

PMST Arts & Science College, Kundoor

**BA.JOURNALISM AND MASS COMMUNICATION HONOURS**  
(MINOR, MDC COURSES)

**MINOR COURSES**

**MINOR 1 (BASKET 1): PROFESSIONAL JOURNALISM**

First Semester	Second Semester	Third Semester
Basics of Communication	News Reporting and Editing	Corporate Communication

**MINOR 2 (BASKET 2): ELECTRONIC MEDIA**

First Semester	Second Semester	Third Semester
Introduction to Electronic Media	Radio and Television	Digital Media

**MDC COURSES**

First Semester	Second Semester
The Art of Photography	Film Appreciation and Review

## SEMESTER 1 – MINOR AND MDC SYLLABUS IN DETAIL

### MINOR COURSE - BASKET 1 - PROFESSIONAL JOURNALISM

SEMESTER 1 - BASICS OF COMMUNICATION	
<b>Module I – Communication: Types and Forms – 15 Marks</b>	
Unit 1	Definition, Nature and Importance of Communication
Unit 2	Elements of Communication - 7Cs of Communication
Unit 3	Verbal and Non-verbal-Formal and Informal Communication
Unit 4	Types of communication - Intrapersonal, Interpersonal, Mass and Interactive Communication
Unit 5	Functions of mass communication-Dysfunctions of communication
Unit 6	Communication Barriers - Physical, Emotional, Psychological, Cognitive, Systematic, Cultural & Linguistic
<b>Module II – Professional Communication – 20 Marks</b>	
Unit 7	Professional Environment and Communication Etiquettes
Unit 8	Interpersonal and Group Communication Skills Storytelling Skills
Unit 9	Writing skills: Emails, Letters, Memos, Posters, Fliers, Notices Resumes, Profiles, Portfolios and Interviews
Unit 10	Presentation Skills: Oral presentation Skills, Presentation before Camera, Small Group and Classroom Presentations
Unit 11	Presenting in Conferences and Seminars Public Speaking Skills
<b>Module III – Media: Types and Characteristics – 20 Marks</b>	
Unit 12	Media Landscapes- Role of Media in Society, Media Convergence
Unit 13	Print Media- Newspapers, Magazines
Unit 14	Broadcast Media - Television, Radio and Podcasts
Unit 15	Cinema-Silent Screens to Digital Dreams
Unit 16	Digital Media- Social Media Platforms, Digital Literacy and Digital Divide
Unit 17	Emerging Media Technologies: Virtual Reality, Augmented Reality.
<b>Module IV – Innovative Communication Practices – 15 Marks</b>	
Unit 18	Communication in the Age of Artificial Intelligence (AI)
Unit 19	Chat bots, virtual assistants, and automated communication tools
Unit 20	Gamification in Communication
Unit 21	Interactive Media and User Experience (UX)
Unit 22	Social Media Algorithms
<b>Module V – Open Ended Module</b>	

## MINOR COURSE - BASKET 2 - ELECTRONIC MEDIA

### **SEMESTER 1 - INTRODUCTION TO ELECTRONIC MEDIA**

#### **Module I – Communication Principles – 15 Marks**

Unit 1	Concept, Definition and Process
Unit 2	Elements of Communication
Unit 3	Types of Communication
Unit 4	Functions and Dysfunctions

#### **Module II – Electronic Media: An Overview – 15 Marks**

Unit 5	Concept and Characteristics of Electronic Media
Unit 6	Types of Electronic media
Unit 7	Broadcast Media
Unit 8	Digital Media Platforms

#### **Module III – Contents of Electronic Media – 25 Marks**

Unit 9	Electronic media Contents: Types
Unit 10	Electronic media Contents: Structure
Unit 11	Electronic media Contents: Examples
Unit 12	Audio Contents
Unit 13	Audio-visual contents
Unit 14	Digital Content
Unit 15	Streaming and Podcasting
Unit 16	Audience of electronic media
Unit 17	Demographics, Psychographics, and Media Consumption Patterns

#### **Module IV – Tools and Platforms – 15 Marks**

Unit 18	Introduction to Electronic Media Tools- Audio, Video and Digital Tools
Unit 19	Microphone, Audio Editing Software, Camera
Unit 20	Video editing tools, Graphic Design Tools and Digital Tools
Unit 21	Using Social Media Platforms- Content distribution and Promotion
Unit 22	AI Tools for Electronic Media content creation

#### **Module V – Open Ended Module**

## MDC - MULTI DISCIPLINARY COURSE

### **SEMESTER 1 - THE ART OF PHOTOGRAPHY**

#### **Module I – Introduction to Photography – 10 Marks**

Unit 1	The evolution of the art of Photography
Unit 2	Photographic vision and the society
Unit 3	The digital revolution in photography
Unit 4	Influence of smart phones and new media in photography

#### **Module II – Understanding Camera and Accessories – 15 Marks**

Unit 5	Digital camera basics: DSLR/Mirrorless
Unit 6	Understanding light and exposure: aperture, shutter speed and ISO
Unit 7	Fundamentals of lenses: types of lens, utility and creative usage
Unit 8	Depth of field
Unit 9	Camera settings: exposure modes, controls, meters, White Balance, histogram
Unit 10	Other accessories: filters, tripod, flash, storage device etc.

#### **Module III – Compositional Techniques and Lighting – 15 Marks**

Unit 11	Principles of composition: balance, symmetry, patterns, repetitions, texture, visual interest
Unit 12	Compositional rules and techniques: rule of thirds, leading lines, negative space, dividing the frame, frames within the frame, horizon
Unit 13	Basics of lighting: directional light, golden hour, flash photography-on camera flash and off camera flash
Unit 14	Creative lighting techniques

#### **Module IV – Photographic Techniques, Styles, and Post-Processing – 10 Marks**

Unit 15	Creative techniques: long exposure, HDR photography, stop-motion movie
Unit 16	Basics of portrait photography: candid, basic posing techniques, environmental portraits.
Unit 17	Introduction to Studio Photography: basic setup, working with strobes, high key and low key lighting
Unit 18	Freezing the frame: capturing action and sports photography
Unit 19	Post processing: basic adjustments, cropping and exporting images

#### **Module V – Open Ended Module**

## **SEMESTER 2 – MINOR AND MDC SYLLABUS IN DETAIL**

### **MINOR COURSE - BASKET 1 - PROFESSIONAL JOURNALISM**

<b>SEMESTER 2 - NEWS REPORTING AND EDITING</b>	
<b>Module I – News – 15 Marks</b>	
Unit 1 to Unit 7	Define news - The 5 Ws of news - Hard news Vs Soft news - Major news values - Principles of news reporting - Accuracy, objectivity, fair practice, balance, accountability, attribution
<b>Module II – News Gathering – 5 Marks</b>	
Unit 8	Tools for gathering news for different media – Observation, Interview, Online tools for gathering news
<b>Module III – Writing the News Story – 20 Marks</b>	
Unit 9 to Unit 15	Structure of a news story - Inverted pyramid style, Structure of a news story - Narrative style and Hour glass - Types of leads - Writing for the print - Writing for the ear - Writing for the TV - Writing for the online
<b>Module IV – Editing – 15 Marks</b>	
Unit 16 to Unit 22	Editing and compiling news stories-Principles of Editing - Editing Process- Selection- Correction – Rewriting - The style book or style sheet - Editing a news story for the print - Editing news story for radio - Editing news story for TV - Editing news story for online news portals – Incorporating multimedia content
<b>Module V – Open Ended Module – 15 Marks</b>	

### **MINOR COURSE - BASKET 2 - ELECTRONIC MEDIA**

<b>SEMESTER 2 - RADIO AND TELEVISION</b>	
<b>Module I – Radio and Television Production – 15 Marks</b>	
Unit 1 to Unit 4	Stages- Pre-production, Production and Post-production - Roles and responsibilities of the production team - Producer, Artist(s), Crew and Editors - Key personnel in radio and television production
<b>Module II – Scripting for Media – 15 Marks</b>	
Unit 5 to Unit 8	Scripting for Radio programs - Scripting for Television programs - Structure and format of Radio and Television scripts - Techniques for writing effective scripts
<b>Module III – Tools and Techniques – 25 Marks</b>	
Unit 9 to Unit 17	Audio - Process - Video production- Process - Audio - tools and techniques - Video production- tools and techniques - Editing- Need, Process and Tools - On-air performance skills for radio - Performance skills for Television - Live Programmes - Radio - Live Programmes- Television
<b>Module IV – Emerging Trends – 15 Marks</b>	
Unit 18 to Unit 22	Media Convergence - Audio-visual content creation using smart phone - AR/VR - Podcasting and Streaming - Platforms and Tools Podcasting and Streaming- limitations and challenges
<b>Module V – Open Ended Module</b>	

## **MDC - MULTI DISCIPLINARY COURSE**

### **SEMESTER 2 - FILM APPRECIATION AND REVIEW**

#### **Module I – Cinema – 10 Marks**

Unit 1 to Unit 4	How to view/read the movie? - Milestones in the evolution of World cinema - Milestones in the evolution of Indian cinema - Film Genres: Basic genre conventions and their variations
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#### **Module II – Evaluating Films – 20 Marks**

Unit 5 to Unit 12	Analysis of Film by its Cultural, Political, Social, Psychological, Economical Context - Challenges of film analysis - Film viewing environment, Film Vocabulary, Film Psychology - Elements of a Film, film viewing platforms- from theaters to OTT - Thematic Elements: Theme and focus, Focus on Plot, Focus on Emotional Effect or Mood - Focus on Character- Focus on Style or Texture or Structure - Focus on Ideas, identifying the theme, evaluating the theme, Analyzing Theme, Watching for Theme, Themes and Symbolism
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#### **Module III – Film Appreciation – 10 Marks**

Unit 13 to Unit 17	Analyzing the film from the point of view of story and Screen play - From the Direction point of view - From the cinematography point of view - From the Editing point of view, from the aesthetics point of view - From the acting point of view, literary analysis - Dramatic structure and significance of title.
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#### **Module IV – Film Review – 10 Marks**

Unit 18 to Unit 19	Importance of film reviews - review Writing - Digital Platforms and Film Review- review writers as Influencers
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#### **Module V – Open Ended Module**

## **SEMESTER 3 – MINOR AND MDC SYLLABUS IN DETAIL**

### **MINOR COURSE - BASKET 1 - PROFESSIONAL JOURNALISM**

<b>SEMESTER 3 - CORPORATE COMMUNICATION</b>	
<b>Module I – Public Relations – 20 Marks</b>	
Unit 1 to Unit 5	Definition of public relations - Pioneers in the development of PR - Ivy Lee and Edward Bernays - Publics in PR - Internal and External publics - Tools for PR - External tools and internal tools - P R campaign
<b>Module II – Advertising – 20 Marks</b>	
Unit 6 to Unit 12	Definitions of advertising - Types of advertising – Media - print ad, radio spots, commercials and online ads, Product ad, service, PSA, corporate ads, surrogate ad Advertising Appeals - The elements of a print ad - USP - Copywriting - Ad campaign
<b>Module III – Corporate Communication – 20 Marks</b>	
Unit 13 to Unit 18	Evolution of Corporate communication (CC) - Facets of CC – Marketing communication, Management communication and Organizational Communication Functions of corporate communication – Employee relations, Investor relations, Media relations, Government relations, Community relations - Tools for corporate communication - Crisis Communication - Corporate Social Responsibility
<b>Module IV – Profession – 10 Marks</b>	
Unit 19 to Unit 22	PR - IPRA, PRSI - Advertising - AAAl, ASCI, DAVP - Corporate Communication - AMA Ethical aspects - PR, AD and CC
<b>Module V – Open Ended Module</b>	

### **MINOR COURSE - BASKET 2 - ELECTRONIC MEDIA**

<b>SEMESTER 3 - DIGITAL MEDIA</b>	
<b>Module I – Introduction to Digital Media – 15 Marks</b>	
Unit 1 to Unit 4	Introduction to digital media production - Principles of digital media production - Techniques of digital media production - Characteristics of Digital Media
<b>Module II – Tools and Techniques – 15 Marks</b>	
Unit 5 to Unit 8	Digital media production tools and software - Content Creation and Editing - Media convergence - Content Production: Assignment
<b>Module III – Digital Media and Society – 25 Marks</b>	
Unit 9 to Unit 17	Role of Digital Media in Society - Impact of Digital Media on Communication - Legal Aspects: IPR and Copyright - Ethical Considerations in Digital Media - Net Neutrality - Digital Divide - Concept - News Aggregators - Digital Piracy - Cyber Crimes
<b>Module IV – Digital Media: Recent Trends – 15 Marks</b>	
Unit 18 to Unit 22	Web 2.0 to 3.0 - Generative AI for digital content production - Digital Media Story telling - Concept, Models and Examples - Scripting-Making – Editing - Publishing – Micro Contents Making - Micro blogging, Shorts/Reels etc.
<b>Module V – Open Ended Module</b>	