

Outcome Based Curriculum
for
B.A in Economics and Media Studies

Undergraduate Programme
2020

Faculty of Economics
University of Kerala
Thiruvananthapuram

Scheme of Double Main Programme

Semester	Paper Code	Title	Hours	Credit	Maximum Marks		
					CA	ESA	Total
I	EN 111	Language I English I	5	3	20	80	100
	1111	Language II	5	3	20	80	100
	ECM1121	Foundation I Basics of Informatics	2	2	20	80	100
	ECM1141	Introductory Course in Microeconomics	4	3	20	80	100
	ECM1142	Development Economics	3	3	20	80	100
	ECM1143	Fundamentals of Mass Communication	4	4	20	80	100
	ECM1144	History of Media	2	2	20	80	100
	Total			25	20		
II	EN1211	Language I English II	5	3	20	80	100
	1212	Language II	5	3	20	80	100
	ECM1241	Foundation II Environment	3	3	20	80	100
	ECM1242	Introductory Course in Macroeconomics	5	4	20	80	100
	ECM1243	Print Media Practices - I	4	4	20	80	100
	ECM 1244	Public Relations and Corporate Communication	3	3	20	80	100
	Total			25	20		
III	EN 1311	Language I English III	5	3	20	80	100
	ECM1341	Mathematical Methods for Economic Analysis	4	3	20	80	100
	ECM1342	Economic Doctrines	3	3	20	80	100
	ECM1343	Monetary Economics	3	3	20	80	100
	ECM1344	Print Media Practices II	5	4	20	80	100
	ECM1345	Theories and Research Methods of Mass Communication	5	4	20	80	100
	Total			25	20		
IV	EN1411	Language I English IV	5	3	20	80	100
	ECM1441	Regional Economics	4	4	20	80	100
	ECM1442	Public Economics	3	3	20	80	100
	ECM1443	Sectoral Fallacies and Global Economic Crisis	3	3	20	80	100

	ECM1444	Visual Media :Television and Cinema	5	4	20	80	100
	ECM1445	Broadcasting Media	5	4	20	80	100
	Total		25	21			

Semester	Paper Code	Title	Hours	Credit	Maximum Marks		
					CA	ESA	Total
V	ECM1541	Project - Economics	3	3	20	80	100
	ECM1542	Research Methodology	4	4	20	80	100
	ECM1543	Political Economy of Sustainability	4	4	20	80	100
	ECM1551	Understanding Cinema (open)	3	2	20	80	100
	ECM1544	Media Laws, Ethics and Practices	6	4	20	80	100
	ECM1545	Fundamentals of Digital Media	5	4	20	80	100
	Total			25	21		
VI	ECM1641	Statistical Methods for Economic Analysis	7	4	20	80	100
	ECM1642	Economics of International Trade	7	4	20	80	100
	ECM1643	Media and Society	4	4	20	80	100
	ECM1644	Business Journalism	5	4	20	80	100
	ECM1643	Project – Dissertation	2	2	20	80	100
	Total			25	18		
Grand Total			150	120			3600

FIRST MAIN - ECONOMICS

Programme Specific Outcome

PSO 1

Equip Students with knowledge of Analytical Economics and to make inferences regarding Development Issues

PSO 2

Encourage independent views and to assist in the Policy Making Process through the available Means.

PSO 3

Inculcate research inquiries in Media and to formulate relevant Methodological Framework

PSO 4

Impart academic excellence through Holistic Education

ECM 1141: Introductory Course in Microeconomics

Credits - 4

Inst. Hours - 3

Course Outcomes

CO 1	Inculcate the knowledge regarding various aspects of Demand and Supply.
CO 2	Assist in the evaluation of the elasticity of Demand and Supply
CO 3	Insight regarding basic theories of Production Function.
CO 4	Provide understanding of the types of Costs and Revenue in Production.

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Inculcate the knowledge regarding various aspects of demand and supply.	PSO 1	Understand	Conceptual	Factors affecting Demand and Supply
CO 2	Assist in the evaluation of the elasticity of Demand and Supply	PSO 1	Understand	Conceptual	Comparison of Elastic of various commodities
CO 3	Insight regarding basic theories of Production Function.	PSO 2	Understand	Conceptual	Aspects of production function
CO 4	Provide understanding of the types of Costs and Revenue in Production.	PSO 3	Evaluate	Conceptual	Comparison of various types of Cost and Revenue

Module I: Scarcity, Work and choice

Labour and production – Preferences opportunity costs – The feasible set – Decision making and scarcity – Hours of work and economic growth – Income and substitution effects on hour of work and free time – Explaining our working hours: Changes overtime, Differences between Countries.

Module II: Consumer and Producer Theory

Demand and Supply – Market Mechanism- Elasticities of Demand and Supply - Consumer behaviour: Consumer Preferences – Budget Constraints – Consumer choice – Revealed Preferences, Marginal Utility and Consumer Choice – Individual and Market Demand: Individual Demand - Income and Substitution Effect – Market Demand – Consumer Surplus - Production: Technology of Production – Production with one variable input – Production with Two Variable Inputs – Returns to Scale – The cost of production: Measuring Cost – Cost in the short - run and Long -run – Short Run and Long Run cost curves - Profit Maximisation and Competitive Supply

Module III Competitive Markets

Price taking firms - Price setters and price taking firms - Competitive Equilibrium – The model of perfect competition – Perfectly Competitive Markets – Profit Maximisation- Marginal Revenue, Marginal Cost and Profit – Choosing output in the Short Run and Long Run – Competitive firms Short Run supply curve – Industry's Long Run Supply Curve

Module IV: Market Structures

Monopoly – Average Revenue and Marginal Revenue – Monopolist's Output Decision - Monopoly Power – Price Discrimination – Monopoly Pricing Policies– Monopsony and Monopoly - Monopolistic Competition –Equilibrium in the Short Run and Long Run – Oligopoly – Equilibrium in an Oligopolistic Market – Price Competition – Price Rigidity - Cartels

References

- Microeconomics Robert S. Pindyck, Daniel L. Rubinfeld & PL Mehta 7th Ed Intermediate Microeconomics: A Modern Approach
- The Economy: Economics for a Changing World by CORE team, Chapter 3
- Bernheim, Douglas B and Whinston, Michael D (2011) Intermediate Microeconomics: A Modern Approach,
- Ashok Sanjay Guha Economics without Tears - A New Approach to Old Discipline
- Hal R Varian: Intermediate Microeconomics: A Modern Approach 8th edition, W.W.Norton and Company/Affiliated east-West Press (India), 2011
- C. Synder and W Nicholson(S-N): Fundamentals of Microeconomics, Cengage Learning .2 (India), 2010, Indian Edition

ECM 1142 : Development Economics

Credits - 3

Inst. Hours – 3

Course Outcomes

CO 1	Assimilate the basic concepts related to economic growth and development.
CO 2	Examine the different tools for measuring economic growth and development.
CO 3	Acquaint them with the important growth models of development..
CO 4	Empower to make the distinction between Economic Growth and Development

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Assimilate the basic concepts related to economic growth and development.	PSO 1	Understand	Conceptual	Distinction between Economic Growth Development
CO 2	Examine the different tools for measuring economic growth and development.	PSO 1	Understand	Conceptual	Tools and their Relevance
CO 3	Acquaint them with the important growth models of development.	PSO 2	Understand	Conceptual	Compare and Contrast between Growth Models
CO 4	Empower to make the real distinction between Economic Growth and Development	PSO 3	Evaluate	Conceptual	Need for Social Indices

Module I : Conceptions Of Development

Meaning, Definition and Scope of Economic Growth and Development, Development Gap, Alternative Measures of Development, Comparing Development Trajectories across nations.

Module II : Tools For Measuring Development

Measurement of Poverty – absolute and relative; Head-Count Index and Poverty Gap Indices Sen's Capabilities approach; Measurement of Income inequality – Kuznet's inverted U Hypothesis, Lorenz Curve, Gini Coefficient, Physical Quality Life Index, Human Development Index, Happiness Index, Gender Development Index.

Module III : Growth Models

Classical theories of Growth, Adam Smith, David Ricardo and Karl Marx; Neo-Classical Model of R.M. Solow; Neo-Keynesian Model of Joan Robinson, Harrod Domar Model

Module IV : Theories Of Economic Growth And Development

Rostow's Stages of Growth, The Vicious Circle of Poverty, Nelson's Low Level Equilibrium Trap, Lewis Theory of Unlimited Supply of Labour, Nurk's Theory of Disguised Unemployment, Leibenstein's Critical Minimum Effort Thesis. The Big Push Theory, Balanced and Unbalanced Growth, Dualistic Theories.

References

- Development Economics, ML Taneja & R M Myer
- Debraj Ray, Development Economics, Oxford University Press, 2009.
- Todaro and Smith, Economic Development, Pearson Education, New Delhi (recent edition)
- Thirwall (2006), Growth and Development with Special Reference to Developing countries Mcmillan, New Delhi.
- Subrata Ghatak (2003), Introduction to Development Economics, Routledge

ECM 1242 : Introductory Course in Macroeconomics

Credits - 5

Inst. Hours – 4

Course Outcomes

CO 1	Inculcate various aspects of Consumption Behaviour.
CO 2	Assist in the assimilation of Keynesian Theory
CO 3	Insight regarding Macroeconomic Theories and its implications.
CO 4	Provide understanding of micro foundations of Macroeconomics.

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Inculcate various aspects of Consumption Behaviour.	PSO 1	Understand	Conceptual	Factors affecting Consumption
CO 2	Assist in the assimilation of Keynesian Theory	PSO 1	Understand	Conceptual	Classical and Keynesian Contradictions
CO 3	Insight regarding Macroeconomic Theories and its implications.	PSO 2	Understand	Conceptual	Various schools of thought and their contributions
CO 4	Provide understanding of micro foundations of Macroeconomics.	PSO 3	Evaluate	Conceptual	Micro foundations of macroeconomics

Module I-Economic Fluctuations and Unemployment

Introduction to Macroeconomics : Concepts - Growth and fluctuations-Output growth and changes in unemployment-Measuring the aggregate economy: The components of GDP - How households cope with fluctuations- Why is consumption smooth-Measuring the economy: Inflation

Module II- Banks, Money, and the Credit Market

Money and wealth - Borrowing: Bringing consumption forward in time- Impatience and the diminishing marginal returns to consumption - Borrowing allows smoothing by bringing consumption to the present- Lending and storing: Smoothing and moving consumption to the future- Investing: Another way to move consumption to the future- Assets, liabilities, and net worth- Banks, money, and the central bank- The central bank, the money market, and interest rates- The business of banking and bank balance sheets- The central bank's policy rate can affect spending- Credit market constraints: A principal-agent problem-Inequality: Lenders, borrowers, and those excluded from credit markets.

Module III Unemployment and Fiscal policy

The transmission of shocks: The multiplier process- The multiplier model-Household target wealth, collateral, and consumption spending-Investment spending- The multiplier model: Including the government and net exports-Fiscal policy: How governments can dampen and amplify fluctuations- The Keynesian model of income determination, Consumption function – Factors affecting consumption-Consumption and Savings-Consumption, AD, and Autonomous Spending-Saving and Investment- multiplier and economic policymaking -The government's finances-Automatic stabilizers-Fiscal policy and the rest of the world- Aggregate demand and unemployment

Module IV Money, Interest, and Income

The Goods Market and the IS Curve - The Money Market and the LM Curve - Equilibrium in the Goods and Money Markets -Deriving the Aggregate Demand Schedule - A Formal Treatment of the IS-LM Model . Introduction to Fiscal and Monetary Policy. Crowding in and Crowding Out, Liquidity trap. Fiscal and Monetary Policy Multipliers

References

- The Economy: Economics for A Changing World. OUP www.core-econ.org
- Rudiger Dornbusch, Stanley Fischer & Richard Startz-Macro Economics-tenth edition
- Diulio, Eugene(2004) Schaum's Outlines on Macroeconomics. McGrawHill

Semester III

ECM 1341 : Mathematical Methods for Economic Analysis

Course Outcomes

CO 1	Understand the scope of Mathematical methods in Economic Analysis
CO 2	Application of techniques for various Economic Analysis
CO 3	Explain observable phenomenon or theoretical interpretation.
CO 4	Quantification of economic scenarios assist in making effective predictions

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Understand the scope of Mathematical methods in Economic Analysis	PSO 1	Understand	Conceptual	Calculate Consumers and Producers Surplus by applying Integral Calculus.
CO 2	Application of techniques for various Economic Analysis	PSO 1	Understand	Conceptual	Differential Calculus in deriving different Marginal Functions
CO 3	Explain observable phenomenon or theoretical interpretation.	PSO 2	Understand	Conceptual	Properties of Determinants with suitable examples
CO 4	Quantification of economic scenarios assist in making effective predictions	PSO 3	Evaluate	Conceptual	Solving simple equation model by applying Cramer's Rule.

Module I: Basic Concepts

Role of Mathematics in Economic Theory - Constant, Variable (Discrete and Continuous Variable), Coefficient, Slope. Algebraic Functions – Linear, Quadratic, Cubic, Exponential, Economic functions. Equations – Linear, Quadratic and simultaneous Equations and their Solutions.

Module II: Differential Calculus

Limit and Continuity. Meaning of Differential Calculus : Functions of One Variable – Applications in Economics.

Module III: Integral Calculus

Meaning - Rules of Integrals - Definite Integrals - Economic Applications of Integral Calculus

Module IV: Matrix

Meaning-Types-Addition, Subtraction and Multiplication of Matrix Properties of Determinants-Inverse of a Matrix-Simultaneous Equations-Cramer's Rule.

References

- Allen, R.J.D, Mathematical Analysis for Economics: Macmillan Press, London.
- Dowling, E. T: Introduction to Mathematical Economics, Schaum's Outline Series, McGraw Hill, New Delhi
- Chiang A.C: Fundamental Methods of Mathematical Economics, McGraw Hill, New Delhi.
- Mik Wisneiwski, Introductory Mathematical Methods in Economics, McGraw- Hill, New Delhi.

Semester III

ECM 1342 : Economic Doctrines

Credits - 3

Inst. Hours – 3

Course Outcomes

CO 1	Assist in the development of independent views about Economic Theories.
CO 2	Critical comparison of the contributions among Schools of Economics
CO 3	Active participant in various debates about schools of thought.
CO 4	Linking the different positions of economic thought to philosophical foundations and political implications.

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Assist in the development of independent views about Economic Theories.	PSO 1	Understand	Conceptual	Book Review summarizing a books argument and its expected implications.
CO 2	Critical comparison of the contributions among Schools of Economics	PSO 1	Understand	Conceptual	Organizes the scholarly literature into groups centered around a common explanation
CO 3	Active participant in various debates about schools of thought.	PSO 2	Understand	Conceptual	Evaluate schools of thought on the basis of their evidence and logic
CO 4	Linking the different positions of economic thought to philosophical foundations and political implications.	PSO 3	Evaluate	Conceptual	Derive the link between Philosophy and Economics

Module I: Mercantilist and Classical Theories

Science, Ideology and Paradigms in History of Economic Thought, The Economics of Mercantilism, The Contributions of Physiocrats, Smith and Ricardo on the Theory of Value, Classical Theories of Income Distribution, Say's Law, 'Gluts', and Business Cycles

Module II: Marxian and the Marginalist

Marx and the Labor Theory of Value, Theory of Money, Capital Accumulation and Crises, Marginalist and Walrasian General Equilibrium Analyses Late Marshall on Money and Credit, Wicksell and Fisher on Interest Rates, Schumpeter, Fisher, & Kalecki on Business Cycles

Module III: Keynesian Theory and Cycles

Keynes vs. Say's Law and Classical Economics, Keynes' Theory of Investment, Keynes on Money and Speculation, Keynes on the Business Cycle

Module IV: Neoclassical Synthesis and Monetarist Challenge

The Hicks-Hansen-Samuelson IS-LM Transformation, Phillips Curve Debates, Friedman's Fundamental Monetarist Propositions, Critiques of Monetarism

References

- Issac Ilych Rubin A History of Economic Thought
- John Kenneth Galbriath History Of Economics
- R.R. Paul History of Economic Thought

Semester III
Core Course I

ECM 1343 : Monetary Economics

Credits - 3

Inst. Hours – 3

Course Outcomes

CO 1	Understand the different aspects of Demand and supply.
CO 2	Examine the role and relevance of Banking Sector.
CO 3	Understand the progress of e-payment mechanism in India.
CO 4	Gauge the role of banking reforms in the changing financial System

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Understand the different aspects of Demand and supply.	PSO 1	Understand	Conceptual	Analyse the Monetary Policy of India
CO 2	Examine the role and relevance of Banking Sector	PSO 1	Understand	Conceptual	Non-Performing Assets and its impact on Banking Sector in India
CO 3	Understand the progress of e-payment mechanism in India.	PSO 2	Understand	Conceptual	Analyse the extent of Digital Payments in India
CO 4	Gauge the role of banking reforms in the changing financial System	PSO 3	Evaluate	Conceptual	Asset Management and New incorporated in Asset Management

Concept of Money—Kinds, Functions and Significance – Monetary Standards: Metallic Standard, Gold Standard and Paper Standard—Value of money—Measurement of changes in the value of money—Demand for Money: The Classical Approach, Keynesian Approach, Monetarist approach—Supply of Money: Definitions—Determinants of Money Supply—High Powered Money and Money Multiplier—Indian Currency system.

Module II: Commercial Banking

Functions of Commercial Banks – Creation of Credit – Balance Sheet—Opening of an Account: Types of Accounts, Types of Deposits—Negotiable Instruments: Promissory Notes, Bills of Exchange, Demand Draft, Cheque, Payment and Collections of Cheques, Dishonouring, Crossing and Account payee—Bank Assets: NPA and its issues in Indian banking sector.

Module III: Innovative Functions Banks

Telephone Banking, Internet Banking, Mobile Banking—Types of Cards: Credit Cards, Debit Cards, Smart Cards, ATM Cards—Personal Identification Number (PIN)—Electronic Fund Transfer—Electronic Clearing Services, NEFT, RTGS, SWIFT and IFSC.

Module IV: Reserve Bank of India

Reserve Bank of India and its functions—Role of Non-Bank Financial Institutions— Co-operative Credit Structure—Banking sector reforms in India - Foreign Exchange Management Act, 1999 - The Right to Information Act, 2005 - The Prevention of Money Laundering Act, 2002 - Securitisation and Reconstruction of Financial Assets and Enforcement of Securities Interest Act (SARFAESI)

References

- Ghosh and Ghosh, Fundamentals of Monetary Economics, Himalaya Publishing House
- Maheswari and RR Paul (2003): Banking and Financial Services, Kalyani Publications
- Mithani, D.M. (2007): Money, Banking, International Trade and Public Finance, Himalaya Publishing House, New Delhi
- Sundaram & Varshney(2002): Banking Law; Theory and Practice,Sultan Chand Co.
- Gupta, Suraj B. (2009): Monetary Economics –Institutions, Theory and Policy, S.Chand & Company Ltd, New Delhi.

Semester IV

ECM1441 : Regional Economics

Credits - 4

Inst. Hours – 4

Course Outcomes

CO 1	Understand the features of Indian and Kerala Economy. .
CO 2	Examine the growth pattern during the colonialised and liberalized era.
CO 3	Analyse the sectoral growth pattern of Regional economies.
CO 4	Evaluate the new initiatives undertaken for strengthening Regional Economies.

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Understand the features of Indian and Kerala Economy. .	PSO 1	Understand	Conceptual	Salient features of Indian and Kerala Economy
CO 2	Examine the growth pattern during the colonialised and liberalized era.	PSO 1	Understand	Conceptual	Comparative Analysis of growth patterns
CO 3	Analyse the sectoral growth pattern of Regional economies.	PSO 2	Understand	Conceptual	Analyse the trends in Production and Productivity among Sectors
CO 4	Evaluate the new initiatives undertaken for strengthening Regional Economies.	PSO 3	Evaluate	Conceptual	Assess the new initiatives strengthening and empowering Regional Economies

Module I: Demographic Features of India and Kerala

Demographic Trend and Pattern since Independence-Changes in Major Demographic Indicators over the years - Changes in Rural –Urban Population - Urbanisation and its issues and Problems – Demographic Dividend - issues and Challenges - National Population Policy

Module II: Economic Development Strategy of India and Kerala

Mixed Economic Framework - Key and Strategic Role of PSUs – Economic Crisis of 1990 – Macro Economic Reforms Implemented Since 1991-Structural Adjustment – Fiscal and Financial Sector Reforms Performance of Indian Economy before and after Economic Reforms -External Sector Reforms since 1991 – Trade and Currency Reforms, - Liberalisation of imports and exports – Second Generation Economic Reforms - Critical Assessment of Economic Reforms – Kerala Model of Development – Issues and Challenges

Module III: Agriculture, Industry and Service Sector in India and Kerala

Role of Agriculture-Land Reforms-New Agricultural Strategy – Green Revolution — Need for Second Green Revolution - Agricultural Growth and Performance – New Agricultural Policy – Changes in Land use and Cropping Pattern-Agricultural Finance and Issues - Agriculture during Economic Reform Period - WTO and Indian Agriculture - Agricultural Credit and Indebtedness-Traditional and Modern Industries in India and Kerala, small scale industries and its prospects. Problems of Industrialization – Status of Public sector industries in Kerala. Role and Relevance of Education, Health and Tourism and IT Sector.

Module IV: State Finance and Planning (4 Hours)

Fiscal Situation in India and Kerala-Sources of Revenue Receipts-Items of Capital and Revenue Expenditure-Revenue, Fiscal and Primary Deficits-Public Debt- Planning-Types of planning: democratic and totalitarian planning, long term and short term planning, centralised and decentralised planning-Features and Problems of Decentralized Planning.

References

- Dutt, Ruddar and Sundaram: Indian Economy, S Chand & Company, New Delhi.
- Mishra, J K & V K Puri: Indian Economy: The Development Experience, Himalaya
- Prakash, B.A (ed) (2004): Kerala's economic development: Performance and prospects Sage, New Delhi.
- Joseph Tharamangalam (2006): Kerala: The Paradoxes of Public Action and Development India Orient Longman.

Semester IV

ECM 1442 : Public Economics

Credits - 3

Inst. Hours - 3

Course Outcomes

CO 1	Significance of Government intervention in a Market Economy..
CO 2	Develop an understanding about the Public Revenue and Expenditure.
CO 3	Understand the concept of Budget and Public Debt.
CO 4	Promote understanding of the relevance of Fiscal Policy and Fiscal Federalism..

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Significance of Government intervention in a Market Economy.	PSO 1	Understand	Conceptual	Changing role of Government in a Modern State
CO 2	Develop an understanding about the Public Revenue and Expenditure	PSO 1	Understand	Conceptual	Analyse the trends in Public Expenditure in India
CO 3	Understand the concept of Budget and Public Debt.	PSO 2	Understand	Conceptual	Evaluate Deficit Financing as an Instrument of Public Policy
CO 4	Promote understanding of the relevance of Fiscal Policy and Fiscal Federalism.	PSO 3	Evaluate	Conceptual	Analyse the challenges related to Fiscal Federalism

Module I: Introduction to Public Finance

Meaning and Scope-Classical, Keynesian and modern approach - Public Finance and Private finance-Similarities and Dissimilarities-The principle of maximum social Advantage- -The changing role of Government in modern economy

Module II: Public Revenue and Public Expenditure

Public revenue-Classification of public revenue-Sources of public revenue-Tax, Non-Tax Sources - Canons of taxation, Principles of taxation-Direct tax-Merits and Demerits-Indirect tax Merits and Demerits-VAT, MODE VAT, CENVAT, GST-Progressive, Proportional, Regressive, Digressive taxes-Merits and Demerits-Specific and Advalorem taxes-Merits and demerits— Incidence, Impact and Shifting- Effects of Public expenditure- Reasons for growth in India's public expenditure.

Module III: Public Debt and Budgeting

Public Debt- Meaning and objectives-Types-Sources of Public Debt-Internal and External Sources-Redemption of public debt- -Public debt and Deficit financing- Economic effects of Deficit financing-India's public debt. Financial Administration-Budget- Concept, significance and characteristics-Classification of budget—Revenue and capital accounts - Budgetary deficits and its implications—-Techniques of budgeting-PPBS, ZBB-Budgetary procedure in India

Module IV: Fiscal Policy and Fiscal Federalism

Importance of Fiscal Policy, Fiscal federalism - Definition - Planning commission and Finance commission-Functions- Horizontal and Vertical imbalance -Measures to correct Fiscal imbalances -Allocation of resources between Central and State Governments-Gadgil formula, Mukharjee formula-Sources of revenue of Central, State and local Governments in India .

References

- Singh, S. K (2010): Public finance-Theory and Practice, 6th ed, S Chand, New Delhi.
- Andley and Sundaram (2006): Public Economics and Public Finance, Ratan Prakash, Agra.
- Kennedy, Maria John (2012): Public Finance, Prentice Hall of India.
- Hajela, T N(2010): Public Finance, 3rd ed, Ann's Books, New Delhi
- Agarwal, R.C (2007): Public Finance Theory and Practice, Leksmi Narayan Agarwal, Agra, India.
- Kriparani, et al (2000): Public Finance- Fiscal policy, S Chand, New Delhi.

Semester IV

ECM 1443: Sectoral Fallacies and Global Economic Crisis

Credits - 3

Inst. Hours - 3

Course Outcomes

CO 1	Understanding Economic Crisis Chronologically
CO 2	Analyse the relation between Market Imperfections and Economic Crisis
CO 3	Examine Financial Crisis at the Global Level.
CO 4	Infer the reconstruction strategies adopted at Global Level

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Understanding Economic Crisis Chronologically	PSO 1	Understand	Conceptual	Trace the History of Global Economic Crisis
CO 2	Analyse the relation between Market Imperfections and Economic Crisis	PSO 1	Understand	Conceptual	Nexus between Market Imperfections and Economic Crisis
CO 3	Examine Financial Crisis at the Global Level.	PSO 2	Understand	Conceptual	Sectoral Fallacies and Global Economic Crisis
CO 4	Infer the reconstruction strategies adopted at Global Level	PSO 3	Evaluate	Conceptual	Comment on the revival strategies adopted for Economic Crisis

Module I: Pre Eighteenth Century and Eighteenth Century

Imperial Crisis - Coin Exchange Crisis of 692 - Kipper und Wipper and Thirty Years War - Tulip Mania - The General Crisis - Great East Indian Bengal Bubble Crash - War of American Independence Financing Crisis - Economic Impact of The French Revolution -

Module II: Nineteenth Century and The Long Depression

Post-Napoleonic Depression - Great Depression of British Agriculture (1873–1896) - Long Depression (1873–1896) - Australian banking crisis of 1893

Module III : The Great Depression of the Twentieth Century

WW1 and the Economic Depression - Wall Street Crash of 1929 and Great Depression (1929–1939) - 1970s Energy Crisis - OPEC Oil Price Shock - Energy Crisis of 1979
Japanese Asset Price Bubble - Recession of 1990s – the Indian Economic Crisis - The Asian financial crisis

Module IV : Global Meltdown and the Twenty-first Century

Dot-com bubble - Economic impact of 9/11 - Oil Price Bubble of 2000s - 2007-2009 Financial Crisis - Subprime Mortgage Crisis of 2010 – Bursting of the Housing Bubble - The Chinese Stock Market Crash - Economic impact of the COVID-19 pandemic (2020-)

References

- Economic Survey, Ministry of Finance, GOI,
- J. Bradford DeLong. Budgeting and Macro Policy: A Primer (Ebook, 2012).
- Jeffry Frieden, Global Capitalism: Its Fall and Rise in the Twentieth Century, New York: W.W. Norton, 2006.
- Barry Eichengreen, Golden Fetters: The Gold Standard and the Great Depression, 1919-1939, Chapter 1, "Introduction," pp. 3-28 (New York:Oxford University Press for NBER, 1992).
- Milton Friedman and Anna Jacobson Schwartz, A Monetary History of the United States, Princeton: Princeton University Press for NBER, 1963).

Semester V

ECM 1542 : Research Methodology

Credits - 4

Inst. Hours - 4

Course Outcomes

CO 1	Understand the concepts and types of research in Social Science.
CO 2	Identification of the Research problem.
CO 3	Examine the different methods of data collection and data analysis.
CO 4	Application of Techniques of data interpretation and report writing.

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Understand the concepts and types of research in Social Science.	PSO 1	Understand	Conceptual	Describe the various types of Social Science research and its methodologies
CO 2	Identification of the Research problem.	PSO 1	Understand	Conceptual	Methods of identifying Research Problem
CO 3	Examine the different methods of data collection and data analysis.	PSO 2	Understand	Conceptual	Analyse different data collection methods
CO 4	Application of Techniques of data interpretation and report writing.	PSO 3	Evaluate	Conceptual	Structure of a Research Report

Module I: Research Formulation

Motivation and Objectives – Research methods vs. Methodology-- Types of research: Descriptive. Analytical, Applied vs. Fundamental, Quantitative vs. Qualitative, Conceptual vs. Empirical--Concept of applied and basic research process - -Criteria of good research.

Module II: Research Formulation

Defining and formulating the research problem -- Necessity of defining the problem -- Importance of literature review in defining a problem--Literature review: Primary and Secondary sources, reviews, monograph, patents, research databases, web as a source, searching the web, critical literature review--Identifying gap areas from literature and research database--Development of working hypothesis.

Module III: Data Collection and Analysis

Observation and Collection of data--Methods of data collection--Sampling methods--Data processing and analysis strategies and tools--Data analysis with statistical packages--Hypothesis testing.

Module 4: Interpretation and Report Writing

Meaning of Interpretation--Technique of Interpretation--Precaution in Interpretation — Significance of Report Writing--Different Steps in Writing Report, Layout of the Research Report--Types of reports--Oral Presentation-- Mechanics of Writing a Research Report--Precautions for Writing Research Reports,

References

- Garg, B.L., Karadia, R., Agarwal, F. and Agarwal, U.K., 2002. An introduction to Research Methodology, RBSA Publishers.
- Kothari, C.R., 1990. Research Methodology: Methods and Techniques. New Age International. 418p.
- Sinha, S.C. and Dhiman, A.K., 2002. Research Methodology, Ess Ess

ECM 1543 : Political Economy of Sustainability

Credits - 4

Inst. Hours - 4

Course Outcomes

CO 1	Understand the concepts related to Ecological Economics.
CO 2	Use economic techniques to analyse environmental problems
CO 3	Examine the different theoretical interpretations
CO 4	Evaluate the environment policies in a Globalised scenario

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Understand the concepts related to Ecological Economics	PSO 1	Understand	Conceptual	Relevant of Limits to Growth in the current Economic Scenarios
CO 2	Use economic techniques to analyse environmental problems	PSO 1	Understand	Conceptual	Explain how Provision of Public Goods create Externalities.
CO 3	Examine different theoretical interpretations	PSO 2	Understand	Conceptual	Approaches to Environmental Economics under different schools
CO 4	Evaluate the environment policies in a Globalised scenario	PSO 3	Evaluate	Conceptual	Impact of Globalization on Environment

Module I : Limits to Growth and Ecological Economic

Definition and Concept of Political Economy - Definitions of sustainability; limits to economic growth Definition and Concept of Ecological Economics, Determinants of Ecological Economic, Transition from Environmental to Ecological Economics

Module II : Concepts of Political Economy

Smith, key tenets & critique of classical market economics, economic anthropology; ecology and the politics of scarcity - Market failures; traditional environmental economics; externalities and public goods.

Module III : Critique of Neoclassical Economics

Critique of neo-classical economics; from normative to value- relativistic approach to economics; "sacred economics" and other contemporary schools of economic thought - Keynes and the Development of the mixed economy.

Module IV : Global Scenario and Emerging Theories

International economics, international development & globalization; financial system and sustainability; Theories of Happiness, relation between affluence and well-being; lessons for economic policy; community economic development planning & local self-reliance

References

- Efficiency in the Steady-State Economy, Herman Daly, W.H. Freeman and Company, 1977
- Ecology and the Politics of Scarcity. by William Ophuls. W. H. Freeman & Company, San Francisco, CA. 1977.
- Primitive, Archaic, and Modern Economies: Essays of Karl Polanyi. by Karl Polanyi, edited by George Dalton. Beacon Press, Boston, MA: 1968.
- Alienation and Economics. by Walter A. Weisskopf. Dell Publishing Co., Inc., New York, N.Y., 1971.
- Operating Manual for Spaceship Earth, R. Buckminster Fuller, E. P. Dutton, 1963

Semester VI

ECM 1641 : Statistical Methods for Economic Analysis

Credits - 7

Inst. Hours - 4

Course Outcomes

CO 1	Understand cause and effect relation between variables involving data analysis
CO 2	Examine the numerical tools of analysis related to prices
CO 3	Provide a strong foundation in probability theory and statistical inference
CO 4	Acquire thorough understanding of data analysis using statistical tools.

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Understand cause and effect relation between variables involving data analysis	PSO 1	Understand	Conceptual	Tools of Data Analysis
CO 2	Examine the numerical tools of analysis related to prices	PSO 1	Understand	Conceptual	Uses of various Index Numbers
CO 3	Provide a strong foundation in probability theory and statistical inference	PSO 2	Understand	Conceptual	Probability theory and statistical inference
CO 4	Acquire thorough understanding of data analysis using statistical tools.	PSO 3	Evaluate	Conceptual	Field Research

Correlation-Types-Simple, Partial and Multiple correlation-Simple correlation analysis - Scatter diagram-Karl Pearson's coefficient of correlation-Spearman's rank correlation-probable error- uses and importance of correlation. Regression - Simple linear regression- Method of Least Squares - Lines of Regression – Regression coefficient-Relation between regression and correlation coefficients-Uses of regression in economics.

Module II: Index Numbers

Definition – Construction of index numbers – Simple and Weighted index numbers - Problems in the construction of index numbers – Tests of index numbers – CPI – WPI – Deflating – Base shifting – Splicing – Uses of Index numbers.

Module III: Probability

Set theory – Types of Sets – Basic set operations. Probability- Elements of probability theory (sample space, events) –Approaches to the definition of Probability: Classical definition, Relative frequency definition and Axiomatic approach – Addition rule – multiplication rule – Conditional Probability – Bayes' Theorem.

References

- Yule and Kendall, An Introduction to the Theory of Statistics, Charles Gtiffin and Company, London
- Croxton, F.E. and Cowden, D.J. Applied General Statistics, Prentice- Hall of India, New Delhi.
- Gupta S. and V.K. Kapoor, Fundamentals of Applied Statistics, S.Chand and Sons, New Delhi.
- Gupta, S.P, Statistical Methods, Sulthan Chand and Sons, New Delhi.
- Monga, G.S. Mathematics and Statistics for Economics, Vikas Publishing, New Delhi

Semester VI

ECM 1642 : Economics of International Trade

Credits - 7

Inst. Hours - 4

Course Outcomes

CO 1	Understand basis of gainful trade between countries
CO 2	Equip the students to understand the trading relations between domestic economy and the rest of the World
CO 3	Understand the mechanism of Exchange rate determination
CO 4	Examine contemporary trade policy issues and its effects on Global Trade

Tagging Course Outcomes

CO	CO Statement	PSO	Cognitive Level	Knowledge Category	Assessment
CO 1	Understand basis of gainful trade between countries	PSO 1	Understand	Conceptual	Advantages of International Trade
CO 2	Equip the students to understand the trading relations between domestic economy and the rest of the World	PSO 1	Understand	Conceptual	Working of Expenditure Changing and Expenditure to correct BOP Disequilibrium
CO 3	Understand the mechanism of Exchange rate determination	PSO 2	Understand	Conceptual	Exchange rate determination and the role of Fiscal and Monetary Policy
CO 4	Examine contemporary trade policy issues and its effects on Global Trade	PSO 3	Evaluate	Conceptual	Current trade issues between countries – US, China, India

Module I : Theories of International Trade

International Economics- Subject matter- basis of trade- trade as an engine of growth- Mercantilism and Physiocrats - Classical theory: Absolute and Comparative Advantage Theories- Modern theory of International trade - Terms of Trade - Offer Curve - Community Indifference Curve - Opportunity Cost (Concepts only), Gains from Trade- Static and Dynamic gains

Module II : Balance of Payments

Balance of payments,- components- Accounting framework- Current Account deficit, -Disequilibrium- causes- measures to correct disequilibrium, Automatic and deliberate measures- Devaluation- Effects of devaluation

Module III : Foreign Exchange

Exchange rate determination- Mint parity theory- Purchasing power parity theory- BOP theory- exchange rate system- fixed and flexible exchange rate, Managed floating system- Nominal, Real and Effective exchange rate, Forward rate, Spot rate, Foreign exchange risks – hedging and speculation- IMF: Functions and International liquidity and Functions of World Bank and WTO.

Module IV : Theory of Commercial Policy

Free Trade vs Protection- Tariff barriers, Impact of tariff- Optimum Tariff- Non- tariff barriers- quantitative restrictions, General equilibrium analysis- Small and Large country case

References

- Carbaugh, R J (2008) - International Economics, (11th Edition) Thomson South Western, New Delhi
- Soderstein BO and Geffry Reed, (2006) International Economics, Palgrave, Mc Milan
- Salvatore, D (2008) - International Economics, (8th Edition). Wiley India, New Delhi
- Krugman P R and Obsfeild M (2009) - International Economics- Theory and Policy, (8th
- Kindleberger, C P -International Economics (1973) Routledge, London

ECM 1541 : **Analysis of Regional Economic Issues**

Objectives

- Enable them to develop their inborn skills
- Encourage individual initiative for enhancing their potential
- Empower them to develop entrepreneurial skills

Students can select one of these options which is mandatory for the successful completion

Options I

Undertake research study on relevant Regional Economic Issues. The researcher is expected to publish it as an article/research paper in any print media of their choice.

Options II

Associate with any media and engage in an internship program .

Institution and Department should assist in the fulfillment of the desired objectives as envisaged in this programme

Options III

To enhance their entrepreneurial and to empower them, students can engage in any LIVE Media Projects like the development of YOUTUBE media Channels independently or as a team.

Visit : The students have to undertake a visit to any media house or organisation to undertake the study. For the coverage of economic issues, the students can visit the site. The evaluation will be done on the basis of originality and genuineness of the work undertaken. Out of the total 100 marks, 80 marks will be for the project and 20 marks for the viva voce.

Double Main –Media Studies – Course Code ECM

Vision

Media Studies programme intends to create both academic perspectives and skill based knowledge among students. The course components are chronologically arranged to direct the learners into different aspects of Media- i) to practice Journalism ii) to evaluate the Journalism practices. A comprehensive method is adopted to incorporate practical assignments and theoretical engagements as well. The Innovative Trends and Industrial Standards together with a dissecting capacity are expected to orient the learners in creatively and critically engaging the Media environment. Syllabus is conceived, planned and structured in the Outcome Based Education (OBE) pattern.

Assessment Pattern

It is formulated that 20% of assessment can be made as internal and 80% on the basis of external evaluation methods or revisions as insisted by University according to its regulations.

Delivery of course content- Instructions

All the courses under this syllabus need to be taught only by a faculty who has a PG degree in Mass Communication and Journalism (MCJ/MA) with necessary qualifications like NET as prescribed by UGC guidelines.

Eligibility for Admission to the Programme

Total marks in Higher Secondary + Marks scored by the candidate for Journalism or Economics

Programme Outcomes – Media Studies

- **PO1- To identify and plan strategies for effective communication**
- **PO2 - To report and edit news events**
- **PO3- To build sociological outlook to the media practices**
- **PO4- To script and produce for broadcasting**
- **PO5- To map and document the historical turns in Media**
- **PO6- To inculcate research inquiries in media and formulate Methodological framework**

Course Structure – General		
Semester 1	CORE	6 Hours – 6 credits
	Foundation Course offered by Media Studies (Basics of Informatics)	2 Hours- 2 credits
Semester 2	CORE	7 Hours - 7 credits
Semester 3	CORE	10Hours- 8credits
Semester 4	CORE	10Hours- 8credits
Semester 5	CORE	11Hours- 8 credits
	Open Course offered by Media Studies (Understanding Cinema)	3 Hours- 2 credits
Semester 6	CORE	11Hours-10 credits
<p style="text-align: center;">MEDIA STUDIES - CORE : 55 HOURS – 47 CREDITS</p> <p style="text-align: center;">+</p> <p style="text-align: center;">FOUNDATION COURSE- BASICS OF INFORMATICS: 2 HOURS - 2 CREDITS</p> <p style="text-align: center;">+</p> <p style="text-align: center;">OPEN COURSE OFFERED –UNDERSTANDING CINEMA-3 HOURS-2 CREDITS</p> <p style="text-align: center;">TOTAL – 60 HOURS – 51 CREDITS</p> <p style="text-align: center;">Number of Core Courses – 13, Number of Foundation course -1 , Number of Open course-1</p>		

Semester wise Specific Course Structure

Semester 1			
	Course Title	Hours	Credits
CORE 1 ECM 1141	Fundamentals of Mass Communication	4	4
CORE 2 ECM 1142	History of Media	2	2
FOUNDATION COURSE (BY MEDIA STUDIES) ECM 1121	Basics of Informatics (FOUNDATION COURSE)	2	2
Media Studies (Sem 1)Core – 6 Hours; Credits – 6 Foundation course – 2 Hours; Credits -2 Total – 8 hours; Credits – 8			

Semester 2			
CORE 3 ECM 1241	Print Media Practices-I	4	4
CORE 4 ECM 1242	PR and Corporate Communication	3	3
Media Studies (Sem 2)– 7 Hours; Credits– 7			

Semester 3			
CORE 5 ECM 1341	Print Media Practices– II	5	4

CORE 6 ECM 1342	Theories and Research Methods of Mass Communication	5	4
Media Studies (Sem 3)– 10 Hours; Credits – 8			

Semester 4			
CORE 7 ECM 1441	Visual Media: Television and Cinema	5	4
CORE 8 ECM 1442	Broadcasting Media	5	4
Media Studies(Sem 4) – 10 Hours; Credits – 8			

Semester 5			
CORE 9 ECM 1541	Media Laws, Ethics and Practices	6	4
CORE 10 ECM 1542	Fundamentals of Digital Media	5	4
OPEN COURSE BY MEDIA STUDIES ECM 1551	Understanding Cinema (OPEN COURSE)	3	2
Media Studies (Sem 5) – 11 Hours; Credits – 8			
Open Course – 3 Hours; Credits -2			
Total – 14 hours; Credits – 10			

Semester 6			
CORE 11 ECM 1641	Media and Society	4	4
CORE 12 ECM 1642	Business Journalism	5	4
CORE 13 ECM 1643	Project- Dissertation	2	2
Media Studies (Sem 6)–11Hours; Credits–10			

TOTAL – 60 HOURS – 51 CREDITS

CORE -55 HOURS – 47 CREDITS
FOUNDATION – 2 HOURS- 2 CREDITS
OPEN – 3 HOURS – 2 CREDITS
Number of Core Courses – 13
Number of Foundation Course- 1
Number of Open Course - 1

SEMESTER 1

FUNDAMENTALS OF MASS COMMUNICATION | ECM 1141

HOURS: 4 | CREDIT: 4

Course Outcomes	
CO1	To understand the foundational principles of Mass Communication
CO2	To know the functions of various mass media forms
CO3	To learn the models of communication
CO4	To acquire knowledge on evolution of communication technology

COURSE CONTENT

Module 1 **What is communication?**–Definitions–evolution of human communication–elements and process of communication – types of communication intrapersonal, interpersonal, group and mass communication– Classifications as Verbal and Nonverbal- communication barriers–7c’s of communication

Module 2 **Characteristics, functions and elements of mass communication**–types of mass media print, radio, film, TV, internet–a comparison of the scope and limitations of print and broadcast media, online media and its potential – Media convergence

Module 3 Models of communication –Rhetoric model–Shannon &Weaver model–SMCR model Lasswell’s model– Schramm’s model–Circular model–Dance model–New Comb’s model–Gerbner’s model

Module 4 Growth of communication technology: Print- Radio- Television and Digital- Community Media and local empowerment- Media institutions: Local, Regional, National and Global levels

Assignment: Identify stories appeared in print/television on the themes development, arts and culture, sports, financial matters, law and order, health etc. for a period of one month. Choose one topic and prepare an analysis on how this issue has been presented by the media.

Books for Reference

1. Kumar,KevalJ. (2010), MassCommunicationinIndia,NewDelhi,JaicoPublishers
2. Hasan,Seema (2010),MassCommunication:PrinciplesandConcepts,NewDelhi,CBSPublishers
3. Fiske,John(1996),IntroductiontoMassCommunicationStudies,London,Routledge
4. McQuail,Dennis (2000),MassCommunicationTheory:AnIntroduction,London,Sage
5. Baran, StanleyJ.&DennisK.Davis(2006),NewDelhi,CengageLearningIndia
6. Vivian, John (2013),TheMediaofMassCommunication,NewDelhi,PHILearning
7. Vilanilam,J.V.(2003),Growth and Development of Mass Communication in India,NewDelhi,NBT

HISTORY OF MEDIA | ECM 1142

HOURS: 2 | CREDIT: 2

Course Outcomes	
CO1	To review the historical conditions of Media
CO2	To track the media institutional practices
CO3	To differentiate the conceptual frameworks of different phases
CO4	To evaluate the role of media in the Social history

COURSE CONTENT

Module I Evolution and growth of Journalism – Penny Press, Yellow journalism, Sensationalism; Origin & Growth of Journalism in India- Milestones in the history of printing and Indian print media- Hickey’s Gazette, missionaries and Indian journalism-Hermann Gundert, Benjamin Bailey, growth of language press

Module II Media in Post-Independent Period- Age of renaissance- Evolution of Indian News agencies, Media during emergency, Media after LPG policies- proliferation of private news channels, Political Economy of Media- FM radio, Media in the new millennium – challenges, strengths and shortcomings of print media

Module III Growth of Malayalam journalism - Rajyasamacharam, Paschimodayam, JnanaNikshepam, Paschimatharaka, Sandishtavadi, SatyanadaKahalam, Deepika, Keralamithram, Kerala Patrika, Malayali, Vivekodayam, Mithavadi, MalayalaManorama, Kerala Kaumudi, Swadeshabhimani, Kesari, Sahodaran, Al-Ameen

Module IV Prominent Figures in Journalism -Mahatma Gandhi,Raja Rammohun Roy,Pothen Joseph, KuldipNayar&B.G.Varghese, R Sankar, C P Ramachandran, ChengulthKunjiramaMenon, Swadesabhimani Ramakrishna Pillai, VakkomMoulavi, Sahodaran Ayyappan, Kesari Balakrishna Pillai, Mohammed Abdur Rahiman Sahib.

Assignments: One among the following options

1. Prepare a case study on social history of earlier media movements (Select a media institution and prepare the evolution and growth of the same)
2. Find out the early and current publications in English or Malayalam exclusively for literature / Find out the major publications in India exclusively for business reporting.
(It is recommended that the regional media practices and their media environment should be prominently mapped)

Books for Reference

1. Parthasarathy, R, Journalism in India, Sterling.
2. Krishna Murthy, Dr N, Indian journalism
3. Natarajan, J, History of Indian journalism
4. Raghavan, G N S, The press in India
5. Robin Jeffrey, India's newspaper revolution
6. Robin Jeffrey, Media and Modernity: Communications, Women, and the State in India
7. Virbala Aggarwal (2012) Handbook of Journalism and Mass Communication
8. G.S.C. Raguavan (1995) Press in India: New History
9. Raghavan, Puthupally Kerala pathrapravarthana charithram
10. Thomas, M VBharathiya Pathracharithram, Bhasha Institute
11. Kumar, Keval J Mass Communication in India, Jaico
12. Barns, Margarita, The Indian Press. George Allen & Unwin

BASICS OF INFORMATICS | ECM 1121 (Foundation Offered by Media Studies)

HOURS:2 | CREDIT:2

Course Outcomes	
CO1	To locate the history of IT in Indian perspective
CO2	To explain the process and practice of Information flow
CO3	To practice a learning management system
CO4	To review the ethics of social media interventions

COURSE CONTENT

MODULE I History of Computers and Idea of Computing , Variety of computers, Basic functions, operational tools and patterns of Computers, Influence of Information Technology in Communication, Education and Entertainment, Information Superhighway

MODULE II Information processing, Mediation of Technology, Alterations and Directions of Information, Cybernetics, Interactivity-Spontaneity-Continuity, Gate keeping in IT.

MODULE III Private and Public Operating systems- Free software- software licenses – Richard Stallman, Copy right and Copy left, Information resources, Online Library systems, INFLIBNET, OS Applications, Word, PowerPoint, Excel, Page Maker, In Design

Module IV Virtual Reality, Privacy and Piracy issues, Censorship and Ban, Digital Divide, Hyper textuality, Global Village, Learning Management Systems, MOOC platforms- Video Conferencing Apps, E learning Practices- ethics and concerns, Social Networking, Vlog

Assignment:

1. Write a report on any Video Conferencing App or Review the E learning facilities available in Indian education system.

Books for reference

1. Alexis and Mathew Leon. Fundamentals of Information Technology. Leon Vikas
2. Beekman, George and Eugene Rathswohl. Computer Confluence. Pearson Education.
3. Marshall Poe, History of Communications: Media and Society from the Evolution of Speech to the Internet. Cambridge University
4. McLuhan Marshall ,Understanding Media –The Extensions of Man. New York: McGraw-Hill,1964
5. Norton, Peter. Introduction to Computers. Indian Ed.2. Evans, Alan, Kendal Martin et al Technology in Action. Pearson Prentice Hall, 2009.
6. Norton, Peter. Introduction to Computers. Indian Ed
7. Rajaraman, V. Introduction to Information Technology. Prentice Hall.
8. Ramesh Srinivasan, Whose Global Village? Rethinking How Technology Shapes Our World SAGE Publications, 2017

SEMESTER 2

PRINT MEDIA PRACTICES – I | ECM 1241

HOURS: 4 | CREDIT: 4

Course Outcomes	
CO1	To train students to identify news
CO2	To familiarise news rooms operations and print media practices
CO3	To write news reports
CO4	To identify news elements in events and social practices

COURSE CONTENT

Module 1 What is news? News values, basics of reporting, newsgathering techniques. Types of news, news and views, news sources, source confidentiality, news conference, meet the press, functioning of news agencies.

Module 2 Organizational structure of a newspaper, functioning of news bureau, reporter's duties and responsibilities, news planning, covering of events. News writing styles: inverted, hourglass, narrative. Structure of news report: intro, body and conclusion. 5Ws and 1H, writing headlines, principles of reporting: accuracy, objectivity, attribution, fairness.

Module 3 Reporting politics, business, sports, disasters, crime, court, civic issues, science & technology, environment, developmental issues etc. Beat reporting, specialisations, reporter as a researcher and investigator, sting operation, solutions based reporting. Handling press releases, social media posts.

Module 4 Specialised forms of reporting: features, profiles, interviews, in-depth analysis, investigative reporting, curtain raisers, running stories, citizen reporting. Major challenges and issues of reporting, code of ethics for journalists, menace of fake news, fact checking sites, news credibility.

Assignment: Each student shall submit any two of the following assignments:

- a) 600 words news report
- b) 600 words feature
- c) 600 words based on events related to finance sector
- d) 600 words profile of a person from the campus/immediate locality
- e) 600 words report based on an interview

Books for reference

1. Reporting for the Media: Fedler, Fred, John R. Bender, Lucinda Davenport & Michael W. Drager
2. Writing for the Mass Media: James Glen Stovall
3. Writing and Reporting News: Carole Rich
4. The Newspapers Handbook: Richard Keeble,
5. News Writing: From Lead to 30: William Metz,
6. Writing for the Media: P.P.Shaju
7. Working with Words: A Concise Handbook for Media Writers and Editors, Brian Brooks & James L.

PR AND CORPORATE COMMUNICATION | ECM 1242

HOURS: 3 | CREDIT: 3

Course Outcomes	
CO1	To narrate the basic concepts of public relations, advertising, and corporate communication
CO2	To acquire skills required for PR and advertising professionals
CO3	To explain the role of the public relations in the corporate environment and describe the strategies, tactics, and techniques of public relations and corporate communications
CO4	To prepare newsletters and news releases

COURSE CONTENT

Module I Introduction to PR: Definitions, origin and evolution of public relations - role and functions of PR - PR tools: external and internal publics - house journal - qualities of a PRO – publicity – propaganda – lobbying. PRSI and IPRA -- code of ethics for PR - PR Campaign, - Political PR – spin doctoring and image engineering- Press Information Bureau- Information Services as a PR operation- Information Service providing institutions and practices.

Module II Advertising – Definition - evolution of advertising - functions and effects of advertising - types of ads - structure and functions of advertising agencies - ASCI and DAVP - Ad. Campaign. Professional organizations and code of ethics.

Module III Copywriting Practices - Ad copy - elements of copy: illustration, slogan, display, text, logo and caption - copywriting for broadcast commercials - ad films - jingles and internet ads.

Module IV Corporate communication - Definition and scope of corporate communication – Key concepts: corporate personality, corporate identity, corporate image, corporate reputation and corporate brands –functions of corporate communication – corporate communication tools -- corporate social responsibility.

Assignments:

1. Each student shall visit a private or public sector organization, and prepare a 4-page A4 size PR newsletter for the external audience and submit the same for valuation.

or

Each student shall produce an ad copy for print/electronic media for the promotion of a product suggested by the faculty and submit it for valuation.

- Students in group should create a campaign for their college/institution on a theme assigned by the faculty.

or

Students in group should produce a one-minute PSA/Ad. Film/Pop-up

Books for reference

- Scott.M. Cutlip& Allen H.Center: *Effective Public Relations*.
- Sam Black: *Practical Public Relations*
- C.S. Rayadu& K.R. Balan: *Principles of Public Relations*
- B.N.Ahuja& SS Chhabra: *Advertising & Public Relations*.
- Otto Klepner: *Advertising Procedures*
- Chunnawallaetal: *Advertising Theory and Practice*
- J.V Vilanilam: *Advertising Basics*
- Joseph Fernandez: *Corporate Communications A 21st Century Primer*.
- Riel, C. B., &Fombrun, C. J: *Essentials of corporate communication: Implementing practices for effective reputation management*.
- Belasen, A. T: *The theory and practice of corporate communication: A competing values perspective*.

SEMESTER 3

PRINT MEDIA PRACTICES – II | ECM 1341

HOURS: 5 | CREDIT: 4

Course Outcomes	
CO1	To familiarize the basics of news editing
CO2	To train students in verbal and factual accuracy
CO3	To initiate students to write effective and meaningful headlines
CO4	To coordinate and rehash news packages

COURSE CONTENT

Module1 What is editing? Organization of a news desk, role and responsibilities of chief editor, news editor, chief subeditor, sub-editor. Planning and preparation by the editorial team.

Module 2 Newsroom operations, copy tasting, news processing. Editing for clarity, accuracy,

objectivity, fairness, consistency, legal propriety. Handling reporter's copies and news agency copies, press releases. Translating reports, adhering to stylebook.

Module 3 Headline writing, functions of headlines, principles of writing headlines, trends in headline writing, types of headlines: banner, skyline, kicker, deck, strapline, feature heads etc.. Visual quality of newspaper, pictures, captions, cut lines, blurbs, info-graphics. Editing for online media, difference between editing for print media and online editing.

Module 4 Picture editing, basic techniques of picture editing. Newspaper formats: broadsheet, tabloid, berliner. Page design and layout, principles of page design, types of layout, pagination, pagination software.

Assignment: Team comprising not more than five students shall submit four page (A3) Laboratory journal to the department as part of the internal assessment/continuous evaluation. A business newsletter is also suggested. The journal should have reports, features, editorial, profiles, photos etc based on your campus/immediate locality. Assessment shall also be based on editing, headlines and designing. It is recommended to prepare the Journal either as soft copy or hardcopy.

Books for reference

1. The Art of Editing :Brian Brooks, Flyod K Baskette and Jack Scissors
2. News Editing: Bruce Westly
3. Working with Words: Brian Brooks
4. Headline Writing : Sunil Saxena
5. Fundamentals of Editing and Reporting: AmbrishSaxena
6. Writing as Craft and Magic: Carl Sessions Stepp
7. Sub editing for Journalists: Wynford Hicks

THEORIES AND RESEARCH METHODS OF MASS COMMUNICATION| ECM 1342

HOURS: 5 | CREDIT:4

Course Outcomes	
CO1	To understand key theories, theoreticians and schools of thought in communication
CO2	To apply proper theoretical framework in communication and media studies
CO3	To inculcate the perspectives of media content in different contexts
CO4	To develop basic research and analytical skills

COURSE CONTENT

Module 1 Origin of communication studies – communication studies as social science –psychological

perspectives of communication – technological perspectives of communication – concepts of non-verbal communication –attitudinal change through communication – communication and language– the basics of semiotics.

Module 2 Theories of media uses and effects -- uses and gratifications theory, social learning theory, play theory, dependency theory, agenda-setting theory, spiral of silence theory, and cultivation analysis, stimulus response theory, perspectives of individual differences, flow theories of communication; one-step, two-step and multi-step flow -- gate keeping – Rogers’ theory of diffusion of innovation.

Module 3 Media-audience interaction- social categories and social relations – the public and the public opinion –public sphere –persuasion and propaganda - McLuhan’s interpretation of mass media – normative theories of the press/media

Module 4 Research as a way of knowing – Academic Writing- Formulating hypothesis- methods of knowing: quantitative and qualitative -- concepts and constructs -- variables and indicators –sampling methods -- methods for quantitative studies: surveys and content analysis -- methods of qualitative studies: interviews, focus group discussions, and case studies- Media Ethnography- Introduction to Phenomenology.

Assignment: Each student shall present a seminar paper on a theory from the syllabus delineating its main assumptions, main lines of criticisms and its real-life applications. The presentation must be done making use of PPT slides and should submit the paper for valuation.

Books for reference

1. Fiske, John: Introduction to Mass Communication Studies.
2. De Fleur, Melvin L. and Ball-Rokeach, Sandra J.: Theories of Mass Communication.
3. Baran, Stanley J., & Davis, Dennis. K.: Mass Communication Theory. Foundations, Ferment, and Future.
4. McQuail, Denis: Mass Communication Theory - An Introduction.
5. Wimmer, Roger D. and Dominic, Joseph R : Mass Media Research: An Introduction.
6. Kerlinger, Fred N.: Foundations of Behavioural Research.
7. Hasan, Seema: Mass Communication: Principles and Concepts
8. Narula, Sumit: Mass Communication: Theory and Practice McQuail, Denis and Windahl, Sven : Communication models for the study of mass communications.
9. Watson, James and Hill, Anne : Dictionary of Media and Communication Studies.

SEMESTER 4

Visual Media: Television and Cinema | ECM 1441

HOURS: 5 | CREDIT: 4

Course Outcomes	
CO1	To learn the aesthetics and principles of visual compositions
CO2	To study the visual language and basics of sound design for visuals
CO3	To Explain film movements in the history of world cinema
CO4	To review the global cinema in its socio-cultural context

COURSE CONTENT

Module 1

Visual Language: Principles of framing and composition- Frame- Shot- Scene- Sequence- Aspect Ratio- Types of shots- Camera Angles: Bird's eye view- High angle- Eye level- Worm's eye view- Camera movements: Pan, Tilt, Dutch Angle- Track in/out- Crab dolly etc., Zoom in/out- Objective and Subjective camera- PoV- Sound elements in an AV production (Natural Sound, SFX, BGM, Voice Over)- Dubbing- Sync sound- Types of Microphones- Basics of sound design

Module 2

Camera operation Basics: White Balance- Recording- Storage- Camera support systems- Lighting: Three point lighting- Indoor and Outdoor lighting- Types of lights- Intensity- colour temperature - editing principles – functions – transition devices – linear and nonlinear editing – online and off line editing –editing in the digital era – computer graphics and basic animation techniques- Basics of TV News reporting- Writing to pictures- Making of a news package- Run order- TV news anchoring- News production basics

Module 3

Evolution of cinema–Silent era (Lumiere Brothers, Edwin S Porter- George Meleis- D W Griffith- Charlie Chaplin)- Talkies- Soviet Cinema (Montage theory: Kuleshov, Eisenstein- Vertov- Pudovkin) – German Cinema(Expressionism: Robert Weine, Fritz Lang, F W Murnau)- Propaganda (Leni Reifenstahl)- Italian Cinema (Neo realism: Luchino Visconti, Vittorio De Sica, Roberto Rossellini) – French Cinema (New wave: Godars, Truffaut, Alain Resnais) – Andre Bazin- Cahiers du cinema- Japanese Cinema (Akira Kurosawa/ Imamura) – Cinema Verite - Avant Garde-

Module 4

Brief history of Indian Cinema – Major Directors: Ray-Ghatak- Benegal-Mrinal Sen- Aravindan- Adoor- John Abraham- P.N. Menon- K.G.George- Girish Kasaravalli – Film as the Director's art- Film aesthetics: Misc-en-scene- visual and sound- Brief History of Malayalam Cinema- Contemporary trends in cinema- Fandom- Collectives- Stages of film

production

Reference

- Hasan, Seema (2010), Mass Communication: Principles and Concepts, New Delhi, CBS Publishers
- Ralph Donald and Thomas Spann, Fundamentals of Television Production
- Vasuki Belavadi, Video Production
- Ted White, Broadcast News Writing, Reporting & Producing
- Browzard and Holgate, Broadcast News
- Andrew Dixx (2005), Beginning Film Studies, New Delhi, Viva
- Erik Barnow & S. Krishna Swamy (1963), The Indian Film, New York, Columbia University Press
- Nathan Abrams, Ian Bell, Jan Udris, Studying Film
- David K. Irving and Peter W. Rea, Producing and Directing Short Film and Video
- James Monaco, How to Read a Film
- Tom Holden, Film Making
- Susan Hayward, Key Concepts in Cinema Studies

Mandatory Practical work:

All students either individually or in groups are expected to submit a 5 minute news magazine or 1 minute PSA or 2 minute short fiction on assigned themes as per the directions of the course co-ordinator.

A film review of the films directed by any directors mentioned in the syllabus.

BROADCASTING MEDIA | ECM 1442

HOURS: 5 | CREDIT: 4

Course Outcomes	
CO1	To familiarize the production of various broadcasting formats
CO2	To sketch the process of Broadcasting operations and production
CO3	To prepare basic writings for Broadcasting production
CO4	To explain the recording process of Broadcasting

COURSE CONTENT

Module 1 Evolution of broadcasting in India; characteristics of Radio, Radio as a Broadcasting medium- scope and challenges; Frequency spectrum–AM–FM–shortwave-long wave, satellite radio–internet radio, Elements of audio communication–listening process–components of sound–frequency–pitch–amplitude–sound wave–wave length- Microphone positioning- ON mic, fade off, fade in, OFF micThe elements of radio broadcasting- spoken words, music and sound effects, role of silence

Module 2 Radio news–newsroom operation–news format–news writing–news presentation–structure of news bulletins- AIR- Functions- Privatisation of Broadcasting- Private FM’s- Cross ownership and International collaborations- Entertainment- Resurgence of Radio- Mobile phone and Radio- Apps of audio recording-Podcasting.

Module3 Writing for Radio programmes- radio talk, interview, discussion, documentaries, radio magazine, radio drama; OB- running commentary—characteristics of each format. Programme presentation- traditional VS new; RJ, the use of online and social media in programme production

Participatory radio- community radio, campus radio

Module 4 Programme recording–various types of microphones–speakers–headphones–recording soft wares and conditions (Acoustics) - special effects–mixing and dubbing–sound format

Assignments:

1. Write a radio script, record in your voice, edit it and submit as a program
2. Record any program (music, interview, commentary or news with professional quality), edit and produce as an mp3 file / Produce a Radio drama
3. Select any AIR station and evaluate its contributions to the society

Books for reference

1. McLeish, Robert(2001), Radio Production, London, Focal Press
2. VinodPavaralaand KanchanK Malik, Other Voices the struggle for community radio Sage
3. Michael Talbot, Sound Engineering Explained
4. Esta De Fossard. Writing and Producing Radio Dramas – (Sage Publications
5. K. Tim Wulfeme,Radio-TV News Writing
6. Paul Chantler, Basics Radio Journalism
7. U.L.Baruah, This is All India Radio, New Delhi, Publications Division

8. Hausman, Carl Benoit, Philip and O' Donnel, Lewis(2000),Modern Radio Production and Performance, London, Wadsworth Thomson Learning
9. Ted White, Broadcast News Writing, Reporting and Producing, London, Focal Press
10. Andrew Boyd. Broadcast Journalism, Techniques of Radio and Television News, 5th Edition
11. Chatterjee, P C Broadcasting in India Sage
12. Luthra, H K Indian broadcasting Publications Division
13. Masani, Mehra Broadcasting and the people National Book Trust
14. Thikkodiyan, Arangu Kanaatha Nadan

SEMESTER 5

MEDIA LAW, ETHICS and PRACTICES | ECM 1541

HOURS: 6 | CREDIT: 4

Course Outcomes	
CO1	To explain and incorporate legal framework
CO2	To suit concepts of freedom of press and the constitution
CO3	To evaluate the social media practices and cyber laws
CO4	To review contemporary verdicts related to Media

COURSE CONTENT

Module 1 Legal System in India Laws: Definition; Sources of Law: Custom; Precedent; Statute; Types of Laws: Criminal; Civil; Tort Rule of the Law- Constitution of India as Framework- Structure of the Indian Constitution- Preamble- Fundamental Rights- Duties, Directive principles of state policy, judicial review, Power to Amendment. Freedom of Speech & Expression and its Limit- the freedom of the press

Module 2 History of Indian Media Laws- Evolutions of media laws in colonial period- Press, and Registration of Books Act, 1867, Telegraph Act, Official Secrets Act, 1923

Introduction to Indian Penal Code with reference to sedition, crime against women and children; Publication of Objectionable Materials Drugs and magic remedies act: Defamation, Legal Procedure in Defamation-Contempt of Court act-Contempt of Legislature

Right to Privacy, Indecent Representation & laws dealing with obscenity- Right to Information

Module 3 Legislative & legal reporting- Privileges of Legislatives and Judiciary- Parliamentary Privileges-Contempt of Courts Act 1952 and its Amendments Parliamentary Proceedings Act, 1971. Legal Reporting Introduction to Civil Procedure Code; Introduction to Criminal Procedure Code and Arrest- Trial; Charge; Trials of Different Cases,

Judgment, Appeal, Execution.

PrasarBharati 1990; Cable TV Regulation Act- Cyber laws in India-Information Technology Act, 2000.

Module4 What is ethics -code of ethics–censorship/sselfregulation– Codes of Professional Associations-Codes for Print media Press Council’s Norms of Journalistic Conduct-Broadcasting Media-

Media Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions), Wage Boards; working journalist act– Representation of Part timers and TV Journalists, Social Media Practices and role of law, Questions on censorship and control over digital media, Inquiry into Circulation figures/TV Ratings- Claims and Controversies.

Assignments:

1. Case study based on specific law or concepts mentioned in the syllabus
2. Analysis on freedom of press and its violations
3. Panel discussion or debate based on :
 - (i) Freedom of Press
 - (ii) Profit motive vs responsibility of media houses
 - (iii) Censorship

Book for reference

1. K.D.Umrigar,MediaLaws
2. KundraS.,MedialawsandIndianConstitution
3. NareshRaoandSuparnaNaresh,MediaLaws:AnAppraisal
4. KaranSanders,EthicsandJournalism
5. ParanjyGuhaThakurtha(2012),MediaEthics:Truth,FairnessandObjectivity,NewDelhi,OUP
6. Das Basu, Durga (1986) Law of the Press in India, New Delhi: Prentice-Hall,
7. K. N. Harikumar (2006), Courts Legislatures Media Freedom, National Book Trust, India.

FUNDAMENTALS OF DIGITAL MEDIA | ECM 1542

HOURS: 5 | CREDIT: 4

Course Outcomes	
CO1	To explain the emerging modes of journalism and content production practices in digital platform
CO2	To familiarize the working pattern of digitality in the Social structure
CO3	To assess the suitability of hardware, software including open source solutions and applications of computer technologies and web page design

COURSE CONTENT**Module 1**

Communication revolution and new media – Internet as a mass medium - its potential and limitations -networked society—hyper-textuality—interactivity– convergence– search engines - blogs–news portals–social networking sites–e-governance

Module 2

Fundamentals of computer technology–hardware & software– propriety and open source solutions– web page design basics-HTML and CSS.

Module3

Journalism and new media - e-newspapers, online newspapers and internet editions of other mass media– Types of content in digital media. Page make-up and software solutions–InDesign and Quark Express–Broadcasting solutions– ENPS &INews – Online editing principles.

Module 4

Writing for the Web and Blog- Visual content for digital platform- Vlog- Advanced tools for digital platforms- Digital media news rooms, technologies –Innovations of MOJO exercises in Media- You tube channels and operating procedures- Basic idea of Data Journalism-News algorithm and news stories with data.

Assignments: Any one of the following is suggested

1. Create a Blog, Vlog in Instagram / YouTube/Twitter / LinkedIn and upload your original content
2. Design an UI for an App or website
3. Technical writing exercises

Books for reference

1. D Sharma – Introduction of IT
2. Andrew Dewdney, Peter Ride – The new media handbook
3. Mike Ward - Journalism online
4. Tapas Ray – Online journalism,Cambridge University Press, London
5. BrianWinston - Media, technology and society
6. Kevin Kawamoto (Ed) - Introduction to digital journalism: Emerging media and the changing horizons of journalism. Rowman and Littlefield Publishers

OPEN COURSE OFFERED BY MEDIA STUDIES

UNDERSTANDING CINEMA | ECM 1551

HOURS: 3 | CREDIT: 2

Course Outcomes	
CO1	To map the evolution cinema and its origin
CO2	To explain cinema language and its visual components
CO3	To review the global cinema in its socio-cultural context
CO4	To identify Cinema as a medium of Communication

COURSE CONTENT

Module 1 Evolution of cinema-origin of cinema; major landmarks in the history of cinema and the evolution of film language and grammar-Cinema as a distinctive visual narrative art form- Rise of the American film industry/studios- Advent of sound

Module 2 Basics of cinematography-elements of composition; Image size; camera and subject movements; Creative use of light and colour.Basics of sound-use of sound, speech, music and effects; Dubbing.

Basics of film editing—the Principles of editing-Continuity in Editing and its functions-Evolution of montage theory- Editing styles.

Module3 Indian cinema—brief history Pre Independence- Post Independence- Indian Cinema after 1990s- Regional Language Cinema- Popular Cinema-Masters of Indian cinema—SatyajitRay,MrinalSen, RitwikGhatak, ShyamBenegal, G.Aravindan, AdoorGopalakrishnan, John Abraham

Malayalam cinema – brief history of Malayalam cinema, adaptation of Malayalam literary works Film society movement- Film festivals- Idea of Fandom.

Module 4 Cinema at the Present- Cinema in the Regions- Asian Cinema, African Cinema, Latin American cinema, European Cinema-Digital technology and cinema- New distribution methods.

Assignment

1. Critically analyse major film movements globally.
2. Write the review of a Film

Books for reference

1. Andrew Dixx (2005), *Beginning Film Studies*, New Delhi, Viva
2. Arthur Asa Berger (1998), *Seeing is Believing: An Introduction to Visual Communication*, New York, Mayfield
3. Badwen, Liz-Anne (1976), *Oxford Companion to Film*, New York, OUP
4. Bazin Andre (1971), *What is Cinema (2 Volumes)*, Los Angeles, University of California Press
5. Bernard F. Dick (1978), *Anatomy of Films*, New York, St. Martin's Press
6. Bill Nichols (1976), *Movies and Methods*, Los Angeles, University of California Press
7. Bruce Mamer, *Film Production Technique*, New York, Thomas Wadsworth
8. Erik Barnow & S. Krishna Swamy (1963), *The Indian Film*, New York, Columbia University Press
9. Gerald Mast (1985), *A Short History of the Movies*, Oxford, OUP
10. Gerald Mast (1979), *The Comic Mind: Comedy and the Movies*, Chicago, University of Chicago Press
11. Jay Leyda (1960), *Kino: History of the Russian and Soviet Film*, New York, MacMillan
12. Joseph V. Mascelli (1965), *The Five C's of Cinematography*, Los Angeles, Silman James Press
13. Paul Rotha & Richard Griffith (1960), *Film Till Now*, New York, T-Wayne
14. Louis G. (2004), *Understanding Movies*, New York, Simon & Schuster Co.
15. Rudolf Arnheim (1957), *Films as Art*, Los Angeles, University of California Press
16. Siegfried Kracauer (1959), *From Caligari to Hitler*, New York, Noonday
17. Susan Hayward (2005), *Cinema Studies: Key Concepts*, London, Routledge

SEMESTER 6

MEDIA AND SOCIETY | ECM 1641

HOURS: 4 | CREDIT: 4

Course Outcomes	
CO1	To explain the issues pertaining in mass media practices
CO2	To familiarize the operational framework of institutions and societal interaction of mass media
CO3	To review and write the movements of digital media and social change along with the relevance of digital divide
CO4	To locate the technological connect of Media and Society

COURSE CONTENT

Module 1 Definitions and differentiation of basics concepts related to media-Data, Information, Communication, Mediation

Composition of Media: Institution, Language, Technology, Industry - Media as an institution of Society–Functions and Effects of media–reflection of society- window to society- construction of reality.

Module 2 Media and Democracy- Freedom of media- Relation of media with the State – Legislative, Executive and Judiciary- Media and civil society- Media as Fourth Estate- Power of Media and accountability of Media.

Media and India society - Media in India- Politics and Media- State, Civil Society, and Media Economy and Media- Media Ownership-Media Audience-Media Public Sphere

Module 3 Media and Culture: Concept of Culture-Popular culture, Mass culture, High culture/low culture, Counterculture-Globalization—cultural imperialism–hegemony—identity

Media Representation Representations in Media- Social composition in Indian Media institution – Dimensions of representations in media –Case studies representation of Religions, Gender Class, and Caste aspects in Indian Citizenship

Module 4 Media Technologies: Digital media and Society: -Differentiate Analog and Digital- Concept of digital technology- Language of Digital Media-Interactivity, Hyperlink, Virtual-Digital mediaand social change, digital divide- Digital media technology in Production- - Distribution- Reception- Media and technological determinism.

Assignments:

1. Write a report on the contribution of mass media to the well-being of the society
2. Discuss the relation and change in relations between mass media and other social institutions in India.
3. Discuss the issue of media representations
4. Discuss the role of digital technology in bringing structural change in Indian Social setting

Books for Reference

1. Callinicos, A, (2013), Social Theory, Cambridge: Polity.
2. Durkheim, E., Lukes, S. and Halls, W., 1938. The Rules Of Sociological Method. 8th ed. Michigan: Free Press.
3. ElihuKatz,Massmediaand social change

4. Habermas, J. (1989), The Structural Transformation Of The Public Sphere, Cambridge, Mass.: MIT Press.
5. John Hartley, Communication Cultural and Media Studies
6. Ratnesh Dwivedi (2013), Mass Media and Communication in Global Scenario, Kalpaz Publication
7. Maya Ranganathan (2010), Indian Media in a Globalized World, New Delhi, Sage
8. Pamela Philipose (2018) Media's Shifting Terrain: Five years that transformed the way India Communicates, Orient Blackswan Pvt. Ltd.
9. Lion König (2016) Cultural Citizenship in India: Politics, Power, and Media, New Delhi, Oxford University Press, India
10. Kohli-Khandekar Vanita (2003) The Indian Media Business, SAGE Publications India Pvt Ltd
11. Ramesh Srinivasan (2017) Whose Global Village? Rethinking How Technology Shapes Our World SAGE Publications Ltd.
12. Marshall Poe (2010) History of Communications: Media and Society from the Evolution of Speech to the Internet. Cambridge University Press
13. McLuhan Marshall, Understanding Media – The Extensions of Man. New York: McGraw-Hill, 1964

BUSINESS JOURNALISM | ECM 1642

HOURS: 5 | CREDIT: 4

Course Outcomes	
CO1	To explain the evolution of economic thinking and its current perspectives
CO2	To familiarize economic news based on data and figures.
CO3	To prepare and present business reports
CO4	To analyse the news values and readability checks of business journals

COURSE CONTENT

Module 1 Overview of business journalism in the global, Indian & Kerala context– Scope & potential of business journalism in India - major business dailies, magazines, Television media and web- based media

Milestones of Indian economy–Post independence, liberalization scenario–economic institutions- IMF, World Bank

Module 2 Financial environment – Centre- State federal system and concerns- Concept of finance and other disciplines- corporate financing, money market, capital market

Financial information- introduction to stock market and exchanges–regulatory mechanism- fundamentals of stock market and its forecast- Interpretation of Indian financial dailies and websites

Module 3 Business reporting and editing–basics of budget–budget reporting–RBI and basics of monetary policy, banking and taxation

Institutional structure of the capital market –SEBI and its role. UTI:– Activities and investment pattern, mutual funds, debentures -Credit rating agencies -CRISIL, ICRA, CARE and their role

Module 4 Financial statement analysis - Presentation of financial figures in qualitative and graphical manner, Analysis of Balance Sheet and Profit and Loss Accounts, financial manipulations and irregularities (any case study)

Assignments:

1. An analysis of the budget report in any newspaper

Books for reference

1. Jay Taparia (2003) – Understanding financial statements : A journalist’s guide, Marion Street Press
2. Chris Roush (2010) - Show me the money: Writing business and economics stories for mass communication, Routledge. (second edition)
3. Terri Thompson (Ed) (2000) – Writing about business :The new Columbia Knight-Bagehot guide to economics and business journalism, Columbia University Press.
4. Conrad Fink(2000) – Bottom line writing : Reporting the sense of dollars, Iowa State University Press
5. Robert Reed, Glenn Lewin(2005) – Covering business : A guide to aggressively reporting on commerce and developing a powerful business beat, Marion Street Press
6. Kenneth Morris and Virginia B Morris (2004) – The Wall Street Journal guide to understanding money and investing, Light bulb Press Inc
7. Chris Roush(2010) – Profits and losses : Business journalism and its role in society, *Marion Street Press* (second edition)
8. Chris Roush, Bill Cloud (2010) – The financial writer’s stylebook:1,100 business Terms defined and rated, Marion Street Press

Internship- Mandatory

It is mandatory to have two weeks Internship as part of the course. Media institutions or options like Public institutions, Local Self Govt Departments, NGO’s may be selected for internship

specifically pointing out a connect with the Communication/Media aspects of the institution. It is also suggested and desirable that the internship report should focus on the financial operations like budget, plans etc. of the institution. The report should focus on the following criteria:

Assignment Criteria for Internship report-

1. Sketch the organizational structure --Hierarchical chart of the organization/ Institution.
2. Prepare a report identifying the Communication/Journalistic components of the institution.

PROJECT- DISSERTATION 100 Marks | ECM 1643

HOURS: 2 | CREDIT:2

During the final semester, students shall complete a research project as mandatory.

Course Outcomes	
CO1	To identify a research inquiry which is specific and workable
CO2	To formulate research design
CO3	To prepare and adopt suitable methods for research
Co4	To practice academic writing in the area of Media research

Students shall have to prepare a dissertation work on themes of Media. It has to start with an abstract. Chapter 1- Introduction, Chapter 2- Review of Literature, Chapter 3- Methodology, Chapter 4- Interpretation and Analysis, Chapter 5- Conclusion and Recommendations. Proper bibliography, annexures are to be added after the Chapter 5. Bibliography should follow APA style sheet. The supervision of a faculty member is compulsory. Evaluation is based on a dissertation of approximately 30-40 pages. Times New Roman font with 12 point size text is recommended with Main Titles in 32 points bold and subtitles in 18 point bold font. Further guidelines in addition to it may be suggested by supervisors if necessary.

Evaluation of Project

Dissertation also follows the regulation of 80: 20 ratio
(External evaluation and internal evaluation respectively)

1. Significance/ Scope and title
2. Methodology and theoretical framework
3. Research design
4. Viva-Voce

are the essential components that are to be taken into account.

