary relevance;

Module 18.

- Differences from traditional journalistic practices

Module 19.

- Social media and journalism, Future of online journalism.

Module 20.

- Glossary of Radio, Television, Film and digital media

Unit VI Communication Research

Module 1.

- Concepts of Communication Research

Module 2.

- Nature and scope of communication research

Module 3.

- Development of mass media research

Module 4.

- Evaluation of communication research in India.

Module 5.

- Types of research

Module 6.

- Qualitative Research methods

Module 7.

- Quantitative Research methods

Module 8.

- Topic selection - Relevance of the topic, Statement of problem

Module 9.

- Literature review

Module 10.

- Setting hypothesis and research questions

Module 11.

- Sampling procedure

Module 12.

- Data collection tools: development procedures

Module 13.

- Data analysis and interpretation

Module 14. Introduction to research statistics

- Basic statistical procedure, Measures of central tendencies

Module 15.

- Frequency distribution

Module 16.

- Tests of significance

Module 17.

- Research Reporting, Writing with style, avoiding common writing errors, readability of the manuscript, writing a research report, concluding the research report, writing exercises

Module 18.

- Indexing, abstracting, citation and citation styles - APA & MLA

Module 19.

- Current trends in mass communication research

Module 20.

- Glossary of communication research.

18. Kannada

Unit I Modern Literature

Module 1.

- Kannada Sahithya - important movements - Navodaya, Prgathisheela, Navya, Dalitha, Bandaya, Mahila - Important forms - Kavya, Sannakathe, Kadambari, Nataka, Vimarshe.