



**KANNUR UNIVERSITY**

**Bachelor of Multi Media &  
Communication (B.M.M.C.)**

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**Curriculum & Syllabi**

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**(2020 Admissions Onwards)**



**Bachelor of Multi Media & Communication  
(BMMC)**

**Kannur University, Kannur**

December, 2020

NGC with LRP

(New Generation Course with Language  
Reduced Pattern)

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# 1. List of Expert Committee in Communication and Multimedia (UG)

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# ACKNOWLEDGEMENT

Bachelor of Multi Media and Communication (BMMC) Programme is considered as one of the new generation courses in the academic sphere. The scheme and curriculum of this programme is the outcome of the theoretical and practical inputs of likeminded academicians and professionals from communication, media and allied sectors. The BMMC curriculum is designed to provide opening for students to cultivate the basic skills in Communication, Journalism, Multimedia, Television Production, Design, Animation, Creative Writing, Digital Journalism and Dramatics with Interactive Applications.

We are grateful to all those who have helped us immensely for the completion of the scheme and curriculum of BMMC Programme of Kannur University. There are many persons whose support and guidance have contributed in the making of the scheme and curriculum of this new generation course a reality.

We express our profound gratitude to the Honourable Vice Chancellor, Pro-Vice Chancellor, Members of the Syndicate and the Academic Council of Kannur University for their leadership and guidance for making this effort a great success. We thank the Registrar of the University, both Academic and Finance sections of the University, the members of expert Committee and all the staff of Kannur University for the service and support.

The successful completion of the scheme and curriculum of BMMC Programme is the end product of hard work by academicians and eminent media professionals. We would like to thank Resul Pookutty, Dr. Deepan Sivaraman (Dean, School of Culture and Creative Expressions, Ambedkar University, Delhi), Muhammed Ansar (Associate Professor, NIFT, Kannur), Amalesh Vijayan (Associate Professor, K R Narayanan National Institute for Visual Science and Arts), David Thomas (Photographer, USA), Neeranjali Varma (Documentary Maker, Canada), Dr. Joseph K Job (Associate Professor, Mary Matha College, Mananthavady), Dr. Seena Johnson (Assistant

Professor, Jain University, Kochi),Aswanth G Krishnan (Assistant Professor, Jain University, Bangalore),Akhil Muyyam (Computer Expert) and Shiju Kannan (PhD Scholar, Mass Communication and Journalism, Kannur University) for their academic and creative contributions.

On behalf of the Expert Committee of  
Multimedia and Communication,

**Dr. P. P. Shaju**

Convener, Expert Committee, BMMC

Kannur University, Thavakkara, Kannur

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## INTRODUCTION

Kannur University has undertaken a mammoth task of preparing the scheme and curriculum of Bachelor of Multi Media & Communication, keeping with the outcome based education implemented in colleges affiliated to Kannur University from 2020 admission. As **media and communication** sectors are becoming ever more diverse and innovative, academic degrees in **communication and multi media studies** are also growing in demand and reputation. Information technology and advent of new media platforms have brought phenomenal changes in human communication systems and news dissemination. The BMMC graduates can tap the immense potential of the ever-expanding opportunities of the media centric economy.

The Expert Committee in Multimedia & Communication has prepared the scheme and curriculum of the new generation Bachelor of Multimedia & Communication (B.M.M.C) programme sanctioned by the Government of Kerala for the academic year 2020-21. Though the time given for preparing the scheme and curriculum was short, the expert committee with the support of many academicians, scholars and professionals has tried our best to produce a comprehensive curriculum for B.M.M.C programme. The Committee organised a four-day workshop on November 27-30, 2000 with experts from media, multimedia and communication and consulted academicians and professionals from literature, journalism, media, theatre and entertainment industry to prepare and finalise the scheme and curriculum.

# KANNUR UNIVERSITY

## Bachelor of Multi Media & Communication (BMMC)

Bachelor of Multi Media & Communication (BMMC) an undergraduate programme under the Faculty of Journalism of Kannur University consists of Journalism and Multimedia as core subject with complementary elective subjects. The duration of the programme is six semesters distributed over three years.

### **Programme Specific Outcomes (PSO) of BMMC**

After successful completion of three year degree programme in B.M.M.C, a student should be able to:

**PSO1:** Develop the skills of art and communication

**PSO2:** Equip with the art and craft of visual communication

**PSO3:** Emerge as media professionals matching the human resources required in media and entertainment industries

**PSO4:** Gain theoretical knowledge in communication and multimedia

**PSO5:** Obtain practical exposure in media industry

**PSO6:** Attain the skills to work in media and entertainment sectors



## COURSES

The number of courses required to complete the programme shall be 40. 'Course' means a segment of subject matter to be covered in a semester (traditionally referred to as paper). The courses include English Common Course, Additional Common Course, General Awareness Course, Complementary Elective Courses, Core Course and Generic Elective Course. 'Common English Course' means compulsory English courses (two courses each in first and second semesters). 'Additional Common Courses' are language courses selected by the student as his/her own choice. (One course each in first and second semesters). 'General Awareness Courses' are course offered for LRP (Language Reduced Pattern) programmes. General awareness courses are offered in third and fourth semesters. The syllabi of general awareness courses include the topics related to Communication, Journalism, and Multimedia. 'Complementary Elective Course' means a course which is generally related to the core course.

There are eight Complementary Elective Courses and four general elective papers during first to fourth semesters.

'Core course' means a compulsory course in a subject related to a particular degree programme. The core subject B.M.M.C consists of 14 theory courses, 3 practical courses and one Internship course must be completed at Media Industry/Entertainment Industry (Newspaper/Radio station/Advertising Agency/Television Channel/Feature film or documentary Production/Animation/Sound recording Production; from Institutions/ Media houses/Projects National or state reputation). A compulsory study tour having the duration of minimum ten days by visiting nationally reputed institutions is a prerequisite. Each student must submit a separate tour dairy after the study tour for internal and external evaluation.

There will one mini and one major project. Students should submit the same in fourth and six semesters respectively.

There will be a practical examination of Core and complementary papers after fourth and six semesters. The projects evaluation and practical exams after fourth and six semesters must be evaluated by an external examiner. A final portfolio record combining all practical oriented methods of each semesters and individual collections of course related materials

(Drawings/Cartoons/Posters/Creative writings etc.) must be submitted during the final project evaluation. Separate marks (Internal and External) should be given to the same.

The breakup of the courses is as follows;

#### COURSE CODE

Each course shall have a unique alphanumeric code number, which includes the semester number (1 to 6) in which the course is offered, the code of the courses A to D viz., Common English Courses/Additional Common Course/General Awareness Course (Code A), Core courses (Code B), Complementary Course(Code C) and Generic Elective course (General) (Code D), the serial number of the course (01, 02.....) and abbreviation of the subject in three letters ('BMC' for Core papers).For example, 2B 02 BMC represents second semester Core course 2 in BMMC

Common English Course.....	- 4
Additional Common Course.....	- 2
Complementary Course.....	-10
General Awareness Courses.....	- 5
Generic elective course/Open.....	-1
Core Courses.....	- 18
<b>Total</b>	<b>40</b>

# PROGRAMME STRUCTURE (BMCC)

## SEMESTER-1

No	Course	Credits	Hours/Week	Total Marks		
				Int.	Ext.	Total
1	Common English Course- 1	4	5	10	40	50
2	Common English Course-2	3	4	10	40	50
3	Additional Common Course 1	4	5	10	40	50
4	Core Course 1- 1B 01 BMC  Introduction to Communication and Multimedia	3	2+1	10	40	50
5	First complementary Elective 1:  1C 01 J-BMC  News Reporting and Editing	2	2+2	8	32	40
6	Second complementary Elective 1:  1C01CSC-BMC  Introduction to Computer Application-I	2	2+2	8	32	40
<b>Total</b>		<b>18</b>	<b>25</b>	<b>280</b>		

**SEMESTER-2**

No	Course	Credits	Hours/Week	Total Marks		
				Int.	Ext.	Total
1	Common English Course- 3	4	5	10	40	50
2	Common English Course-4	3	4	10	40	50
3	Additional Common Course 2	4	5	10	40	50
4	Core Course 2 - 2B 02 BMC  Basic Drawing Techniques	3	2+1	10	40	50
5	First complementary Elective 2:  2C 02 J-BMC  Advertising	3	2+2	8	32	40
6	Second complementary Elective 2:  2C02CSC-BMC  Introduction to Computer Application -II	3	2+2	8	32	40
<b>Total</b>		<b>20</b>	<b>25</b>	<b>280</b>		

**SEMESTER-3**

No	Course	Credits	Hours/Week	Total Marks		
				Int.	Ext.	Total
1	General Awareness Course 1 : 3A 11 BMC  Readings on Media	4	3+1	10	40	50
2	General Awareness Course 2 : 3A 12 BMC  Mobile Journalism	4	3+1	10	40	50
3	Core Course 3-  3B 03 BMC  Introduction to Creative Writing and Communication	3	3+1	10	40	50
4	Core Course 4-  3B 04 BMC  Photography	3	3+2	10	40	50
5	First complementary Elective 3: 3C 03 J-BMC Public Relations and Corporate Communication	3	2+2	8	32	40
6	Second complementary Elective 3 : 3C03CSC-BMC Media Software Application -I	3	2+2	8	32	40
<b>Total</b>		<b>20</b>	<b>25</b>	<b>280</b>		

**SEMESTER-4**

No	Course	Credits	Hours/Week	Total Marks		
				Int.	Ext.	Total
1	General Awareness Course 3: 4A 13 BMC Trends in Communication & Journalism	4	3+1	10	40	50
2	General Awareness Course 4: 4A 14 BMC Script Writing for Media	4	4+1	10	40	50
3	Core Course 5- 4B 05 BMC Videography	3	3+1	10	40	50
4	First complementary Elective 4: 4C 04 J-BMC Broadcast Journalism	3	2+2	8	32	40
5	Second complementary Elective 4: 4C04CSC-BMC Media Software Application -2	3	2+2	8	32	40
6	Core Practical I: 4B 06 BMC Reporting, Drawing, Script Writing, Creative Writing, Photography & Videography	2		7	28	35

<b>7</b>	Complementary Practical: 4C05CSC-BMC  Lab 1: Ms Word, Ms Excel, Ms PowerPoint, Adobe Photoshop, InDesign and after effects	<b>2</b>		<b>8</b>	<b>32</b>	<b>40</b>
<b>8</b>	4B 17 BMC-P : Mini Project	<b>2</b>	<b>4</b>	<b>3</b>	<b>12</b>	<b>15</b>
<b>Total</b>		<b>23</b>	<b>25</b>	<b>320</b>		

**SEMESTER-5**

<b>No</b>	<b>Course</b>	<b>Credits</b>	<b>Hours/ Week</b>	<b>Total Marks</b>		
				<b>Int.</b>	<b>Ext.</b>	<b>Total</b>
<b>1</b>	Core Course 7-5B 07 BMC Graphic Design	<b>3</b>	<b>3+2</b>	<b>10</b>	<b>40</b>	<b>50</b>
<b>2</b>	Core Course 8-5B 08 BMC Audiography	<b>3</b>	<b>2+2</b>	<b>10</b>	<b>40</b>	<b>50</b>
<b>3</b>	Core Course 9-5B 09 BMC Film Studies	<b>3</b>	<b>2+2</b>	<b>10</b>	<b>40</b>	<b>50</b>
<b>4</b>	Core Course 10-5B 10 BMC Digital Journalism	<b>3</b>	<b>2+2</b>	<b>10</b>	<b>40</b>	<b>50</b>
<b>5</b>	Core Course 11-5B 11 BMC Web Designing	<b>3</b>	<b>4+2</b>	<b>10</b>	<b>40</b>	<b>50</b>
<b>6</b>	Generic Elective /Open Course	<b>2</b>	<b>2</b>	<b>5</b>	<b>20</b>	<b>25</b>
<b>Total</b>		<b>17</b>	<b>25</b>	<b>275</b>		



**SEMESTER-6**

<b>No</b>	<b>Course</b>	<b>Credits</b>	<b>Hours/ Week</b>	<b>Total Marks</b>		
				<b>Int.</b>	<b>Ext.</b>	<b>Total</b>
<b>1</b>	Core Course 12-6B 12 BMC Media Management and Research	<b>3</b>	<b>2+1</b>	<b>10</b>	<b>40</b>	<b>50</b>
<b>2</b>	Core Course 13 -6B 13 BMC Animation and Motion Graphics	<b>3</b>	<b>4+2</b>	<b>10</b>	<b>40</b>	<b>50</b>
<b>3</b>	Core Course 14-6B 14 BMC Communication in Theatre and dramatics	<b>3</b>	<b>4+2</b>	<b>10</b>	<b>40</b>	<b>50</b>
<b>4</b>	Core Practical-II : 6B 15 BMC Digital Short Film Production: Audiography, Graphic Design	<b>3</b>	<b>-</b>	<b>10</b>	<b>40</b>	<b>50</b>

<b>5</b>	Core Practical-III:  6B 16 BMC  Animation Film: Animation and Motion Graphics, Web Design	<b>3</b>	<b>-</b>	<b>10</b>	<b>40</b>	<b>50</b>
<b>6</b>	6B 18 BMC-P : Major Project	<b>4</b>	<b>6</b>	<b>15</b>	<b>45</b>	<b>60</b>
<b>7</b>	6B 19 BMC-I : Internship	<b>2</b>	<b>-</b>	<b>6</b>	<b>24</b>	<b>30</b>
<b>8</b>	6B 20 BMC-R/P: Record, Portfolio and Tour Diary	<b>1</b>	<b>4</b>	<b>5</b>	<b>20</b>	<b>25</b>
<b>Total</b>		<b>22</b>	<b>25</b>	<b>365</b>		

**B.M.M.C PROGRAMME –  
SCHEME OF CORE AND GENERAL  
AWARENESS COURSES  
(2020 admission onwards)**

Semester	Course Code	Course Title	Credit	Hours/Week		Total Marks
				Theory	Practical	
I	1B 01 BMC	Introduction to Communication and Multimedia	3	2	1	50
II	2B 02 BMC	Basic Drawing Techniques	3	2	1	50
III	3B 03 BMC	Introduction to creative writing and communication	3	3	1	50
III	3B 04 BMC	Photography	3	3	2	50
IV	4B 05 BMC	Videography	3	3	1	50
IV	4B 06 BMC	Practical-1	2			35
IV	4B 17 BMC-P	Mini Project	3		4	15
V	5B 07 BMC	Graphic Design	3	3	2	50
V	5B 08 BMC	Audiography	3	2	2	50
V	5B 09 BMC	Film studies	3	2	2	50

V	5B 10 BMC	Digital Journalism	3	2	2	50
V	5B 11 BMC	Web Designing	3	4	2	50
VI	6B 12 BMC	Media Management and Research	3	2	1	50
VI	6B 13 BMC	Animation & Motion Graphics	3	4	2	50
VI	6B 14 BMC	Communication in Theatre & Dramatics	3	4	2	50
VI	6B 15 BMC	Practical-2 Digital Short Film Production: Audiography, Film Production	3			50
VI	6B 16 BMC	Practical-3 Animation Film: Graphic Design, Animation and Motion Graphics & Web Design	3			50
VI	6B 18 BMC-P	Major Project	4	6		60
VI	6B 19 BMC-I	Internship	2			30
VI	6B 20 BMC-R/P	Record, Portfolio and Tour Diary	1	4		25

**BMMC PROGRAMME –  
SCHEME OF GENERAL AWARENESS COURSE  
(2020 admission onwards)**

Semester	Course Code	Course Title	Credit	Hours/Week		Total Marks
				Theory	Practical	
III	3A 11 BMC	Readings on Media	4	3	1	50
III	3A 12 BMC	Mobile Journalism	4	3	1	50
IV	4A 13 BMC	Trends in Communication & Journalism	4	3	1	50
IV	4A 14 BMC	Script Writing for Media	4	4	1	50

**BMMC PROGRAMME –**  
**SCHEME OF GENERIC ELECTIVE COURSES**  
**(2020 admission onwards)**

Sem	Course Code	Course Title	Credit	Hours/Week		Total Marks
				Theory	Practical	
V	5D 01 BMC	Film Appreciation	2	2		25
V	5D 02 BMC	Freelance Journalism	2	2		25
V	5D 03 BMC	Mobile Journalism	2	2		25
V	5D 04 BMC	Writing for Media	2	2		25
V	5D 05 BMC	Introduction to Digital Media	2	2		25

# CREDITS

Each course shall have certain credits. For passing the BMMC programme the student shall be required to achieve total 120 credits. The distribution of credits for various courses is given below.

## Credit distribution of BMMC programme

Sem	Common		General Awareness	Core BMMC	Complementary Elective Course	Generic Elective	Total
	English	Additional					
I	4+3	4		3	2+2		18
II	4+3	4		3	3+3		20
III			4+4	3+3	3+3		20
IV			4+4	3+3+3	3+3		23
V				3+3+3 +3+3		2	17
VI				3+3+3 +3+3+ 2+4+1			22
Total	14	8	16	58	22	2	120

**KANNUR UNIVERSITY**  
**Bachelor of Multi Media & Communication**  
**(BMMC)**

**WORKLOAD SPLIT UP DEPARTMENT WISE**

**1. COMMON COURSE ENGLISH**

SEMESTER	COURSE NAME	HOURS/WEEK
I	Common English Course- 1	5
I	Common English Course- 2	4
II	Common English Course- 3	5
II	Common English Course- 4	4
<b>Annual Workload (18/2)</b>		<b>9</b>

**2. ADDITIONAL COMMON COURSE - LANGUAGE**

SEMESTER	COURSE NAME	HOURS/WEEK
I	Additional Common Course- 1	5
II	Additional Common Course- 2	5
<b>Annual Workload (10/2)</b>		<b>5</b>

**3. COMPLEMENTARY COURSES IN JOURNALISM/MASS COMMUNICATION**

SEMESTER	COURSE NAME	HOURS/WEEK
I	First complementary Elective 1 News Reporting and Editing	4
II	First complementary Elective 2 Advertising	4
III	First complementary Elective 3 Public Relations and Corporate Communication	4
IV	First complementary Elective 4 Broadcast Journalism	4
<b>Annual Workload (16/2)</b>		<b>8</b>



#### 4. COMPLEMENTARY COURSES IN COMPUTER APPLICATION

SEMESTER	COURSE NAME	HOURS/WEEK
I	Second complementary Elective 1 Introduction to Computer Application I	4
II	Second complementary Elective 2 Introduction to Computer Application II	4
III	Second complementary Elective 3 Media Software Application I	4
IV	Second complementary Elective 4 Media Software Application II	4
<b>Annual Workload (16/2)</b>		<b>8</b>

#### 5. CORE COURSES IN JOURNALISM/MASS COMMUNICATION

SEMESTER	COURSE NAME	HOURS/WEEK
I	Core Course 1- 1B 01 BMC Introduction to Communication and Multimedia	3
III	General Awareness Course 2:3A 12 BMC Mobile Journalism	4
III	Core Course 3-3B 03 BMC Introduction to Creative Writing and Communication	4
III	Core Course 4- 3B 04 BMC Photography	5
IV	General Awareness Course 3- 4A 13 BMC Trends in Communication & Journalism	4
IV	General Awareness Course 4- 4A 14 BMC Script Writing for Media	5
IV	Core Course 5-4B 05 BMC Videography	4
IV	4B 17 BMC-P Mini Project	4
V	Core Course 9-5B 09 BMC Film Studies	4
V	Core Course 10-5B 10 BMC Digital Journalism	4

V	Generic Elective /Open Course	2
VI	Core Course 12-6B 01 2BMC Media Management and Research	3
VI	Core Course 14 - 6B 14 BMC Communication in Theatre and dramatics	6
<b>Annual Workload (52/2)</b>		<b>26</b>

### 5. CORE COURSES IN MULTIMEDIA

SEMESTER	COURSE NAME	HOURS/WEEK
II	Core Course 2 -2B 02 BMC Basic Drawing Techniques	3
III	General Awareness Course 1:3A 11 BMC Readings on Media	4
V	Core Course 7-5B 07 BMC Graphic Design	5
V	Core Course 8-5B 08 BMC Audiography	4
V	Core Course 11-5B 11 BMC Web Designing	6
VI	Core Course 13-6B 13 BMC Animation and Motion Graphics	6
VI	Major Project	6
VI	Record / Portfolio submission	4
<b>Annual Workload (38/2)</b>		<b>19</b>

## DEPARTMENT WISE WORKLOAD AT A GLANCE

NAME OF THE DEPARTMENT	HOURS PER WEEK
JOURNALISM	34
MULTIMEDIA	19
COMPUTER APPLICATION	8
ENGLISH	9
LANGUAGES	5
<b>TOTAL</b>	<b>75</b>

## ELIGIBILITY FOR ADMISSION

Candidates who have passed in Higher Secondary Examination of the state or an Examination accepted by the University as equivalent thereto. Total marks of the qualifying examination + a weightage of 10 marks will be given to those who have studied Journalism as optional at the qualifying examination.

## EVALUATION PROCESS

### Attendance

Minimum 75% attendance is compulsory for theory as well as practical courses, failing which a student is not eligible to appear for university examinations.

### Seminars/Assignments

These are part of the curriculum and are to be critically assessed for Internal Assessment. Marks should be awarded based on the content, presentation and the effort put in by the student. The course teacher may give the topics for seminars / assignments. The topics shall be related to the syllabus of the course and is not meant for external evaluation. The format of the assignment is given in Appendix I.

## Project work

Every student of BMMC Programme shall have to work on a project of sixth credits under the supervision of a faculty member as per the curriculum. The project consists of mini and major. Students shall submit their mini and major project after fourth and sixth semester respectively. The minor project work shall start in the first semester onwards and major project on fifth semester onwards. Individual projects of aesthetic, creative and artistic value are recommended. The format of the title page of Dissertation is given in Appendix II

## Internship

Each student shall undergo a minimum of fifteen days internship training in communication/ media/multimedia /newspaper/ theatre/ PR /book publishing/ creative media /advertising /television/animation/film industry under the supervision of a faculty member as per the curriculum in the sixth semester. The candidate shall submit a detailed report of the internship at the Department signed by the head of institute where the candidate has completed the internship. The report countersigned by the supervising teacher/HoD, shall be evaluated by the external examiner appointed. The format of the title page of the Report is given in Appendix III

## Practical Records and Submission Record

As part of the BMMC programme each student shall prepare and submit a record book as per the direction from the department. The student shall not be permitted to appear for practical examinations without certified practical records. The valuation of records should be based on the effort and promptness of the student in practical works. There shall be two record books for the entire programme. Though the evaluation of the record will be done at the end of semester, it is mandatory to submit the first and second records during the fourth and six semester practical examinations respectively. Each practical experience should be recorded with proper methodology and citation in the record book. Each practical must be duly signed by the concerned faculty member in the record book. In addition, tour diary must be documented with proper photographs and tour itinerary in the second record book.

## Submission

BMMC programme encourages and values individual efforts and creativity of each student. During the course, each student shall collect, make and create their own portfolio submission based on their creativity and aesthetic sense. Topic can be varied from Journalism, communication to multimedia. The submission should reflect the artistic expression of students. Though the final evaluation of submission, will be in the sixth semester, internal marks will be awarded based on the quality and novelty of the submission. Plagiarism should be checked before the submission. If such malpractices are noted, the submission must be rejected.

## Study Tour

As part of the completion of the BMMC course, a study tour not exceeding ten days is compulsory. Those who fails to attend the study tour and submit the tour dairy shall not be attend the final practical exam. Such students should complete the study tour programme with the subsequent batch for appearing the final practical examination. This tour offers students the opportunity to learn and understand reputed Universities, newspaper industries, media organisations, entertainment industry, news channels etc. Through the study tour, students gain first-hand exposure to media/entertainment professionals, operations, and various offices.

## Course Evaluation

The evaluation scheme for each course shall contain two parts

- a)** Internal Assessment - 20% Weightage
- b)** External Evaluation - 80% Weightage

## Scheme of mark distribution of BMMC programme

Courses	No of Courses	No of Courses	Marks per course			Total Marks
			Internal	External	Total	
Common	English	4	40	40	80	200
	Additional	2	40	40	80	100
General Awareness	Theory	4	10	40	50	200
Complementary Elective	Theory	8	8	32	40	320
Core	Theory	13	130	520	650	650
	Practical	3	30	120	150	150
	Project	2	20	80	100	100
	Internship	1	6	24	30	30
	Record and submission	1	5	20	25	25
Generic Course		1	5	20		25
<b>Total</b>						1800

## Internal Assessment:

20% of the total marks in each course are for internal assessment. The marks secured for internal assessment only need be sent to university by the colleges concerned. The internal assessment shall be based on a predetermined transparent system involving written test and assignments/ seminars/ Viva/ in respect of theory courses and records, submissions and test paper in respect of practical courses. Components with percentage of marks of Internal Evaluation of Theory and Practical Courses are given below.

<b>THEORY COURSES</b>	
<b>Component</b>	<b>Weightage</b>
Test Paper	50
Assignment/ Seminar	50
<b>Total</b>	<b>100</b>

<b>PRACTICAL COURSES</b>	
<b>Component</b>	<b>Weightage</b>
Test Paper	50
Practical Record and Submissions	50
<b>Total</b>	<b>100</b>

(If a fraction appears in total internal marks, nearest whole number is to be taken)

## External Evaluation

Each student should go through the evaluation process according to the Kannur University Regulations for UG Students, 2019. External evaluation carries 80% of marks. The Scheme of Examinations and Model Question Papers of all the theory and practical courses offered under core, General Awareness and Generic Elective courses are given along with the course contents of each course.

## Project Evaluation

Evaluation of the Project Work shall be done under Mark System at two stages:

- a) Internal Assessment (supervising teachers will assess the project and award internal Marks)
- b) External evaluation (external examiner appointed by the University)

Marks secured for the project will be awarded to candidates, combining the internal and external Marks. The internal to external components is to be taken in the ratio 1:4. Assessment of different components shall be taken as below.

<b>Internal (20% of the Total)</b>		
<b>Components</b>	<b>% of Marks</b>	<b>Marks</b>
Literature Review/Field Work/Use of Data	20	2
Project Report	40	8
Presentation & Viva-Voce	40	5
Total	100	15



<b>External( 80% of Total)</b>		
<b>Components</b>	<b>% of Marks</b>	<b>Marks</b>
Relevance of the Topic, Statement of objectives, Methodology, Reference	20	10
Quality of Analysis/Use of statistical tools, Findings and Recommendations	40	30
Viva-Voce	40	20
<b>Total</b>	<b>100</b>	<b>60</b>

## Pass Conditions:

Submission of the Dissertation and presence of the student at the viva are compulsory for the evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Dissertation for external evaluation. The student should get a minimum of 40% marks for pass in the project. There shall be no improvement chance for the Marks obtained in the Project Report. In an instance of inability of obtaining a minimum of 40% marks, the project work shall be re-done and the report should be re-submitted along with subsequent exams through parent department. Evaluation of internship experience shall be done under Mark System at two stages. Internal Assessment by the supervising teacher and External Evaluation by the examiner appointed by the University. The internal to external components is to be taken in the ratio 1:4. Assessment of different components may be taken as below.

<b>Internal ( 20% of Total)</b>		
<b>Components</b>	<b>% of Marks</b>	<b>Marks</b>
Internship performance/Involvement	75	3
Internship Diary	25	1
<b>Total</b>	<b>100</b>	<b>4</b>

<b>External ( 80% of Total )</b>		
<b>Components</b>	<b>% of Marks</b>	<b>Marks</b>
Internship Report	62.5	10
Viva -Voce	37.5	6
<b>Total</b>	<b>100</b>	<b>16</b>

## Evaluation:

Submission of the internship Diary, Report and presence of the student for viva-voce are compulsory for the evaluation. No marks shall be awarded to a candidate if she/he fails to submit the Report for external evaluation. The student should get a minimum of 40% marks for pass in internship and there shall be no improvement chance for the Marks obtained. In an instance of inability of obtaining a minimum of 40% marks, the internship must be re-done and the report should be re-submitted along with subsequent exams through parent department.

# Core Courses

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## Core Course-1

### Introduction to Communication and Multimedia

Semester	Course Code	Hours per week	Credit	Exam Hours
I	1B 01 BMC	2+1	3	3

#### Course Outcome:

1. To grasp the basic concepts of communication and multimedia.
2. To attain the basic concepts of communication.
3. To understand the evolution of mass communication technologies.
4. To obtain the ability to navigate the various branches of mass communication.
5. To gain the capacity to examine the working of the media and to develop better perspectives of media.

#### Unit I

Definition of communication, evolution of human communication, elements of communication, types of communication: Intra, inter, group, organizational, public and mass; Verbal and nonverbal communication, barriers of communication.

#### Unit II

Concept of Mass; Evolution of mass communication and mass communication technology; Invention of printing and democratization of knowledge.

#### Unit III

Nature, characteristics, functions and dysfunctions of mass media.  
An overview of folk media, print, radio, TV, film.

## Unit IV

Definitions and characteristics of multimedia media, evolution of multimedia. Digital media and social media platforms, citizen journalism, impact of multimedia on conventional media, digital divide.

## Unit V

Freedom of speech and expression in Indian Constitution, Article 19(1)(a), reasonable restrictions, press freedom index, IT Act 2000. Media ethics, defamation, censorship, plagiarism.

## Practical:

- Prepare a chart for different types of communication. Prepare a video presentation on the same topic.
- Illustrate advantages and disadvantages of various media & multimedia.
- Elucidate different social media platforms.
- **Class room activity:** Creative communication tools, mimes for non-verbal communication.

## References

1. *International Encyclopedia of Communication*: Oxford.
2. Turow, Joseph : *Media Today: An Introduction to Mass Communication*, 4th Edition,.
3. Joseph R. Dominick : *The Dynamics of Mass Communication*.
4. Denis McQuail : *McQuail's Mass Communication Theory*.
5. Melvin L. DeFleur : *Fundamentals of Human Communication*.
6. Agee, Ault & Emery : *Main Currents in Mass Communication*.
7. James Watson and Anne Hill: *A Dictionary of Communication and Media Studies*.
8. Keval J Kumar : *Mass Communication in India*.
9. Seema Hassan : *Mass Communication: Principles and Concepts*.

# Model Question Paper

## 1B 01 BMC: Introduction to Communication and Multimedia

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**Time: 3 Hours**

**Maximum Marks: 40**

**Part A - Answer all questions. Each question carries 1 mark.**

1. Intrapersonal communication
2. Noise
3. New generation films
4. Information Technology Act (2000)
5. Article 19(1) (a)
6. Youtuber

**(6 X 1 = 6)**

**Part B - Answer Any Six, each not exceeding 75 words. Each question carries 2 marks**

7. Feedback
8. Reasonable restrictions
9. Censorship
10. Press Freedom Index
11. Plagiarism
12. Kinesics
13. Community radio
14. Organisational communication

**(6 x 2=12)**

**Part C - Answer Any Four, each not exceeding 150 words. Each question carries 3 marks**

15. What are the characteristics of new media?
16. Explain the important dysfunctions of mass media.
17. Define defamation. What are defences in defamation cases?
18. Examine the role of 'Facebook' as a tool of political communication.
19. Describe the role and responsibilities of a journalist in a democratic society.
20. Define digital divide. How does this divide pose challenges to democracy?

**(4 x 3=12)**

**Part D - Answer Any Two, each not exceeding 300 words. Each question carries 5 marks**

21. Explain the characteristics of film as a medium of mass communication.
22. What are the barriers of communication? How do we overcome these barriers?
23. Explain the nature, scope, and limitations of new media.
24. 'Invention of printing is considered as one of the greatest inventions in the world which was instrumental in the democratisation of knowledge.' Comment.

**(2 x 5=10)**

## Core Course-2

### Basic Drawing Techniques

Semester	Course Code	Hours per week	Credit	Exam Hours
II	2B 02 BMC	2+1	3	3

### Course Outcomes

1. To acquire a basic knowledge on drawing.
2. To obtain an understanding of computer drawing techniques.
3. To attain the skills of shading techniques.
4. To gain a sound knowledge of colouring possibilities.
5. To grasp colour psychology and develop perspectives in drawing.

### UNIT I: BASICS OF DRAWING

Drawing basics, material handling and understanding, teaching variety of lines, vertical, horizontal, diagonal, curved lines, dotted lines, and basic shapes, forms, geometrical shapes and non-geometrical shapes, drawing balance, paper balance, freehand drawings, creating image using combinations of different lines.



## UNIT II: SHADING TECHNIQUE

Light and Dark, and teaching different tonal values, teaching different shading technique, shading with different objects, Fine shading and academic style shading, natural light shading and artificial light shading, study of different textured shading objects, creating different textured shading, study of low and high light tonal values, explain mid tone shadings creating art image using all shading technique.

## UNIT III: PERSPECTIVE DRAWING

Perspective drawings, Explain eyelevel line, vanishing line and vanishing point, teaching types of perspectives, one point perspective, two point perspective, and three point perspectives, study of perspective in buildings cape, learning intercross measuring meatheads, applying all three perspective in basic geometrical shape, seascape, cityscape.

## UNIT IV: COLOUR CHARECTERISTICS

Brief History of colours, Colour fundamentals, What is colour, Primary Colours, Secondary Colours, Tertiary Colours, Properties of colour, Hue Value, Tints and Shades, Saturation, Tones, neutral Colours, Theories of Colours, Colour Temperature: Warm Colours, Cool Colours, Colour Systems, Colour Wheel, Munsell, Goethe theory, Runge theory Itten theory, colour mixing and colour discernment, colour effects

## UNIT V: COLOUR PSYCHOLOGY

Colour Symbolism, Colour Psychology, Historical& Contemporary use of Colour, Local colour and subjective use of colour, Emotional effects of colours Personal Colour preferences, Harmony and Contrast colours.

# Practical

- Make sketches of five day to day articles and render it according to the material it is made off. The roughness shine etc. should be discernible.
- Make a two point perspective drawing of a street at the cross roads
- Using collected pictures and texts from newspaper and magazines, design a campaign poster on any one of the following: Global warming/Covid -19 / New India

# References

- 1.Barber,Barrington,*The Fundamentals of Drawing*, Arcturus Publishing Ltd
- 2.Calder,Alisa,*How to draw*, Zaccheus Entertainment
3. Loomis ,Andrew ,*Drawing the Head and Hands*, Titan Books
- 4.Giovanni Civardi, *Drawing:A complete Guide*,Search press

# Model Question Paper

## 2B 02 BMC: Basic Drawing Techniques

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**Time : 3 Hrs**

**Maximum Marks: 40**

**Part A - Short answer. Question Answer All. Each question carries**

**1 mark**

1. The technique of shading using density of dots is called \_\_\_\_\_
2. Colour blind people cannot distinguish between \_\_\_\_\_ and \_\_\_\_\_
3. \_\_\_\_\_ colour is used to describe a relaxed mood
4. The outline of a form is called a \_\_\_\_\_
5. Hatching is a technique of \_\_\_\_\_
6. In a perspective drawing all line converge at the \_\_\_\_\_

**(6 X 1 = 6)**

**Part B- Short Essay. Answer any Six, not exceeding 75 words.**

**Each question carries 2 marks.**

7. What does HB in a pencil stand for?
8. What are complementary colours?
9. Differentiate between tone and hue of a colour.
10. What is RGB and in which medium is it used?
11. What are serif and sans serif typefaces?
12. How many faces does a cube have?
13. Differentiate between a vector and raster image.
14. What are complementary colours?

**(6 x 2=12)**

**Part C- Essay Questions. Answer any Four, not exceeding 150 words. Each question carries 3 marks**

15. 'If you spin a colour wheel you can see white. But if you mix seven colours in poster paint you get a dark colour.' Explain.
16. Explain how light and shade helps us in doing our daily activities.
17. Why are print design softwares vector based?
18. Discuss colour temperature and its application in signage design.
19. 'Shade and shadow are created when a light source falls on an object.'  
How are they different?
20. Name a geometric object and organic object and list down the characteristics of both.

**(4 x 3=12)**

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks**

21. Green Room is a space behind the stage where the performers wait for their act. Why is it called by that name? Discuss the psychology behind the colour.
22. Art is the first form of human expression. Support this statement using the phenomena of cave paintings.
23. What are Gestalt Principles? Discuss each principle with example.
24. Discuss any three art movements and do a comparative study of them.

**(2 x 5=10)**

## Core Course-3

### Introduction to creative writing and communication

Semester	Course Code	Hours per week	Credit	Exam Hours
III	3B 03 BMC	3+1	3	3

#### Course Outcome:

1. To obtain basic understanding of literary forms and genres.
2. To acquire the skill to write creatively
3. To develop the ability to assess the contemporary writers and their literary styles.
4. To understand critical appreciation and criticism of literary works.

#### Unit 1: short story and flash fiction

Short story as a narrative form- reading of selected short stories and discussion- definition and scope of flash fiction.

Short stories and flash fiction for detailed reading & discussion:

1. The Cope and the Anthem-O Henry
2. One Of These Days- Gabriel García Márquez
3. Draupadi- Mahasweta Devi
4. Karma-Kushwant Singh
5. Komaala-Santhosh Echikanam

**Flash fictions of:** Ernest Hemingway, Franz Kafka, Margaret Atwood, Lydia Davis, Banaphool and P K Parakkadavu.

## Unit 2: Poetry and Haiku

Definitions and examples of poetry and Haiku- five sample poems of great poets and Haiku poems for study and analysis.

Poems for detailed reading & discussion:

- 1.** Ode to a Nightingale- John Keats
- 2.** The Dover Beach- Mathew Arnold
- 3.** Journey of the Magi -T. S. Eliot
- 4.** Phenomenal Woman-Maya Angelou
- 5.** Stammer-K Satchidanandan

And selected Japanese Haiku poems, Rumi poems, Haiku poems by other writers.

## Unit 3: Novella

Definitions and study of Novellas- For detailed study:

- 1.** Animal Farm-George Orwell
- 2.** The Broken Nest-Rabindranath Tagore
- 3.** Khabar- K R Meera

## Unit 4: Folktale and communication

Proverbs- Riddles- Folktales and folk dance as communication- Themes and issues in folk communication.

## Unit 5: Creativity in communication

How to write creative literature? Role of creativity in journalistic writing- Introduction to posters and graphic designing- elements of design- translation and copy writing.

## Practical

- Make a poetry / short story / flash fiction / proverb collection / novella with original literary writings / Make a mini-dictionary in local dialect
- Book spine poetry
- Flash fiction writing

- Caption writing
- Headline writing
- Adaptation of literary works to any other form of art

For Further reading: -(No questions shall be asked from this list )

### Short Stories:

- 1.Vellappokkathil-Thakazhi Sivasankara Pillai
- 2.Viswa Vikhyathamaaya Mookku-Vaikom Muhammad Basheer
- 3.Prakasam Parathunna Oru Penkutti-T Padmanabhan
- 4.Vaanaprastham-M T Vasudevan Nair
- 5.Asleelam Varuthi Vecha Vina, Oru Dhurantha Sambhavam-Zakariya
- 6.Thiruthu-N S Madhavan
- 7.Nagarathile Kuyil-Shihabudheen Poythumkadavu
8. Commercial Break-Ambikasuthan Mangad
- 9.Anjaamante Varavu-Chandramathi
- 10.Charulathayude Bakki-Priya A S
- 11.Parudeesaa Nashattam-Subash Chandran
- 12.Oru Sensational Abhimukham-K Rekha
- 13.Sankadam-Unni R
- 14.Niyanthrana Rekha- V Dileep
- 15.Pala Vattom Maranam-Amal

## Poems: English

1. Home Burial-Robert Frost
2. The Dance of the Eunuchs- Kamala Das
3. The Striders- A K Ramanujan
4. Sinbad-Dim Moraes
5. Indian Summer-Jayant Mahapatra
6. The opposite of Nostalgia-Jeet Thayil
7. Ma/ Mother-Sudeep Sen
8. Rape and Murder of a Dalit Girl-S Chandra Mohan

## Poems: Malayalam

1. Saphalamee Yatra-N N Kakkad
2. Gopikaa Dhandakam-Ayyappa Panicker
3. Samkramanam-Aattoor Ravivarma
4. Pala Posilulla Photokal-K G Sanakara Pillai
5. Evide, John? –Balachandran Chullikkad
6. Thotta Kutty- Rafeeq Ahamed
7. Group Photo-S Joseph
8. Hogenakkal-T P Rajeevan
9. Sadhaachaari-Anwar Ali
10. Paattu kondum Kooval kondum-Veerankutty
11. Muttamadikkumpol–Anitha Thampy
12. Oru Ozhukkanu Avasaanam-Kuzhur Vilson
13. Pravachikkapedatha Oru Maranathinte Puravirtham-Syam Sudhakar
14. Codeless-Azeem Thannimoodu



15.Kunchan-R Lopa

## Novellas:

- 1.The death of Ivan Ilyich-Leo Tolstoy
2. Baalyakala Sakhi-Vaikom Muhammad Basheer
3. Baskara Pattelarum Ente Jeevithavum-Zakariya
4. Itra Mathram-Kalpetta Narayanan
5. Nooru Simhaasanangal-Jaya Mohan

**Model Question Paper**  
**3B 03 BMC: Introduction to Creative Writing and**  
**Communication**

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**Time : 3 Hrs**

**Maximum Marks: 40**

**Part A - Short answer Questions. Answer All. Each question carries**

**1 mark**

1. \_\_\_\_\_ is a type of short form poetry originally from Japan.
2. 'Nooru Simhasanangal' is written by \_\_\_\_\_
3. Who is Kushwant Singh?
4. 'The Cope and the Anthem' is written by \_\_\_\_\_
5. Define creative communication.
6. Define Novel.

**(6 X 1 = 6)**

**Part B- Short Essay Questions. Answer any Six, not exceeding**

**75 words. Each question carries 2 marks**

7. Experimental poetry.
8. P K Parakkadavu.
9. Differentiate between short story and flash fiction.
10. *Draupadi*
11. Proverbs as a communication medium.
11. Role of creativity in journalistic writing.
12. Discuss various issues discussed in the novelette *Khabar* written by K R Meera.
13. Folk dance as communication.
14. What is copywriting?

**(6 x 2=12)**

**Part C- Essay Questions. Answer any Four, not exceeding 150 words. Each question carries 3 marks**

15. Scope and limitations of flash fiction writing.
16. Write a note on the literary contributions of Santhosh Echikkanam.
17. What is performance poetry?
18. Stammer is not a handicap. It is only a mode of speech. Do you agree with argument?  
Substantiate with your arguments.
19. Discuss issues in translation.
20. Discuss themes and issues in folk communication.

**(4 x 3=12)**

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks**

21. Explain how new generation writers are using media and social media as their themes for creativity? What are the issues addressed by them?
22. Do you think that the cinematic adaptation of 'The Broken Nest' by Rabindranath Tagore is more communicative than the literary work? Discuss.
23. Write on various literary works of experimental nature from past and contemporary literature.
24. Write a poem/short story/one act play/article loosely based on Covid 19 pandemic.

**(2 x 5=10)**

## Core Course-4

### Photography

Semester	Course Code	Hours per week	Credit	Exam Hours
III	3B 04 BMC	3+2	3	3

#### Course Outcome:

1. To acquire basic knowledge about camera and its operations
2. To obtain basic skills of Photo Journalism
3. To get the skills of lighting and framing rules of camera
4. To operate various photo editing software
5. To master the art of professional photography

#### Unit 1: Gear

Camera -Aperture, shutter speed, Iso-White balance -Different shooting options like aperture priority shutter priority etc... -Adjusting the depth of field (fashion). Playing with the shutter speed (Sports) -Jpeg vs Tiff vs RAW shooting -Shooting High resolution vs low. Lighting :Flashes, reflectors, light rooms-Lighting up a big room-Lighting for portrait photography-Lighting for fashion photography -Outdoor lighting -Studio lighting. Tethering -Light meter – Reading the light -Adjusting the light system according to the reading of the light meter.

#### Unit 2: Photography as an Art

Framing -Leading lines -Story telling -Understanding colour -Understanding colour pallet - Depth of field and negative space -What is beauty? What is a professional photo?

#### Unit 3: Post production

Understanding retouching –Photoshop-Adobe bridge -Adobe lightroom Photoshop tools-  
Editing RAW image -Colour, balance, brightness in editing -Fundamental question, What is  
the client want?

## Unit 4: Photography as Business

learning the business of photography Photojournalism – the requirements of organization-art  
of telling stories with photos- Anticipate- Be technically ready before the action-Learn the art  
of getting access

## Unit 5: Professional Photography

Fashion, Product & Food photography- How make things look fresh, warm, clean etc.

Micro Photography: Using Micro lenses -Event photography: Weddings, Parties, Games,  
shows etc. -How to shoot only with flash-How to shoot without flash in low light rooms-  
How to shoot moving objects in dark rooms without flash-Shooting social media influencers

## Unit 6: Finding a job

Building a portfolio: both online & offline-Building your online presence Getting  
professional recommendations-What to write and not write on your portfolio -What should  
be the story you are telling -Show it more than saying -Learn the life and career of famous  
people in the field.

## Practical

- Create a photo album containing five photographs of each category: CU, ECU, MS, LS, ELS, High Angle, Low Angle, Suggestion shot.
- Create a photo portfolio based on street photography / food photography
- Create a photo portfolio based on Environmental photography / portrait photography

## Reference

1. Michael Langford: *Basic photography*, Focal Press, 2005
2. Michael Langford: *Advanced Photography*, Focal Press, 2008
3. Mitchell Bearley and John Hedgees: *New Introductory Photography* Course, Read Book, 2005

# Model Question

## 3B 04 BMC: Photography

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**Time : 3 Hrs**

**Maximum Marks: 40**

**Part A - Short answer Questions. Answer All. Each question carries 1 mark.**

1. Light meter
2. RAW image
3. Raghu Rai
4. Digital sensor
5. Jpeg
6. Photo journalist. ( 6 X 1 = 6)

**Part B- Short Essay Questions. Answer any Six, not exceeding 75 words. Each question carries 2 marks**

7. What is depth of field?
8. Who is Sharbat Gula?
9. Differentiate between outdoor lighting and studio lighting.
10. What is a photo essay?
11. What is Adobe lightroom?
12. Framing in photography.
13. Differentiate between fashion and product photography.
14. What is experimental photography?

**(6 x 2=12)**

**Part C- Essay Questions. Answer any Four, not exceeding 150 words. Each question carries 3 marks**

15. Why shooting social media influencers are important today?
16. Explain micro photography.
17. What is negative space? Explain.
18. Discuss documentary photography.
19. What are the Photoshop tools for photo editing?

**(4 x 3=12)**

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks**

20. Name two internationally acclaimed photographers. Elaborate their photographic contributions.
21. Write on the scope and possibilities of photo journalism in India.
22. What are the post production techniques in digital photography?
23. What is Event photography? Explain with suitable examples.
24. Why building a portfolio is important for a photographer? Elaborate.

**(2 x 5=10)**

## Core Course-07

### Videography

Semester	Course Code	Hours per week	Credit	Exam Hours
IV	4B 05 BMC	3+1	3	3

#### Course Outcome:

1. To introduce the fundamentals of videography.
2. To obtain a basic understanding about visual language.
3. To familiarize with various elements of visual communication.
4. To master the basics of camera lighting.
5. To get a theoretical background of visual communication.

#### UNIT 1

Introduction to camera, types of cameras, Camera and its parts, Digital and analogue, Limitations and applications of Videos, exposure triangle, resolution.

#### UNIT II

Lens and image formation – focal length, F-number, T-number, types of lens, image formation, magnification, wide and telephoto lens, filters, ND filter, normal lens, depth of focus. Video tapes & formats. Types of shots, camera angles, floor management, black body radiation, colour temperature, white and black balance, gamma correction, beam splitters, demo camera movements, tripod setting, hand held shots, tracks and trolleys.



## UNIT III

Composition, compositions rules, rule of thirds, shot types, camera angles, aesthetics of videography, 5Cs of cinematography, 180 axis of action rule, Imaginary line and continuity, screen directionality. White and black balance. Gain control, Filter selection, colour temperature, view finder adjustments.

## UNIT IV

Camera movements-panning, tilting, tracking, craning, and zooming, video stabilisation, tripod, gimbal, advanced camera movements, match cuts, frame rate, camera rigs, indoor and outdoor video equipment.

## UNIT V

Basics of lighting- Key,fill, back light and background light, use of reflectors, outdoor shooting, matching indoor and outdoor lighting. Lighting and exposure. Lighting technology, direct light, diffused light, illumination, units of light - Lux, brightness, contrast. Professional Formats. Image set operations. Hazardous conditions. Safety and security measures. Role of videography in storytelling. The future of Videography.

## Practical

- Make a short film / documentary / Public Service Announcement (PSA) Video – of three minutes duration using various cinematic techniques and camera movements. (Group Activity: Form a group of Four students for practical assignment.)

## Book for reference:

1. *Hand book of media in Asia*. (n.d.). New Delhi. Sage publications.
2. Erik Barnouw, & S. Krishnaswamy (1980). *Indian Film*. Oxford University Press.
3. Lester E : *Visual Communication* : Image with Messages,2000.
4. John Berger : *Ways of Seeing*. Penguin,London,2009.
5. Bo Bergstorm : *Essentials of Visual Communication*. Laurence King,2009.

# Model Question Paper

## 4B 05 BMC: VIDEOGRAPHY

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**Time : 3 Hrs**

**Maximum Marks: 40**

**Part A - Short answer Questions. Answer All. Each question carries 1 mark.**

1. What is focal length?
2. What is the use of Boom?
3. What is an action camera?
4. What is frame rate?
5. Prepare a note on OSS.
6. What is stop motion?

**(6 X 1 = 6)**

**Part B- Short Essay Questions. Answer any Six, not exceeding 75 words. Each question carries 2 marks**

7. Discuss various camera movements.
8. What is composition?
9. Explain the importance of Makeup and dressing sense for TV anchoring.
10. What do you understand by the term headroom and foot room?
11. Why colour bars are used in videography?
12. Write notes on NTSC and PAL.

13. Explain different type of cameras?

14. What are the different types of lights? (6 x 2=12)

**Part C- Essay Questions. Answer any Four, not exceeding 150 words. Each question carries 3 marks**

15. What is the white balance? How to achieve perfect white balance?

16. Explain three-point lighting.

17. List down and explain various lighting equipment.

18. Differentiate mono and stereo.

19. What impact will high angle and low angle make on the subject?

20. Differentiate zoom lens and prime lens. (4 x 3=12)

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks.**

21. What are the various shot types? Explain.

22. Explain how digital technology is changing video production these days.

23. What are the 5 Cs of cinematography?

24. Briefly explain the working principle of a video camera with the help of a diagram.

(2 x 5=10)

# Core Practical 1: 4B 06 BMC

## Reporting, Drawing, Script Writing, Creative Writing, Photography & Videography

### Course Outcome:

1. Enable students to practice the skills in drawing, script writing, creative writing, photography and videography.
2. To give hands on training and test the skills in the above mentioned areas.
3. To familiarize with various creative methods and possibilities.

### Syllabus

- Prepare a chart for different types of communication. Prepare a video presentation on the same topic,
- Illustrate advantages and disadvantages of various media & multimedia
- Elucidate different social media platforms.
- Prepare a Profile story of Local Celebrity.
- Prepare a feature story /Editorial
- Photo Caption /Blurb writing assignment
- Make sketches of five day to day articles and render it according to the material it is made off. The roughness, shine etc. should be discernible.
- Make a two point perspective drawing of a street at the cross roads
- Using collected pictures and texts from newspaper and magazines, design a campaign poster on any one of the following o Global warming o Covid -19 o New India
- Make a poetry/ short story/flash fiction /local dictionary/ proverb collection/novella with original literary writings
- Book spine poetry
- Flash fiction writing
- Caption writing

- **Headline writing**
- **Adaptation of literary works to any other form of art**
- **Create a photo album containing five photographs of each category:**
  - CU, ECU, MS, LS, ELS, High Angle, Low Angle, Suggestion shot.
- **Create a photo portfolio based on street photography / food photography**
- **Create a photo portfolio based on Environmental photography / portrait photography**
- **Make a Short film/Documentary/ PSA Video of 3 minutes duration using various cinematic techniques and camera movements.**

## Core Course-5

### Graphic Design

Semester	Course Code	Hours per week	Credit	Exam Hours
V	5B 07 BMC	3+2	3	3

#### Course Outcome:

1. To gain basic information on designing.
2. To evaluate and assess what is seen on a frame.
3. To apply the basic elements and principles in design.
4. To design raster graphics application.
5. To obtain the skills of image editing and enhancing techniques.

#### UNIT I

Digital Image- Pixels – Bit Depth – DPI – LPI - Resolution - File Formats (Print and screen Formats - GIF, JPEG, TIFF, etc.) - Compression: Lossy - Lossless - Raster and Vector Images - Colour: Colour modes-CMYKRGB - Process colour - Spot Colour - Colour systems. Duotones - Tritones - Quadrtones etc.

#### UNIT II

Raster graphic software: Interface – Creating Documents – Toolbar – Panels and palettes - –concept of layers-selection tools - Pen – Brush - Transform Tools - Dodge Tool – Colour Sampler – Gradient Tool – Marquee Tool –Custom Shapes – Type – Clone Stamp Tool –Magic Wand Tool etc

## UNIT III

Grid and layout: Application of grid in design, Various grid system: Manuscript grid, Column grid, Modular grid, Hierarchical grid etc.

## UNIT IV

Design Projects: Design various type of posters: propaganda, event, commercial etc. It must reveal the application of design principles.

## UNIT V

Image Editing Project: photo restoration technic- Colour correction methods- treatment of RAW files and its processing etc.

## Practical

- Branding design: Company name and logo design, visiting card design, boards, heading's, brochure, ID card, Posters, News letter etc.

## Reference

- 1.*Adobe Photoshop Classroom in a Book*: Adobe Creative Team
- 2.*Stop Stealing Sheep and Find Out How Type Works*: Erik Spiekermann, EM Ginger
- 3.*Designing with Type*: A Basic Course in Typography : James Craig, William Bevington, Susan E. Meyer
- 4.*The elements of Graphic design*: Alex W. White: All Worth Press, New York.

## Model Question paper 5B 07 BMC: Graphic Design

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**3Hrs**

**Maximum Marks: 40**

**Part A - Short answer Questions. Answer All. Each question carries**

**1 mark**

1. What is Bit Depth?
2. Define Dodge Tool
3. What is Duotones?
4. What is Spot Colour?
5. Write a note on Modular grid
6. Define tritons.

**(6 X 1 = 6)**

**Part B- Short Essay Questions. Answer any Six, not exceeding  
75 words. Each question carries 2 marks**

7. Write a note on application of grid in design
8. Discuss Digital Image
9. Explain Grid and layout
10. Write a note on Print and screen Formats
11. Explain different colour mode
12. Define Duotones
13. Differentiate DPI and LPI
14. Write a note on magic wand tool

**(6 x 2=12)**



**Part C- Essay Questions. Answer Any Four, not exceeding 150 words. Each question carries 3 marks**

15. Write a note on different grid system
16. Explain compression method
17. Write a note on toolbar
18. Explain colour system
19. Explain marquee Tool
20. Write a note on resolution

**(4 x 3=12)**

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks.**

21. Explain Raster graphic software with its applications.
22. Write an account on Image Editing.
23. Write about various soft wares used for graphic design.
24. Write in detail about application of design principles.

**(2 x 5=10)**

## Core Course-8

### Audiography

Semester	Course Code	Hours per week	Credit	Exam Hours
V	5B 08 BMC	2+2	3	3

#### Course Outcome:

- 1.To understand the audio studio fundamentals, recording techniques.
- 2.To acquire the creative use of sound tracks.
- 3.To gain an essential understanding and hands-on experience with the equipment.
4. To practice of modern recording techniques and audio production.
5. To record and edit using advanced software.

#### Unit I: Basics of Sound and Sound Recording Systems

Perception of sound - hearing sensitivity - frequency, range - sound wave length - measuring sound - basic setup of recording system – analogue and digital cables, connectors, analogue to digital conversion.

Microphone - types - unidirectional, bidirectional, omni directional, cardioids; direction, pickup pattern, noise, choosing the right mike, technique- sound reproduction devices - input devices – various sound file extension.

#### Unit II: Audio Studio Fundamentals

Introduction to Pro Tools and other audio software. ProTools: Installing Pro Tools. The Pro Tools interface, signal flow, gain stages, I/O setup, types of tracks, creating a new session in Pro Tools, keyboard shortcuts.

## Unit III: Pro Tools Recording Techniques

Setting recording levels, sample rate and bit depth, sound wave fundamentals, deeper into sampling, sampling and anti-aliasing, quantizing and coding, hard drive space requirements, disk allocation, session parameters, buffer settings and latency times, the basics of microphones and microphone techniques, Pro Tools preferences, importing audio and session data, keyboard shortcuts, assignment: The ultimate recording.

## Unit IV: Creative Use of Sound Track

Recording: busses, playlists, use of dialogue, music and sound effects. Equalisation. Balancing of levels – panning, mixing, the art of producing and recording your own music, memory locations and markers, window configurations and arrangements, using inserts, the basics of effects loops, headphones and headphone mixes.

## Unit V: Sound design across industries

Sound design in: Theatre, Television, Film & Video Games.

### Practical

- Record nature sounds for posting in a 5-minutes' short fiction film (Individual exercise).
- Create the soundtrack for a 3-minutes film, involving dubbing, foley recording, background music, final mixing (Group project)

### References

1. John Strutt & Baron Williams, *The Theory of Sound*, Rayleigh. 1996.
2. Francis Rumsay and Tim Mick, *Sound and Recording: An introduction*. Oxford: Focal Press.
3. Collins Mike, *ProTools for Music Production: Recording, Editing*, Academic P, 2009.
4. Alec Nibett, *The Sound studio*.
5. Mackenzie, *Acoustics*.
6. G. Slot, *From Microphone to Ear*.
7. David Miles Huber, *Modern Recording Techniques*.
8. Jay Rose, *Audio post production for film and Video*.

# Model Question Paper

## 5B 08 BMC: Audiography

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**Time : 3 Hrs**

**Maximum Marks: 40**

**Part A - Short answer Questions. Answer All. Each question carries 1 mark**

1. \_\_\_\_\_ sound refers to sound recorded at the time of the filming of movies.
  2. I / O set up
  3. Headphone mixes
  4. MIDI
  5. Loops
  6. Decibels
- (6 X 1 = 6)**

**Part B- Short Essay Questions. Answer any Six, not exceeding 75 words. Each question carries 2 marks**

7. Resul Pookutty
  8. Noise
  9. List various sound file extensions
  10. SFX
  11. Lip synchronisation
  12. Boom man
  13. Sound sensors
  14. Describe Omni-directional microphone
- (6 x 2=12)**

**Part C- Essay Questions. Answer any Four, not exceeding 150 words. Each question carries 3 marks**

15. Explain the various types of sound tracks.
16. What do you mean by audiography? Elaborate.

17. What are the features of dubbing?
18. Discuss sound reproduction devices.
19. What are the major elements and applications of multi-track recording?
20. Explain basic set up of a recording system. **(4 x 3=12)**

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks**

21. Write about various sound tracks used in a film of your choice.
22. What are major types microphones? Elaborate.
23. Explain the tools and functions of Pro Tools?
24. 'The production and recording of music is an art', explain this statement with suitable examples.

**(2 x 5=10)**

## Core Course-9

### Film Studies

Semester	Course Code	Hours per week	Credit	Exam Hours
V	5B 09 BMC	2+2	3	3

#### Course Outcome:

1. To get a basic knowledge on cinema.
2. To understand history of cinema.
3. To assess with various film movements.
4. To know about evolution of the technology of the film.
5. To understand the politics of cinema.

### Unit 1: History and evolution of cinema

Philosophy of film, cinema and art, Muybridge, evolution of the technology of the film, evolution of technology of film, An overview of Indian Cinema and Malayalam Cinema.

### Unit 2: Film Genres

Narrative Films, Romantic comedies, Slapstick comedy, War and cowboy Movies, Science fiction, Star wars, Thrillers, Musical and Feel good movies. Types of film: short films, feature films and documentary.

### Unit 3: Film Language

Shot, Scene, Sequence, Cuts and Transitions, Zoom, Fade in and Out, Close up, Mis-en-scene, Montage

## Unit 4: Film movements

French Impressionism, Japanese Auteur, German Expressionism, Soviet Montage, Italian Neorealism, and Indian New-wave

## Unit 5: Politics in cinema

Case studies of Latin American, Iranian & Indian Cinema

For analysis and appreciation-

**Latin American cinema:**(1) *Memories of Underdevelopment* directed by Tomas Alea, 1968.(2) *Battle of Chile* (documentary) directed by Patricio Guzman,1975

**Iranian cinema:** (1) *Through the Olive Trees* directed by Abbas Kiarostami,1994 (2) *The Day I Became a Woman* directed by Marzieh Mashkini, 2000

**Indian Cinema:**(1) *The Window (Janala)* directed by Buddhadeb Das Gupta,2011 (2) *Sairat* directed by Nagraj Manjule, 2016 (3) *The Great Indian Kitchen* directed by Jeo Baby, 2021

## Practical

- Film appreciation / Film diary
- Create video Units of film history / Film history book

**For Further Watching:** (No questions shall be asked from this list of films)

- 1.*Pather Panchali* directed by Satyajit Ray
- 2.*Pariyerum Perumal* directed by Mari Selvaraj
- 3.*Village Rockstars* directed by Rima Das
- 4.*Elipathayam* directed by Adoor Gopala Krishnan
- 5.*Meghe Dhaka Tara* directed by Ritwik Ghatak
- 6.*Salaam Bombay!* directed by Mira Nair
7. *Life is a miracle* directed by Emir Kusturica
- 8.*Raincoat* directed by Rituparno Ghosh
9. *Adaminte Vaariyellu* directed by K G George
10. *Newton* directed by Amit V Masurkar

## References

1. Bazin, Andre. *What is Cinema?* Hugh Gray trans. University of California Press: California, 2005.
2. Cook, Pam. *The Cinema Book*. 3<sup>rd</sup> ed. BFI: London, 2007.
3. Lumet, Sidney. *Making Movies*. Vintage:NY, 1995
4. Mamet, David. *On Directing Film*. Penguin:NY, 2002.
5. Rajadhyaksha, Ashish & Paul Willemen. *The Encyclopedia of Indian Cinema*. Taylor & Francis: NY, 1999.
6. Murch, Walter. *In the Blink of an Eye*.
7. Braudy, Leo. *Film Theory & Criticism*. OUP: Oxford & NY, 2004.
8. Hill, John & Pamela Church Gibson (eds). *The Oxford Guide to Film Studies*. OUP: Oxford, 1998.
9. Nathan Abrams, Ian Bell and Jan Udris: *Studying Film*
10. James Monaco: *How to Read a Film*.
11. Gerald Mast : *A short history of the movies*.
12. Erik Barnauw and S Krishnaswamy : *Indian Film*.



# Model Question Paper

## 5B 09 BMC: Film Studies

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**Time: 3 Hrs**

**Maximum Marks: 40**

**Part A - Short answer Questions. Answer All. Each question carries 1 mark**

1. Who is Satyajit Ray?
2. What is film genre?
3. What is film appreciation?
4. Who is the director of the film *Through the Olive Trees*?
5. What is Avant-garde?
6. What is Auteur Theory?

**(6 X 1 = 6)**

**Part B- Short Essay Questions. Answer any Six, not exceeding 75 words. Each question carries 2 marks**

7. Tomas Alea
8. German Expressionism
9. *Sairat*
10. Silent Era
11. Write about contemporary Iranian Cinema.
12. Write note on Majid Majidi
13. Muybridge
14. Biopic

**(6 x 2=12)**

**Part C- Essay Questions. Answer any Four, not exceeding 150 words. Each question carries 3 marks**

15. Who are the major directors of French New Wave?

16. What do you understand by the term 'film for social change'?

17. Write on the cinematic contributions of Marziah Mashkini.

18. Discuss politics of Latin American films.

19. What are different types of Films?

20. Indian New wave

( 4 x 3=12)

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks.**

21. Write brief history of Malayalam cinema

22. Explain the evolution of technology in film.

23. What are the cinematic contributions of Buddhadeb Dasgupta?

24. Describe various film movements of the world.

(2 x 5=10)

## Core Course-10

### Digital Journalism

Semester	Course Code	Hours per week	Credit	Exam Hours
V	5B 10 BMC	2+2	3	3

### Course Outcome:

1. To develop a basic knowledge on digital news and news gathering
2. To understand the evolution of digital Journalism
3. To equip students to handle various digital media tools
4. To inculcate a critical approach towards new media Journalism

### Unit 1:

What is digital media? Basic concepts of digital media, theories of digital media: complexity theory and post-humanism.

### Unit 2:

Evolution of Digital Communication-the historical context of computer based communication. Internet, Usenet and news groups, researching via internet.

## Unit 3:

Writing/reporting for digital media, Finding and using Online Information, news gathering via digital media tools: mobile phones, internet etc, digital media platforms. Social media networks.

## Unit 4

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

## Unit 5

Issues in Digital Journalism, Digital News and Politics; Cyber culture, Cyber-crime, Cyber ethics, Cyber activism, cyber democracy through digital media, issues of access and Digital Divide.

## Practical

- Create a news blog /e-zine
- Produce different story types:(1) Data Story (2) Visual Story (3) Audio Story (4) Text-Based Story. (Group Activity :Form a group of Four students for Practical assignment)

## References

1. Stuart Allan, Online news: Journalism and the Internet
2. Maria Bakardjieva, Internet Society: the internet in everyday life
3. Jagadish Steven Jones, Virtual Culture: Identity and Communication in Cyber Society
4. Jason Whitaker, The Internet: The Basics
5. Stefan Herbrechter, Posthumanism: A Critical Analysis 4. Tapas Ray: Online Journalism, A Basic Text
6. Chakravarthy, Cyber Media Journalism: Emerging Technology

# Model Question Paper

## 5B 10 BMC: Digital Journalism

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**Time: 3 Hrs**

**Maximum Marks: 40**

**Part A - Short answer Questions. Answer All. Each question carries 1 mark**

1. Wikipedia

2. Kindle

3. Mark Zuckerberg

4. Media convergence

5. New media

6. Digital News

**(6 X 1 = 6)**

**Part B- Short Essay Questions. Answer any Six, not exceeding 75 words. Each question carries 2 marks**

7. Various digital media

8. Write on different news groups

9. What are the possibilities in researching via internet?

10. Dysfunctions of social media network

11. Discuss Cyber ethics

12. WWW

13. Fake news

14. Complexity theory

(6 x 2=12)

**Part C- Essay Questions. Answer any Four, not exceeding 150 words. Each question carries 3 marks**

15. Write on cyber democracy through digital media

16. Explain theories of digital media

17. Elaborate computer based communication

18. Online information

19. Digital India and news diffusion

20. Social media journalism

(4 x 3=12)

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks.**

21. Elaborate the evolution of digital communication.

22. 'News gathering via digital media tools is essential in new age journalism' Explain.

23. Explain interrelationship between culture, language and digital media.

24. Write about digital media's influence in Malayalam and English language writing style.

(2 x 5=10)

# Core Course-11

## Web designing

Semester	Course Code	Hours per week	Credit	Exam Hours
V	5B 11 BMC	4+2	3	3

### Course Outcomes

1. Basic knowledge on web designing.
2. To develop skills to develop responsive web site.
3. To familiarize with various principles of web designing.
4. To know about internet navigation & HTML forms.
5. To understand about hosting a website & web publishing.

### Unit 1: Basics of web design

Internet – history of internet & it's working - internet services - World Wide Web – importance of a website – *Uniform Resource Locator* (URL), IP Address, Web Protocols - web browsers - Domain names - Qualities of a good website – web writing styles – Types of web sites

### Unit 2: Principles of web designing

Basic principles involved in developing a web site - Planning process - Golden rules of web designing - web presentation outline – Page design - Home Page Layout - Design Concept - Web File Management - registering web pages - Designing navigation bar

## Unit 3: Introduction to HTML

HTML elements – basic structure of an HTML document – creating an HTML documents - HTML Tags and their applications - Commonly used HTML Commands - Structure of an HTML program - Document Body - types of lists in HTML - Working with Text, Lists, Tables and Frames - Working with Hyperlinks, Images and Multimedia - Working with Forms and controls.

## Unit 4: Introduction to Web Publishing or Hosting

User interface design with Adobe Photoshop – Webpage Layout – Header – Design aesthetics layouts - website creation process - working with text, formatting, importing, editing text, links adding, modifying, layers, forms - working with templates & shock waves – creating title for web pages – Title Matte - saving & publishing the site

## Unit 5 : Introduction to Java Script

Basics of Java script - Features and characteristics of web authoring tools; interfaces; images - Java Programming - Constants, Variables and Data Types – Operators and Expressions – Decision Making and Branching – Decision Making and Looping. Classes - Objects and Methods – Arrays, Strings and Vectors – Interfaces - Multiple Inheritances- concept of CSS – CSS styling – structure of CSS - creating page & site designs

## Practical

- Create a responsive website using HTML and JAVA Script.

## References

1. Julie C. Meloni, HTML and CSS in 24 Hours, Sams Teach Yourself (Updated for HTML5 and CSS3), Ninth Edition
2. Powell, Thomas A. HTML & CSS: The Complete Reference. McGraw Hill Education; 5 edition.
3. <https://www.w3schools.com/css/>
- 4 <https://www.w3schools.com/html/>
5. Javascript-Definitive Guide O'reilley 6th edn
6. <https://www.w3schools.com/js/>



# Model Question Paper

## 5B 11 BMC: Web Designing

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**3Hrs**

**Maximum Marks: 40**

**Part A - Short answer. Answer All. Each question carries 1 mark**

1. WWW stands for.....
2. What is the use of <a> tag in HTML?
3. What are the different heading tags in HTML?
4. URL stand for.....
5. What is the use of password input in an HTML form?
6. What is a checkbox in an HTML form?

**(6 X 1 = 6)**

**Part B- Short Essay Questions. Answer any Six, not exceeding 75words. Each question carries 2 marks**

7. Explain about lists in HTML.
8. Give 2 examples for semantic tags.
9. Explain about HTML form validation.
10. Explain about inline, internal and external css styling.
11. Explain about data list and list attribute with an example.
12. Explain about confirm and prompt boxes in java script.
13. Explain about inline, internal and external css styling.
14. Write short note about datalist tag in HTML with an example.

**(6 x 2=12)**

**Part C- Essay. Answer any Four, not exceeding 150 words.**

**Each question carries 3 marks**

15. Explain about different lists in HTML.
16. Explain how tables can be created in HTML with an example.
17. Explain about HTML5 form validation techniques.
18. Explain about inline, internal and external css styling.
19. Explain about structure of an HTML document.
20. Explain datatypes in java script

**(4 x 3=12)**

**Part D- Long Essay. Answer any Two not exceeding 300 words.**

**Each question carries 5 marks**

21. What is meant by Table? What are the tags used for table creation?  
What are the different attributes? Illustrate with an example..
22. Explain different types of operators in java script
23. Explain in detail about different form elements, input types and attributes.
24. Design an HTML page which contains a form for accepting basic student details. Explain

**(2 x 5=10)**

## Core Course-12

### Media Management and Research

Semester	Course Code	Hours per week	Credit	Exam Hours
<b>VI</b>	<b>6B 12 BMC</b>	<b>2+1</b>	<b>3</b>	<b>3</b>

#### Course outcome:

- 1.To conduct research projects at professional standards in the field.
- 2.To develop analytical and problem-solving skills.
- 3.To develop a sound knowledge of respective and integrated attributes of media.
- 4.Manage essential practices and processes of media content production.
- 5.To inculcate the ability to manage various media organizations.

#### UNIT I

Management: Concept and scope; Principles of management; Theories of management; Human resource of management; Finance management; New trends in management.

#### UNIT II

Media Management: Concept, Need and scope; Principles of Media management; Media as an industry and profession; New trends and legal issues in media management.

## UNIT III

Media Organization: Organizational Structure; Function of various departments; Personnel Management; Financial Management Media legislation, regulation and governance.

## UNIT IV

Print & Electronic media management: News management; Editorial Management; Programme planning and Production; Resource planning and resource structure; Branding & Marketing; Public relations & Advertisement.

## UNIT V

Research Methodology: Definition and Objectives, Research Process, Tools and methods of Data Collection, Types of research in Print, Electronic and New Media, ; Audience Research; Writing Thesis and Dissertation.

## Practical

- Visit a media organisation and prepare a media management dairy (Individual Assignment)
- Prepare a case study on management, visiting a small media organisation /Prepare a media house journal. (Group Activity: Form a group of four students for practical assignment.)

## References

1. Law Relating to Publishers and Printers : P.C Sarkar
2. Newspaper organisation and management : L. W. Ruckerr and Williams
3. Newspaper Management in India : Gulab Kothari
4. Managing Electronic Media : Czech Beckerman
5. Media and Communication Management : C R Rayudu
6. An introduction to Research Methodology : B.L. Garg, R. Karadia and F.Agarwal

# Model Question Paper

## 6B 12 BMC: Media Management and Research

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**3Hrs**

**Maximum Marks: 40**

**Part A - Short answer Questions. Answer All. Each question carries 1 mark**

1. Define OTT?
2. What are venture capitalists?
3. What is an angel investor?
4. What is media ownership?
5. What is TAM?
6. Define the term 'media concentration'. (6 X 1 = 6)

**Part B- Short Essay Questions. Answer Any Six, not exceeding 75words. Each question carries 2 marks**

7. Write a short note on Merger & Acquisition in Media.
8. Explain in detail the pros & cons of Equity and Debt routes for entrepreneurs?
9. Explain in detail the aspects of Start-Up India policy
10. Discuss the key policies of Government of India for spurring the growth of entrepreneurship.
11. Define human resource management and how does it relate to media industry?
12. Discuss some of the key FDI policies for media industry in India.

13. Discuss how commercialization of news media is a dangerous trend.

14. Describe the business model of digital news media organization.

(6 x 2=12)

**Part C- Essay Questions. Answer any Four, not exceeding 150 words. Each question carries 3 marks**

15. Discuss the aspects of cross-ownership in traditional media and why it is an emerging threat.

16. Discuss with one example the emergence of a new media body which is working towards building the independent media culture in India.

17. Explain in detail with examples of the new media opportunities available for entrepreneurs in India?

18. Media Economics is concerned with 'how media operators meet the informational and entertainment wants and needs of audiences, advertisers and society with available resources' – Discuss.

19. Discuss the media economics of Newspaper industry.

20. Explain in detail the saga of Financial Times of London in India?

(4 x 3=12)

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks.**

21. What exit strategies are available to entrepreneurs?

22. Why do so many small companies fail to escape their initial entrepreneurial phase?

23. Explain in detail how global billionaires are investing in media outlets to bring back the trust in traditional media houses.

24. As a marketing head of your newspaper, what measures would you initiate to rescue your publication from persistent loss due to competition from the online media? Chalk out a plan for profitability keeping in mind that resources are scarce.

(2 x 5=10)

## Core Course-13

### Animation and Motion Graphics

Semester	Course Code	Hours per week	Credit	Exam Hours
VI	6B 13 BMC	4+2	3	3

#### Course Outcome:

1. To understand the principles of 2D animation
2. To understand principles and dynamics of 3D animation
3. To make student able to create 2D and 3D animations
4. To obtain the skills to operate various animation software's
5. To develop a better understanding about animation

#### Unit-1: Fundamentals of Animation

History of animation –types of animation – animation techniques – basic drawing techniques - concepts of visualization - illustration and sketching techniques - basic shapes and sketching techniques - concepts of 2d - cell animation - traditional animation - key frame animation.

#### Unit- 2: Animation Concept

Animation process development - concept design and development - storytelling techniques - basic script and story board - character design and development - background creation - acting and direction for animation- timing for animation - animated audio and video streaming and editing.

## Unit- 3: Animation Production

Introducing 2D and 3D animation software: Blender/Maya/3ds Max / Cinema 4D - creating basic vector shapes using drawing tools – colour theory & basics - character creation for animation - timeline and layer concepts - principles and animation techniques - techniques involved in compositing the foreground & background – syncing the audio & video.

## Unit-4: Motion graphics

Introduction to Motion graphics- history of motion graphics - visual compositing- keying (green and Blue)- alpha compositing- matte painting- wire removal - Introduction to Adobe After effects – Layers - Compositions - Video standards - camera movements- titling- Particle emitters - Import video and PSD files – Masking - Motion Tracking - Key frame Assistant – Effects - Third Party Plug-in.

## Unit- 5: Colour Correction

Colour Correction, Features and applications - Colour Correction Filters – Colour Correction Examples - RT Extreme; Rendering and Video Processing; Mixed- Format Sequences - Backing Up and Restoring, Advanced Colour correction with Adobe After effects - Introduction to DI colouring Technology.

## Practical

- Students should apply animation techniques they learn in this Unit in a three minute animation short fiction film (Group activity: Form a group of Six students for practical assignment.)

## References

1. Exploring the Elements of Design: Mark A. Thomas, Poppy Evans
2. The Art of Composition: Michael Jacobs
3. The Art of Pictorial Composition: Wolehonok
4. Complete Books of Artist Techniques: Dr. Kurt Herbers
5. Rawing for The Absolute and Utter Beginner: Claire Watson Garcia



6. Perspective Made Easy: Ernest R Norling
7. perspective Drawing Handbook: Joseph D'Amelio

## Model Question Paper

### 6B 13 BMC: Animation and Motion graphics

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**3Hrs**

**Maximum Marks: 40**

**Part A - Short answer. Answer All. Each question carries 1 mark**

1. .... is basically a form of pictorial presentation.
2. Multiplane camera was introduced by Walt Disney
3. It refers to simulated motion pictures showing movement of drawn objects.
4. The \_\_\_\_\_ is a piece of equipment designed to make cartoons more realistic and enjoyable. It uses stacked panes of glass each with different elements of the animation.
5. Name of the first animation film.
6. The father of animation? **(6 X 1 = 6)**

**Part B- Short Essay. Answer any Six, not exceeding 75words, each questions carries 2 marks**

7. Write a note on aspect ratio.
8. Distinguish between uniform scaling and differential scaling.
9. What is synchronization?
10. Define the term flicker in video
11. State run length encoding.
12. What is meant by scan code?
13. What is Adobe after effects?
14. What is the name of the programming / scripting language of Flash **(6 x 2=12)**

**Part C- Essay. Answer any Four, not exceeding 150 words. Each question carries 3 marks**

15. What method of animation creates the in-between frames when you create the start and end points of the animation?
16. Explain scan conversion
17. What is a mask in after effects and what is the short key to select the image?
18. What is the function of key frames in After Effects?
19. Write a note on types of clipping
20. Explain aspect ratio. (4 x 3=12)

**Part D- Long Essay. Answer any Two not exceeding 300 words.  
Each question carries 5 marks**

21. Explain traditional animation
22. What is the difference between impact and non-impact printers?
23. List out the merits and demerits of Plasma panel display
24. Distinguish between uniform scaling and differential scaling.

(2 x 5=10)

## Core Course-14

### Communication in Theatre and Dramatics

Semester	Course Code	Hours per week	Credit	Exam Hours
VI	6B 14 BMC	4+2	3	3

#### Course Outcome:

1. To acquire an overall knowledge of the history of theatre.
2. Students will be oriented towards different kinds of theatre language developed at various points of history.
3. To familiarize and understand post-dramatic theatre languages and its practical implications.
4. To understand theatre and new methodologies of making theatre such as devising and scenography.
5. To understand the power of theatre as a tool for social change.

#### UNIT 1: History of Theatre

Short history of World, Indian & Kerala theatres-

A) World: Greek, Roman, Elizabethan, Asian, Kabuki, Noh theatres

B) Indian: Sanskrit theatre, Koodiyattom, Natya Sastra & Modern theatre.

C) Kerala: KPAC, G Sankara Pillai, School of Drama, Kavalam school, Experimental theatre.

#### UNIT 2: Writing for Dramatic Theatre

Understanding theatre by examining plays:

For reading & evaluation: (1) *A Streetcar Named Desire* by Tennessee Williams.  
(2) *Tughlaq* by Girish Karnad.

## UNIT 3: Production Techniques in theatre

Direction-Scenography - devising theatre (case study: *Khasankinte Ithihaasam* directed by Deepan Sivaraman ).

## UNIT 4: Theatre for social change

Role of folk theatre- IPTA- Jana Natya Manj -Contributions of K T Muhammed & K J Baby.

## UNIT 5: Different forms of theatre

Indian methods-Stanislavsky-Michael Chekhov-Meyerhold - Bertolt Brecht, Grotowski.

### Practical

- Workshop for dramatic writing
- Workshop for acting methods

### Reference Videos:

For screening-

1. Theatres of India (documentary)- Jabbar Patel.

2. Michel Chekov Technique Samples |

[https://www.youtube.com/watch?v=wgn299ZH6DA&list=PLkYwcPiiBEYBk4jYYIJX0FK3\\_qpMa58Tf&index=4](https://www.youtube.com/watch?v=wgn299ZH6DA&list=PLkYwcPiiBEYBk4jYYIJX0FK3_qpMa58Tf&index=4)

3. Stanislavski in Practice: Work on the Actor  
<https://www.youtube.com/watch?v=b0whzQfMN2g>

4. An introduction to Brechtian theatre <https://www.youtube.com/watch?v=l-828KqtTkA>

5. Grotowski: A Practical Guide

<https://www.youtube.com/watch?v=rIUMyPLzkDg>

### References Books

1. Rustom Bharucha : Theatre and the World- Performance and the Politics of Culture.
2. Vayalaa Vasudevan Pillai : Malayala Nataka Sahitya Charitram.
3. V T Bhattathirippadu : Adukkalayil Ninnu Arangathekku:
4. K Damodharan : Patta Bakki.
5. Idassery : Koottukrishi.
6. K T Muhammed : Oru Puthiya Veedu.
7. Thoppil Bhasi : Ningalenne Communisttaakki.
8. G. Sankara Pillai : Karutha Daivathe Theedi :

9. C.J. Thomas : Aa Manushyan Nee Thanne :

10.Joy Mathew : Sankadal

## Model Question Paper

### 6B 14 BMC: Communication in Theatre and Dramatics

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3Hrs

Maximum Marks: 40

**Part A - Short answer Questions. Answer All. Each question carries 1 mark.**

1. Bertolt Brecht

2. *Theatres of India*

3. *Adukkalayil Ninnnu Arangathekku*

4. School of Drama

5. KPAC

6. Noh

(6 X 1 = 6)

**Part B- Short Essay Questions. Answer any Six, not exceeding 75 words. Each question carries 2 marks.**

7. Explain ritual theatre

8. Describe Natyashashtra

9. Write main characteristics of Elizabethan theatre

10. K J Baby & Nadugadhika

11. Explain scenography
12. Write on acting methods of Stanislavski
13. Elaborate Thanathu Nataka Vedi
14. Explain folk theatre (6 x 2=12)

**Part C- Essay Questions. Answer any Four, not exceeding 150 words. Each question carries 3 marks**

15. Describe dramatic contributions of Girish Karnad.
16. Write a critical review about the play a ‘Streetcar Named Desire’.
17. Write an account on short history of Indian Theatre.
18. Explain major features of Kabuki Theatre.
19. Write on the relevance of IPTA.
20. What is Street Theatre? Explain. (4 x 3=12)

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks**

21. Write on devised theatre taking cues from *Khasakinte Ithihasam* directed by Deepan Sivaraman.
22. Discuss the power of Theatre as a tool for social change giving suitable examples.
23. Write about Michael Chekov’s contributions to theatre.
24. Elaborate Indian Methods of Acting. (2 x 5=10)

4B 17 BMC-P: Mini Project

6B 15 BMC: CORE PRACTICAL-II

Digital Short Film Production: Audiography, Graphic Design

6B 16 BMC: CORE PRACTICAL-III

Animation Film: Animation and Motion Graphics & Web Design

6B 18 BMC-P: Major Project

6B 19 BMC-I: Internship

6B 20 BMC-R/P: Record/ Portfolio submission & Tour Diary

# COMPLEMENTARY ELECTIVE COURSES

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# FIRST COMPLEMENTARY ELECTIVE 1

## NEWS REPORTING AND EDITING

Semester	Course Code	Hours per week	Credit	Exam Hours
I	1C O1 J-BMC	2+2	2	3

### COURSE OUTCOME

- 1: To obtain the basic understanding of journalism
- 2: To acquire the skills of reporting and editing
- 3: To assess and critique the politics of reporting
- 4: To think laterally about journalism in the digital age.

### Unit 1

What is News? Definitions of News – 5W’s and 1 H- News Values-

Hard News and Soft News- Classification of News: Regional, National, International -  
What’s Journalism? Principles of journalism, role of a journalist.

## Unit 2

News Reporting: Idea generation, Gathering background information, Building contacts, News Sources -Legislature, Executive, Judiciary, Sources of respective beats- Social Media- News Agencies- Citizenry- News gathering, Principles of news writing.

## Unit 3

Specialised forms of reporting: Features- Profiles- Interviews- In-depth analysis, Investigative Reporting- Curtain raisers- Running stories- Citizen Reporting. Editorial, Columns- Op Ed pages. Qualities of a reporter, functional role of a reporter, Freelance, Work flow of news bureau.

## Unit 4

Writing News: Various types of leads- News story structures (Inverted pyramid style, Hour glass style, Nut graph style)- Difference in approaches for writing hard news and features- writing news releases. Headlines: Various types of headlines- Infographics-Blurbs- News photographs: captions and cutlines.

## Practical:

- Prepare a profile story of a local celebrity
- Prepare a Feature story / Editorial
- Photo caption /Blurb writing assignments

## References

1. Carole Rich: *Writing and Reporting News*
2. Fred Fedler et al: *Reporting for Media*
3. Wyneford Hicks et al: *Writing for Journalist*
4. Chris Forest: *Reporting for Journalist*
5. Angela Phillips: *Good writing for Journalists*

6. Bruce Itule and Douglas Anderson: *News Writing and Reporting for Today's Media*
7. Vir Bala Aggarwal: *Essentials of Practical Journalism*

## Model Question Paper

### 1C 01 J- BMC: News Reporting and Editing

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**3 Hrs**

**Maximum Marks: 32**

**PART A - Answer ALL questions. Each question carries 1 mark**

1. Chief Editor
2. Nick Ut
3. Key hole journalism
4. Leader writer
5. Blurbs

**(5X1= 5 )**

**PART B - Answer any Four questions not exceeding 75 words each. Each question carries 2 marks.**

6. News editor
7. AFP
8. Freelance journalist
9. Nut graph style
- 10 Niche readers
11. Infographics

(4 X2= 8)

**PART C - Answer any 3 questions not exceeding 150 words each.**

**Each question carries 3 marks.**

12. Describe the advantages and disadvantages of inverted pyramid writing.
13. Explain scope and challenges of newspaper in the digital era
14. What is stylebook? Why is this meticulously maintained in every newsroom?
15. Examine the role of news photography.
16. Differentiate between soft news and hard news with appropriate examples.

(3X3=9)

**PART D - Answer any 2 questions not exceeding 300 words each.**

**Each question carries 5 marks.**

17. Explain the organizational structure of a newspaper.
18. What are the different types of interviews?
19. What are the various sources of news? Give suitable examples
20. What are the basic principles of translation? Elaborate with suitable examples.

(2X5=10)

## FIRST COMPLEMENTARY ELECTIVE -2

### ADVERTISING

Semester	Course Code	Hours per week	Credit	Exam Hours
II	2C 02 J- BMC	2+2	3	3

### Course outcome

By the end of the course, the student should be able to:

1. To get an understanding of the core concepts of advertisement and relate them to real world situations.
2. To identify various factors that influence consumer behaviour.
3. To examine concepts of branding, targeting and positioning.
4. To compare and contrast different advertisement marketing strategies.
5. To evaluate various decisions involved in devising advertisement programs

### Unit -I

Advertising: Definition; origin and development of advertising; advertising in India; functions and role of advertising; principles of advertising; types of advertising; advertising and society.

### Unit-II

Advertising agency-Departments and functions; advertisements for various media; media selection and media mix; key factors in budget setting; code of advertising standards; legal and ethical problems in advertising.

## Unit-III

Writing for advertising: Elements of ad copy, advertising for print, radio, television and online media; advertising design; writing for PR: internal publications such as vision and mission statements, newsletters, house journals, bulletin, displays, suggestion boxes etc., writing for various media such as press release, press brief etc.,

## Unit- IV

Ad copy; Visualization; Layout; Principles and characteristics of advertisements; Buying and selling time and space; Scheduling advertisements; Concepts and principles of marketing; Brand positioning

## Unit-V:

Advertising Research : Need for research in advertising; Copy testing; Media research; Campaign assessment research; Qualitative techniques in advertising research

## Practical

- Prepare a print advertisement / Write a video advertisement script / Prepare a radio Ad script / Create a FB advertisement
- Conduct a digital advertisement campaign ( Group activity: form a group of Six for practical assignment)

## References

- BurtonPW, Advertising copy writing, Greiedin Ohio
- Borden &Marhall, Advertising Management, Taraporewala,
- Burke j. D., Advertising in the market place megraw hill
- Wright warner, Advertising, Mcgraw Hill
- GhoshSubir, Public Relations today, Rupa, Calcutta.
- Jethwani, Verma, Sarkar : Public Relations : Concept, strategies, tools sterling, New Delhi, 1994.
- John Marston : the Nature of Public Relation, Mcgraw Hill, 1963.
- Kleppner, O., Russell, T., &Verrill, G. (1986). Otto Kleppner'sAdvertising procedure. Englewood Cliffs, NJ: PrenticeHall.
- Kumar, K. J. (2010). Mass communication in India. Ahmedabad: Jaico Pub. House
- Pearce, C., Burnett, J., Moriarty, S. E., & Wells, W.

(1989).Advertising: principles and practice: Englewood Cliffs:  
Prentice Hall.

- Sandage, C. H.,Fryburger,V.,&Rotzoll, K.(2000).Advertising theory and practice.  
New Delhi: AITBS Publishers

## Model Question Paper

### 2C 02 J - BMC: ADVERTISING

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**3Hrs**

**Maximum Marks: 32**

**Part A - Short answer Questions. Answer All. Each question carries 1 mark**

1. Copy writer
2. Brand recall
3. Ogilvy
4. Logo
5. Transient advertisement **(5 X 1 = 5)**

**Part B- Short Essay Questions. Answer Any Four, not exceeding  
75words. Each question carries 2 marks**

6. What is the meaning of Advertising? Explain the importance of advertising.
7. What are the factors influencing choice of media?
- 8 Write a note on Ethical Advertising? Explain with examples
9. Why is branding important? Explain.
10. How to select an advertising agency?
11. What are the various types of advertising?

**(4 x 2=8)**

**Part C- Essay Questions. Answer Any three, not exceeding 150  
words. Each question carries 3 marks**

12. What is Branding? Explain Brand Equity
13. Write a note on target audience
- 14 What is an Advertisement copy? Describe its elements.

15. Define Brand Positioning. How would you undertake it?
16. How to select an advertising agency? **(3x 3=12)**

**Part D- Long Essay Questions. Answer Any Two not exceeding 300 words. Each question carries 5 marks**

17. What are various objectives of Advertising? Explain with the help of examples
18. What various functions are performed by an advertising agency
19. Write about major branding strategies
20. Write a detailed note on Advertising challenges in Globalisation era  
**(2 x 5=10)**



## First Complementary Elective-3

### Public Relations and Corporate Communication

Semester	Course Code	Hours per week	Credit	Exam Hours
III	3C 03 J - BMC	2+2	3	3

#### Course Outcome:

1. To provide an overview of Public Relations and corporate communication.
2. Have an outlook about tools of PR
3. To equip students to plan and execute PR and corporate communication campaigns.
4. To impart lessons on basic ethics of Public Relations and corporate communication.
5. To understand professional approach in PR.

#### Unit 1: Evolution of Public Relations

Definition and evolution of Public Relations –Types of PR-PR programme and planning

#### Unit 2: PR Public

Objectives of PR –PR Public, PR Tools -Communication with: investors, community & government-Media Relations.

## Unit 3: Public Relations Officer

Qualities of Public Relations Officer–Role of PRO-Work of PR Person-  
Future job Prospects-PR and crisis management.

## Unit 4: Fundamentals of Corporate Communication

Definition of Corporate Communication-corporate identity and corporate image, corporate culture, corporate communicator, corporate social responsibility.

## Unit 5: Media Relations in Corporate Sectors

PR and Media Relations in Corporate Sectors- Corporate Communication Practices Issuing news releases, holding news briefings, sponsorship and exhibitions, publication of newsletters, corporate communication and new media.

### Practical:

- Design a PR campaign for a regional event
- Prepare a PR campaign for your college and evaluate its effectiveness.(Group activity :Form a group of Five students for Practical Assignment)

## References

- 1.Alison Theaker: *Public Relations Handbook*.
- 2.S H H Kazmi and Satish Batra: *Advertising and Promotion*.
- 3.P R Smith: *Marketing Communications*.
4. Joep P Cornelissen: **Corporate Communication: A Guide to Theory and Practice**.

# Model Question Paper

## 3C 03 J - BMC: Public Relations and Corporate Communication

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**Time: 3Hrs**

**Maximum Marks: 32**

**Part A - Short answer Questions. Answer All. Each question carries 1 mark**

1. PRO
2. Opinion Leader
3. Target audience
4. Tactics
5. PR e-zine

**(5 X 1 = 5)**

**Part B- Short Essay Questions Answer Any Four, not exceeding 75 words. Each question carries 2 marks.**

1. Discuss the elements of PR.
2. Media Relations.
3. House Journal.
4. PR programme and planning.
5. Discuss various tools of PR.
6. Definition of Corporate Communication.

**(4 x 2=8)**

**Part C- Essay Questions. Answer any Three, not exceeding 150 words. Each question carries 3 marks.**

12. Elaborate PR and crisis management.
13. Explain PR and Media Relations in Corporate Sectors.
14. What is PR campaign? Discuss the need for objective and planning in the campaign process.
15. Discuss relevance of publication of newsletters in an organization.
16. Write on corporate Communication Practices.

**(3 x 3=9)**

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks.**

17. What is corporate social responsibility? How can it help for PR and corporate communication?
18. Define corporate culture and corporate PR. Explain corporate PR's aims and objectives.
19. Discuss the role of research in Public Relations.
20. What do you understand by Public Relation Principles? Are these principles always followed by the PR Practitioners? Explain.

**(2 x 5=10)**

## First Complementary Elective-4

### BROADCAST JOURNALISM

Semester	Course Code	Hours per week	Credit	Exam Hours
IV	4C 04 J - BMC	2+2	3	3

#### Course outcome

- To have basic knowledge about the evolution of Broadcast Journalism
- To familiarize with Radio & TV writing
- To understand various production techniques in broadcast media.
- To familiarize with broadcast tools
- To understand the functioning of different broadcast media houses.

#### Unit I : Brief History & Evolution of Broadcast Media

Understanding broadcasting, brief history of Radio and TV, Socio political impact of broadcast media, AIR, Doordarshan, Narrowcasting, Community radio.

#### Unit II : Writing for Radio

Writing for ears, types of sounds, radio script, Planning and structuring the copy for various audio inputs, Rewriting the printed and agency copy for broadcasting, headline writing, various program formats.

## Unit III: Writing for TV

AV Script, developing Planning and structuring the copy for various audio visual inputs, Editing bytes, procuring & editing visuals – archives, graphics & other sources, Writing Anchor Leads

## Unit IV: TV News production

Producer, ENG, Reporting, Developing TV stories, PTC, Structuring a TV news report, V/O's, packages & story formats., Presentation skills of media, voice control, voice modulation.

## Unit V: TV Studio

Crew members, studio, floor manager, PCR, Field work, TV news interviews, shooting, recording and editing Live reporting: organizing thoughts and adlibbing, DSNG, Multiple OB locations and Split screen, V/O from field and technical challenges, writing for Asters, subtitles, scrawls and other TV screen value addition instruments.

## Practical:

- Prepare a script for a radio talk/radio book review / interview / a radio drama
- Prepare a 15 minutes TV news story in a video format ( Group Activity:Form a group of Five students for practical assignment. News Items of 2 to 3 minutes duration can be incorporated)

## References

- Chantler, P., & Stewart, P. (2016): *Basic Radio Journalism*.
- *Hand book of media in Asia*. (n.d.). New Delhi. Sage publications.
- V.Prakash Ghandi (2009) Handbook of Radio and Television Broadcasting :Components ,Tools and Techniques.

# Model Question Paper

## 4C 04 J - BMC: Broadcast Journalism

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**3Hrs**

**Maximum Marks: 32**

**Part A - Short answer Questions. Answer All. Each question carries 1 mark**

1. What is DSNG?
2. Prepare a note on Prasar Bharati.
3. Explain the term stringers.
4. What is PCR?
5. What are sources? (5 X 1 = 5)

**Part B- Short Essay Questions. Answer any four, not exceeding 75words. Each question carries 2 marks**

6. What are the functions of electronic media?
7. What are the different types of microphones?
8. What re the characteristics of radio?
9. Describe the considerations for planning an outside broadcast.
10. Discuss the scope of broadcast communication?

11. Define community radio. Explain its relevance. (4 x 2=8)

**Part C- Essay Questions. Answer any three, not exceeding 150 words. Each question carries 3 marks**

12. How is writing for TV different from writing for Radio?

13. Identify and briefly describe six qualities that a broadcasting corporation would look for when recruiting a broadcast journalist.

14. What are the different radio program formats?

15. What are the responsibilities of a Television producer?

16. What are the basic interview principles?

(3 x 3=9)

**Part D- Long Essay Questions. Answer any Two not exceeding 300 words. Each question carries 5 marks**

17. What was the impact of SITE on Indian rural audience?

18 Describe how the control room of a TV studio is set up and explain how it works.

19. “Reach made radio an instrument of social cohesion as it brought together members of different classes and backgrounds to experience the world as a nation.” Discuss.

20. How can broadcast media be used as a tool for national development? How can it lead the nation to some form of change?

Elaborate.

(2 x 5=10)



# GENERAL AWARENESS COURSE

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# General Awareness Course-1

## Readings on Media

Semester	Course Code	Hours per week	Credit	Exam Hours
III	3A 11 BMC	3+1	4	3

## Course Outcomes

1. To familiarize with writings on media & autobiographies of media/film personalities.
2. To get a reading experience on media.
3. To familiarize with media criticism.
4. To know about various genres of writing.
5. To understand different literary narrative methods.

## For detailed study and Reading:

### Unit 1:

My Autobiography –by Charlie Chaplin

### Unit 2:

First Chapter: ‘A Propaganda Model’ from the book ‘*Manufacturing Consent*’-by Noam Chomsky and Edward S Herman.

### Unit 3:

Sabda-Thaaraa-Padam / Souding-Off - by Resul Pookutty.

## Practical:

- Prepare a book review in video format
- Prepare a book review for : (1) My Autobiography (2) Manufacturing Consent (3) Sounding-Off
- Article writing assignments

## References:

- 1.Charlie Chaplin: **My Autobiography**. Penguin Books, Delhi.
- 2.Noam Chomsky and Edward S Herman: **Manufacturing Consent: The Political Economy of the Mass Media**. Vitage,1994.
- 3.Resul Pookutty : **Sounding Off**. Penguin,Delhi.
- 4.Resul Pookutty :**Sabda-tharaapadam**. Manorama-Penguin.
- 5.Charlie Chaplin: **Ente Athmakatha**. Mathrubhumi Books,Calicut.

# Model Question Paper

## 3A 11 BMC: Readings on Media

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**Time : 3 Hrs**

**Maximum Marks: 40**

**Part A - Short answer Questions. Answer All. Each question carries 1 mark.**

1. Hollywood
2. FTII
3. Media Imperialism
4. The Kid
5. Cold War
6. *Slumdog Millionaire*

**(6 X 1 = 6)**

**Part B- Short Essay Questions. Answer Any Six, not exceeding 75 words.**

**Each question carries 2 marks**

7. What is anti-communism?
8. *A Dog's life*
9. What is agenda-setting?
10. The challenges of visualizing sound.
11. Explain Resul Pookutty's views on cinema.
12. Chaplin's experience with Sherlock Holmes drama.
13. According to Resul what is 'Sound Convictions'?
14. The Academy Awards.

**(6 x 2=12)**

**Part C- Essay Questions. Answer Any Four, not exceeding 150 words. Each question carries 3 marks.**

15. What are the filters of propaganda model?
16. Write about Resul Pookutty's experience with Danny Boyle.
17. Describe origins and inspiration behind comedic persona of Chaplin?
18. Explain Resul Pookutty's idea of sound achieve.
19. Give some examples of propaganda during cold war.
20. Write on Chaplin's film career as the Little Tramp. (4 x 3=12)

**Part D- Long Essay Questions. Answer Any Two, not exceeding 300 words. Each question carries 5 marks.**

21. Explain what are the features of propaganda model?
22. 'Resul Pookutty's story is the amazing odyssey of a village boy from Kerala to the red carpet of Oscar-2009'-Explain this statement based on the book 'Sounding-off'.
23. 'Chaplin was an international superstar of colossal proportions.'-substantiate this statement with your arguments.
24. According to Resul Pookutty who are the unsung-heroes of Indian cinema? Explain. (2 x 5=10)

## General Awareness Course-2

### Mobile Journalism

Semester	Course Code	Hours per week	Credit	Exam Hours
III	3A 12 BMC	3+1	4	3

### Course Outcomes

1. To get basic knowledge on the emerging trends in journalism.
2. To have a better knowledge in new age media and communication.
3. To familiarize with various methods of MOJO.
4. To know about various MOJO experiments.
5. To equip students with different tools of MOJO.

### Unit 1 : Introduction to Mobile Journalism

Introduction to Mojo - multimedia storytelling - relevance of MOJO - advantages and disadvantages of mobile journalism - basic terminologies - best MOJO Apps

### Unit 2 : Mastering MOJO

Skills for Mojos - equipment for MOJO - technology for mojos - starting a mojo story - pre-production - production and post-production of MOJO Projects

## Unit 3: Editing Process

Audio and Video editing software for MOJO; FilmoraGo - Adobe Premiere Clip - KineMaster - Viva Video - Voice PRO - Lexis Audio Editor - Wave Pad - FL Studio Mobile - Lexis Audio Editor

## Unit 4: Mojo impact

Going live - MOJO Films - reviewing Mojo stories - practical application - social networking sites and MOJO

## Unit 5: Challenges in MOJO

Managing smart phone limitations - native cameras and external apps  
- Challenges to mojo - changing role of journalists

## Practical:

- Prepare a 'self-introduction' using Mojo Techniques
- Prepare a Mojo film review / a Mojo story on : 'Future of the Books' / a Mojo story on COVID 19 and its impacts

### Reference

- 1.Ivo Burum & Stephen Quinn : *MOJO-The Mobile Journalism Handbook.*
- 2.Steve Hill & Paul Bardshaw : *Mobile-First Journalism.*
- 3.Jerin Rani : *Face Book-Ariyendathum Karuthendathum.*
- 4.Anthony Adornato : *Mobile and Social Media Journalism-A Practical Guide.*

# Model Question Paper

## 3A 12 BMC: Mobile Journalism

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Time : 3 Hrs

Maximum Marks: 40

**Part A - Short answer Questions. Answer All. Each question carries**

**1 mark.**

1. Signing off
2. Tripod
3. PRO
4. Pre-production
5. Wave Pad
6. Devadas Rajaram.

**(6 X 1 = 6)**

**Part B- Short Essay Questions. Answer any Six, not exceeding 75 words.**

**Each question carries 2 marks**

7. Ravish Kumar
8. Backpack journalism.
9. Citizen journalist.
10. Investigative story.
11. Skills for MOJO.
12. Data Journalism
13. Podcaster.
14. Write on best MOJO Apps.

**(6 x 2=12)**

**Part C- Essay Questions. Answer Any Four, not exceeding 150**

**words. Each question carries 3 marks.**

15. Why citizen journalism via MOJO is more vocal today?
16. What do you mean by multimedia story telling?
17. Who is a freelance journalist? What are the possibilities for a freelancer in Kerala?
18. Discuss challenges and possibilities in new media journalism.



19. Discuss the potentials of WhatsApp journalism.

20. Write possibilities of Kinemaster.

(4 x 3=12)

**Part D- Long Essay Questions. Answer Any Two, not exceeding 300 words. Each question carries 5 marks.**

21. Detail development and scope of MOJO in India.

22. Explain the changing role of journalists today.

23. What is Youtube journalism? Do you think that YouTube is an alternative platform for the dissemination of news? Comment.

24. Discuss new trends in communication and MOJO.

(2 x 5=10)

## General Awareness Course-3

### Trends in Communication and Journalism

Semester	Course Code	Hours per week	Credit	Exam Hours
IV	4A 13 BMC	3+1	4	3

### Course Outcomes

1. Basic knowledge on various communication methods & Journalistic branches.
2. Have an idea about innovative journalism.
3. To familiarize with various new media tools.
4. To know about various reporting styles.
5. To understand contemporary journalism & media scenario.

### Unit 1: Citizen journalism

Definition and scope of citizen journalism, The citizen add-on reporter, examples of citizen journalism, citizen journalism in India

### Unit 2: Fashion journalism

Scope and development of fashion journalism, History of fashion journalism, notable fashion journalists and fashion photographers

## Unit 3: Data Journalism

Development of data journalism, data journalism in India, backpack journalism, mobile reporting

## Unit 4: Online Journalism

Various online media platforms, writing for online news, online content writing

## Unit 5: Social media journalism

Podcast journalism, YouTube journalism & Social Media Reporter (SMR).

### **Practical:**

- Write an environmental report from the view point of a citizen journalist /Write a fashion feature
- Create a new media platform (blog/FB page/ e-paper)
- Create a Niche YouTube channel

### **Reference:**

1. Tapas Ray : *Online Journalism-The Basic Text.*
2. Jason Whittaker : *The New Media Handbook- The Cyberspace Handbook*
3. Sunil Saxena : *Broadcasting News-The Craft and Technology of Online Journalism.*
4. Jason Whittaker : *Web Production for Writers and Journalists.*

# Model Question Paper

## 4A 13 BMC: Trends in Communication and Journalism

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**Time : 3 Hrs**

**Maximum Marks: 40**

**Part A - Short answer Questions. Answer All. Each question carries 1 mark**

1. Mojo stands for\_\_\_\_\_
- 2.Dabboo Ratnani.
- 3.Public Service Journalism
- 4.R Rajagopal
- 5.Femina
- 6.Add-on reporter

**(6 X 1 = 6)**

**Part B- Short Essay Questions. Answer any Six, not exceeding 75words. Each question carries 2 marks.**

7. Data Journalism.
8. Backpack journalist.
9. Farm journalism.
- 10.Feature story.
- 11.Fashion Editor.
- 12.Food writer.
- 13.Podcaster.
- 14.Trolls.

**(6 x 2=12)**

**Part C- Essay Questions. Answer Any Four, not exceeding 150 words. Each question carries 3 marks.**

15. Why citizen journalism is more vocal these days?
16. Describe online content writing.
17. Who is a freelance journalist? What are the possibilities for a freelancer in India?
18. Discuss pros and cons of social media journalism.
19. Discuss the potentials of Facebook as a new media platform.
20. Online editor. (4 x 3=12)

**Part D- Long Essay Question. Answer any Two not exceeding 300 words. Each question carries 5 marks.**

21. Detail development and scope of fashion journalism in India.
22. Explain the evolution of data journalism.
23. What is YouTube journalism? Do you think that YouTube is an alternative platform for the dissemination of news? Comment.
24. Discuss new trends in communication and journalism.

(2 x 5=10)

## General Awareness Course-4

### Script Writing for Media

Semester	Course Code	Hours per week	Credit	Exam Hours
IV	4A 14 BMC	4+1	4	3

### Course Outcomes

1. To have a basic knowledge on various script formats
2. Have an idea about creative writing for media
3. To familiarize with various methods of script writing
4. To know about various platforms of media
5. To understand various elements in media writing

### Unit 1 : Copy writing for advertisements

Basic concepts-idea generation-writing formats for Ad.

### Unit 2 : Script writing for Radio

Writing formats for Radio-Tips to write radio scripts-Script forms: Radio drama, feature & news programmes-Incorporating Spoken word, Music Track, SFX & Radio Imaging. Types of scripts: Rundown, Fact Sheet, Timeline-Semi-scripts-Music Radio Script.

## Unit 3: Script writing for drama

Basic concepts-idea generation-How to write drama script.Standard Playwriting Format: Style Guide, Character List, Setting & Time, Act and Scene Labelling, Dialogue.

## Unit 4: Script writing for Television

Writing formats for TV: Drama, Sitcoms, Serials and News Programmes.

## Unit 5: Script writing for film

Screen Play-Idea Generation-Logline-Building Script-Genre Moment-Turning an idea into a movie script-Treatment.

### **Practical:**

- Prepare an Ad copy
- Prepare short film script (Group activity :Form a group of Six for practical assignment.)

Reference:

- 1.Hillard Robert : *Writing for TV & Radio.*
2. Lajos Egri: *The Art of Dramatic Writing.*
- 3.Robert B Musburger : *An Introduction to Writing for Electronic Media Script Writing Essential Across the Genres.*
4. Zeinul Hukman & V H Nishad : *Film Studies: An Academic Introduction.*

# Model Question Paper

## 4A 14 BMC: Script Writing for Media

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**Time: 3 Hrs**

**Maximum Marks: 40**

**Part A - Short answer Questions. Answer All. Each question carries**

**1 mark.**

1.Playwright.

2.Logline.

3.Treatment.

4.Synopsis.

5.One Act Play.

6.Bobby & Sanjay.

**(6 X 1 = 6)**

**Part B- Short Essay Questions. Answer Any Six, not exceeding 75words.**

**Each question carries 2 marks**

7. Scripting for short films.

8. AIDA

9. Sitcom.

10.Scene Labelling.

11.Set.

12.Character List.

13.Monologue.

14. Skills for a script doctor.

**(6 x 2=12)**



**Part C- Essay Questions. Answer any Four, not exceeding 150 words. Each question carries 3 marks.**

15. Why script writing is important in theatre?
16. What do you mean by Radio Imaging? 17. Who is a ghost screen writer? Explain.
18. Discuss challenges in script writing for Radio advertisements.
19. Discuss issues in feature film writing.
20. Write possibilities of script writing software's. **(4 x 3=12)**

**Part D- Long Essay Questions. Answer any Two, not exceeding 300 words. Each question carries 5 marks.**

21. Detail various steps involved in script writing for a film.
22. Write on the changing formats of script for Radio.
23. What is idea generation? Detail how an idea can be developed into a script for web series?
24. What are the skills and qualities required for a good script writer?  
Elaborate.

**(2 x 5=10)**

# Generic Elective / Open Course

# Generic Elective Course 1

## Film Appreciation

Semester	Course Code	Hours per week	Credit	Exam Hours
V	5D 01 BMC	2	2	2

### Course Outcome:

1. To know how to read a film
2. To have a basic knowledge about history of cinema.
3. To familiarize with classic world films and Indian films
4. To know about various journalist organizations
5. To understand constructive criticism of cinema.

### Unit 1:

Understanding films-a short history of film: world, Indian & Malayalam

### Unit 2: Critical study of the following films:

1. Life is beautiful-Roberto Benigni
2. The Song of the Sparrows-Majid Majidi
3. Elipathayam-Adoor Gopalakrishnan
4. Rope-Alfred Hitchcock

## Unit 3:

What is film appreciation? -Methods of appreciation: film preview & review- Five structure reading of films-introduction to scene analysis.

## Unit 4:

Film as a mirror of society-contributions of Sathyan Anthikkad, Dilish Pothan & Rajeev Ravi

## Assignment:

Write a film appreciation report based on any film given in the syllabus.

## Pattern of Questions:

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### Part A –Short answer

**Answer all questions** (6 questions x Mark 1 each= 6)

### Part B - Short Essay

**Answer any 4 questions** (4questions x Marks 2 each=8)

### Part C – Essay

**Answer any 1 question** (1 question x Marks 6 each =6)

- **Total marks including choice -30**
- **Maximum marks of the course-20**

## Generic Elective Course: 2

### Freelance Journalism

Semester	Course Code	Hours per week	Credit	Exam Hours
V	5 D 02 BMC	2	2	2

### Course Outcomes

1. To get a basic knowledge on journalistic practices.
2. To have an idea about the potential of freelancing.
3. To familiarize with various genres of journalistic writing
4. To know about various media houses.

### Unit 1:

Freelance journalism-definition-Freelance writing and photographing.

### Unit 2:

Various freelance writings: feature, special news story, online content writing.

### Unit 3:

Sources for a freelance journalist/ photographer: folk media, other media, contacts –nose for news-seasonal journalism.

## Unit 4:

Scope , future and challenges of freelance journalism - media contacts- rapport with editors- connection with media syndicate houses.

### Assignment:

Write a news report / feature story or create a photo essay based on a topic assigned by tutor.

### Pattern of Questions:

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#### **Part A –Short answer**

**Answer all questions** (6 questions x Mark 1 each= 6)

#### **Part B - Short Essay**

**Answer any 4 questions** (4questions x Marks 2 each=8)

#### **Part C – Essay**

**Answer any 1 question** (1 question x Marks 6 each =6)

- **Total marks including choice -30**
- **Maximum marks of the course- 20**

## Generic Elective Course: 3

### Mobile Journalism

Semester	Course Code	Hours per week	Credit	Exam Hours
V	5D 03 BMC	2	2	2

### Course Outcomes

1. To have a basic knowledge on media communication via mobile
2. To have a background idea about MOJO
3. To familiarize with various tools for MOJO
4. To understand the potential of MOJO

### Unit 1:

What is MOJO- what is mobile photography-various methods in mobile photography.

### Unit 2:

Who is a mobile journalist? -tools and skills for a mobile journalist

### Unit 3:

MOJO: for radio, print and television.

## Unit 4:

Future of MOJO-challenges in mobile journalism.

### Assignment:

Create a mobile video news story / mobile video short film / mobile video documentary

## Pattern of Questions:

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### Part A –Short answer

**Answer all questions** (6 questions x Mark 1 each= 6)

### Part B - Short Essay

**Answer any 4 questions** (4questions x Marks 2 each=8)

### Part C – Essay

**Answer any 1 question** (1 question x Marks 6 each =6)

- **Total marks including choice -30**
- **Maximum marks of the course- 20**



## Generic Elective Course: 4

### Writing for Media

Semester	Course Code	Hours per week	Credit	Exam Hours
V	5D 04 BMC	2	2	2

### Course Outcomes

1. Basic knowledge on communication and media
2. To have a general idea about different media writings
3. To familiarize with various media platforms
4. To get first-hand experience in media writing.

### Unit 1: Writing for Print

Print content-news-feature-special stories and articles.

### Unit 2: Writing for Radio

Content for various radio programmes-radio script formats.

### Unit 3: Writing for Television.

Content for various tv programmes-tv script format.

## Unit 4: Writing for Film.

Content for various film programmes-tv script format.

### Assignment:

Write a short script for any media.

## Pattern of Questions:

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### Part A –Short answer

**Answer all questions** (6 questions x Mark 1 each= 6)

### Part B - Short Essay

*Answer any 4 questions* (4questions x Marks 2 each=8)

### Part C – Essay

*Answer any 1 question* (1 question x Marks 6 each =6)

- **Total marks including choice -30**
- *Maximum marks of the course- 20*

## Generic Elective Course: 5

### Introduction to Digital Media

Semester	Course Code	Hours per week	Credit	Exam Hours
V	5D 05 BMC	2	2	2

#### Course Outcome

- 1.To familiarize with various multimedia platforms
- 2.To understand various multimedia applications
3. To have a basic knowledge about multimedia tools
4. To realize the potential of new media

#### Unit 1:

Multimedia: elements of multimedia-Features for multimedia system, applications of multimedia- Multimedia File formats.

#### Unit 2:

Multimedia applications: in business, education & entertainment.

#### Unit 3:

Type of computers-Desktop computers-Work stations-Notebooks-Tablets-Handheld computers-Smartphones

#### Unit 4:

New Media: Websites-Blogs-Social Media-Streaming audio & Video Chartrooms –E Mail-  
Mobile Apps.

### Assignment:

Prepare a file record on multi media.

## Pattern of Questions:

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### **Part A –Short answer**

**Answer all questions** (6 questions x Mark 1 each= 6)

### **Part B - Short Essay**

**Answer any 4 questions** (4questions x Marks 2 each=8)

### **Part C – Essay**

**Answer any 1 question** (1 question x Marks 6 each =6)

- **Total marks including choice -30**
- *Maximum marks of the course- 20*

# APPENDIX I

Format of Title Page of Assignment/Seminar Report

## ASSIGNMENT/SEMINAR REPORT ON

.....  
.....  
.....

**Submitted in the partial fulfilment of the requirement for the**

Course: .....

Course Teacher: .....

**Submitted by**

Name: .....

Roll No. : .....

Date of submission: .....

**Bachelor of Multi Media and Communication (BMMC)**

**DEPARTMENT OF JOURNALISM**

(Name of the College & Address)

## **APPENDIX II**

Format of the Title Page of Project Report

# **DOCUMENTATION NEWS PAPER HISTORY OF INDIA**

**BY**

**ALAN GEORGE**

## **DISSERTATION**

Submitted to the Kannur University in partial fulfilment of the  
Requirements for the degree of

**Bachelor of Multi Media and Communication (BMMC)**

**DEPARTMENT OF JOURNALISM**

(Name of the College & Address)

**APPENDIX III**

Format of the title page of the report on Media Internship

**Report on**

**MEDIA INTERNSHIP EXPERIENCE**

**BY**

**ALLEN GEORGE**

Submitted to the Kannur University in partial fulfilment of the  
Requirements for the degree of

**Bachelor of Multi Media and Communication (BMMC)**

**DEPARTMENT OF JOURNALISM**

(Name of the College & Address)