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

<table>
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<tr>
<th>Semester</th>
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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

Semester I
ECM 1141: Introductory Course in Microeconomics

Credits - 4  Inst. Hours - 3

Course Outcomes

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<tr>
<td>CO 1</td>
<td>Inculcate the knowledge regarding various aspects of Demand and Supply.</td>
<td>PSO 1</td>
<td>Understand</td>
<td>Conceptual</td>
<td>Factors affecting Demand and Supply</td>
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<td>CO 2</td>
<td>Assist in the evaluation of the elasticity of Demand and Supply</td>
<td>PSO 1</td>
<td>Understand</td>
<td>Conceptual</td>
<td>Comparison of Elastic of various commodities</td>
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<td>CO 3</td>
<td>Insight regarding basic theories of Production Function.</td>
<td>PSO 2</td>
<td>Understand</td>
<td>Conceptual</td>
<td>Aspects of production function</td>
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<td>CO 4</td>
<td>Provide understanding of the types of Costs and Revenue in Production.</td>
<td>PSO 3</td>
<td>Evaluate</td>
<td>Conceptual</td>
<td>Comparison of various types of Cost and Revenue</td>
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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

Module III Competitive Markets

Module IV: Market Structures

References
- The Economy: Economics for a Changing World by CORE team, Chapter 3
- Ashok Sanjay Guha Economics without Tears - A New Approach to Old Discipline
ECM 1142 : Development Economics

Credits - 3

Course Outcomes

<table>
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<td>Assimilate the basic concepts related to economic growth and development.</td>
<td>PSO 1</td>
<td>Understand</td>
<td>Conceptual</td>
<td>Distinction between Economic Growth and Development</td>
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<td>CO 2</td>
<td>Examine the different tools for measuring economic growth and development.</td>
<td>PSO 1</td>
<td>Understand</td>
<td>Conceptual</td>
<td>Tools and their Relevance</td>
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<td>CO 3</td>
<td>Acquaint them with the important growth models of development.</td>
<td>PSO 2</td>
<td>Understand</td>
<td>Conceptual</td>
<td>Compare and Contrast between Growth Models</td>
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<tr>
<td>CO 4</td>
<td>Empower to make the distinction between Economic Growth and Development</td>
<td>PSO 3</td>
<td>Evaluate</td>
<td>Conceptual</td>
<td>Need for Social Indices</td>
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Module I: Conceptions Of Development

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

References
- Development Economics, ML Taneja & R M Myer
- Thirwall (2006), Growth and Development with Special Reference to Developing countries Mcmillan, New Delhi.
- Subrata Ghataakh (2003), Introduction to Development Economics, Routledge
Semester II

ECM 1242: Introductory Course in Macroeconomics

Credits - 5

Inst. Hours – 4

Course Outcomes

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<td>CO 1</td>
<td>Inculcate various aspects of Consumption Behaviour.</td>
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<td>Factors affecting Consumption</td>
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<td>Assist in the assimilation of Keynesian Theory</td>
<td>PSO 1</td>
<td>Understand</td>
<td>Conceptual</td>
<td>Classical and Keynesian Contradictions</td>
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<td>CO 3</td>
<td>Insight regarding Macroeconomic Theories and its implications.</td>
<td>PSO 2</td>
<td>Understand</td>
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<td>Various schools of thought and their contributions</td>
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<td>CO 4</td>
<td>Provide understanding of micro foundations of Macroeconomics.</td>
<td>PSO 3</td>
<td>Evaluate</td>
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<td>Micro foundations of macroeconomics</td>
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Module I - Economic Fluctuations and Unemployment


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, AD, and Autonomous Spending - Saving and Investment - The 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


References

- Rudiger Dornbusch, Stanley Fischer & Richard Startz - Macro Economics - tenth edition

Semester III

ECM 1341: Mathematical Methods for Economic Analysis
**Course Outcomes**

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

Module III: Integral Calculus
Meaning - Rules of Integrals - Definite Integrals - Economic Applications of Integral Calculus

Module IV: Matrix

References

Semester III

ECM 1342 : Economic Doctrines

Credits - 3
Inst. Hours – 3

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

Module II: Marxian and the Marginalist

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

ECM 1343 : Monetary Economics

Semester III
Core Course I

Credits - 3
Inst. Hours – 3
Course Outcomes

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<td>CO 1</td>
<td>Understand the different aspects of Demand and supply.</td>
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<td>Understand</td>
<td>Conceptual</td>
<td>Analyse the Monetary Policy of India</td>
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<td>CO 2</td>
<td>Examine the role and relevance of Banking Sector</td>
<td>PSO 1</td>
<td>Understand</td>
<td>Conceptual</td>
<td>Non-Performing Assets and its impact on Banking Sector in India</td>
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<td>CO 3</td>
<td>Understand the progress of e-payment mechanism in India.</td>
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<td>Understand</td>
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<td>Analyse the extent of Digital Payments in India</td>
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<td>Gauge the role of banking reforms in the changing financial System</td>
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<td>Evaluate</td>
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<td>Asset Management and New incorporated in Asset Management</td>
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Module I: Money

Module II: Commercial Banking

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

References
- Ghosh and Ghosh, Fundamentals of Monetary Economics, Himalaya Publishing House

Semester IV

ECM1441 : Regional Economics
Credits - 4
Inst. Hours – 4

Course Outcomes
Understand the features of Indian and Kerala Economy.

Examine the growth pattern during the colonialised and liberalized era.

Analyse the sectoral growth pattern of Regional economies.

Evaluate the new initiatives undertaken for strengthening Regional Economies.

Tagging Course Outcomes

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<td>CO 2</td>
<td>Examine the growth pattern during the colonialised and liberalized era.</td>
<td>PSO 1</td>
<td>Understand</td>
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<td>Comparative Analysis of growth patterns</td>
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<td>CO 3</td>
<td>Analyse the sectoral growth pattern of Regional economies.</td>
<td>PSO 2</td>
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<td>Analyse the trends in Production and Productivity among Sectors</td>
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<td>CO 4</td>
<td>Evaluate the new initiatives undertaken for strengthening Regional Economies.</td>
<td>PSO 3</td>
<td>Evaluate</td>
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<td>Assess the new initiatives strengthening and empowering Regional Economies</td>
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Module I: Demographic Features of India and Kerala

Module II: Economic Development Strategy of India and Kerala

- Mixed Economic Framework - Key and Strategic Role of PSUs – Economic Crisis of 1990

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


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

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- 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

Semester IV
ECM 1443: Sectoral Fallacies and Global Economic Crisis
Credits - 3
Inst. Hours - 3
## Course Outcomes

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

## Tagging Course Outcomes
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

Module IV: Global Meltdown and the Twenty-first Century

References
- Economic Survey, Ministry of Finance, GOI,
Course Outcomes

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

Tagging Course Outcomes

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
ECM 1543: Political Economy of Sustainability

Credits - 4
Inst. Hours - 4

Course Outcomes

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

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

**Tagging Course Outcomes**

**Module I: Correlation and Regression**
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.

Module II: Index Numbers

Module III: Probability

References
- Gupta, S.P, Statistical Methods, Sulthan Chand and Sons, New Delhi.
### Course Outcomes

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

### Tagging Course Outcomes

<table>
<thead>
<tr>
<th>CO</th>
<th>CO Statement</th>
<th>PSO</th>
<th>Cognitive Level</th>
<th>Knowledge Category</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>CO 1</td>
<td>Understand basis of gainful trade between countries</td>
<td>PSO 1</td>
<td>Understand</td>
<td>Conceptual</td>
<td>Advantages of International Trade</td>
</tr>
<tr>
<td>CO 2</td>
<td>Equip the students to understand the trading relations between domestic economy and the rest of the World</td>
<td>PSO 1</td>
<td>Understand</td>
<td>Conceptual</td>
<td>Working of Expenditure Changing and Expenditure to correct BOP Disequilibrium</td>
</tr>
<tr>
<td>CO 3</td>
<td>Understand the mechanism of Exchange rate determination</td>
<td>PSO 2</td>
<td>Understand</td>
<td>Conceptual</td>
<td>Exchange rate determination and the role of Fiscal and Monetary Policy</td>
</tr>
<tr>
<td>CO 4</td>
<td>Examine contemporary trade policy issues and its effects on Global Trade</td>
<td>PSO 3</td>
<td>Evaluate</td>
<td>Conceptual</td>
<td>Current trade issues between countries – US, China, India</td>
</tr>
</tbody>
</table>
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
    New Delhi
  • Krugman P R and Obsfeild M (2009) - International Economics- Theory and Policy, (8th

Project: Semester V
Instructional Hours :3 Credit :3
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
<table>
<thead>
<tr>
<th>Semester</th>
<th>CORE</th>
<th>Hours</th>
<th>Credits</th>
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<td>1</td>
<td>6 Hours – 6 credits</td>
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<tr>
<td>2</td>
<td>Foundation Course offered by Media Studies (Basics of Informatics)</td>
<td>2 Hours – 2 credits</td>
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<td>2</td>
<td>7 Hours - 7 credits</td>
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<tr>
<td>3</td>
<td>10 Hours - 8 credits</td>
<td></td>
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<tr>
<td>4</td>
<td>10 Hours - 8 credits</td>
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<tr>
<td>5</td>
<td>CORE</td>
<td>11 Hours – 8 credits</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Open Course offered by Media Studies (Understanding Cinema)</td>
<td>3 Hours – 2 credits</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>CORE</td>
<td>11 Hours – 10 credits</td>
<td></td>
</tr>
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</table>

**MEDIA STUDIES - CORE : 55 HOURS – 47 CREDITS**

+ **FOUNDATION COURSE- BASICS OF INFORMATICS: 2 HOURS - 2 CREDITS**

+ **OPEN COURSE OFFERED – UNDERSTANDING CINEMA-3 HOURS-2 CREDITS**

**TOTAL – 60 HOURS – 51 CREDITS**

Number of Core Courses – 13, Number of Foundation course -1 , Number of Open course-1
### Semester wise Specific Course Structure

#### Semester 1

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Hours</th>
<th>Credits</th>
</tr>
</thead>
</table>
| **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

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Hours</th>
<th>Credits</th>
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</thead>
</table>
| **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

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Hours</th>
<th>Credits</th>
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</thead>
</table>
| **CORE 5**  
ECM 1341 Print Media Practices– II       | 5     | 4       |
<table>
<thead>
<tr>
<th>Semester 4</th>
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</thead>
<tbody>
<tr>
<td><strong>CORE 7</strong> ECM 1441</td>
<td>Visual Media: Television and Cinema</td>
</tr>
<tr>
<td><strong>CORE 8</strong> ECM 1442</td>
<td>Broadcasting Media</td>
</tr>
<tr>
<td><strong>Media Studies (Sem 4) – 10 Hours; Credits – 8</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Semester 5</th>
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<tbody>
<tr>
<td><strong>CORE 9</strong> ECM 1541</td>
<td>Media Laws, Ethics and Practices</td>
</tr>
<tr>
<td><strong>CORE 10</strong> ECM 1542</td>
<td>Fundamentals of Digital Media</td>
</tr>
<tr>
<td><strong>OPEN COURSE BY MEDIA STUDIES</strong> ECM 1551</td>
<td>Understanding Cinema (OPEN COURSE)</td>
</tr>
<tr>
<td><strong>Media Studies (Sem 5) – 11 Hours; Credits – 8</strong></td>
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</tr>
<tr>
<td><strong>Open Course – 3 Hours; Credits -2</strong></td>
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<td><strong>Total – 14 hours; Credits – 10</strong></td>
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<th>Semester 6</th>
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<tr>
<td><strong>CORE 11</strong> ECM 1641</td>
<td>Media and Society</td>
</tr>
<tr>
<td><strong>CORE 12</strong> ECM 1642</td>
<td>Business Journalism</td>
</tr>
<tr>
<td><strong>CORE 13</strong> ECM 1643</td>
<td>Project- Dissertation</td>
</tr>
<tr>
<td><strong>Media Studies (Sem 6)–11Hours; Credits–10</strong></td>
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</tr>
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</table>

**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

<table>
<thead>
<tr>
<th>Course Outcomes</th>
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</thead>
<tbody>
<tr>
<td>CO1</td>
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<tr>
<td>CO2</td>
</tr>
<tr>
<td>CO3</td>
</tr>
<tr>
<td>CO4</td>
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</tbody>
</table>

**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, Keval J. (2010), Mass Communication in India, New Delhi, Jaico Publishers
5. Baran, Stanley J. & Dennis K. Davis (2006), New Delhi, Cengage Learning India
7. Vilanilam, J.V. (2003), Growth and Development of Mass Communication in India, New Delhi, NBT

HISTORY OF MEDIA | ECM 1142

<table>
<thead>
<tr>
<th>Course Outcomes</th>
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<tbody>
<tr>
<td>CO1</td>
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<tr>
<td>CO2</td>
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<tr>
<td>CO3</td>
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<tr>
<td>CO4</td>
</tr>
</tbody>
</table>

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


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
9. Raghavan, Puthupally Kerala pathrapravarthana charithram
10. Thomas, M V Bharathiya Pathracharithram, Bhasha Institute
11. Kumar, Keval J Mass Communication in India, Jaico

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

HOURS: 2  |  CREDIT: 2

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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


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
3. Marshall Poe, History of Communications: Media and Society from the Evolution of Speech to the Internet. Cambridge University
7. Rajaraman, V. Introduction to Information Technology. Prentice Hall.

SEMESTER 2

PRINT MEDIA PRACTICES – I  ECM 1241

HOURS: 4  CREDIT: 4
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**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

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**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 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.
2. 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

2. Sam Black: *Practical Public Relations*
3. C.S. Rayadu & K.R. Balan: *Principles of Public Relations*
5. Otto Klepner: *Advertising Procedures*
6. Chunnawalla et al: *Advertising Theory and Practice*
7. J.V Vilanilam: *Advertising Basics*

SEMESTER 3

PRINT MEDIA PRACTICES – II | ECM 1341

HOURS: 5 | CREDIT: 4

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COURSE CONTENT

Module 1  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: Ambrish Saxena
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

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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**

2. De Fleur, Melvin L. and Ball-Rokeach, Sandra J.: Theories of Mass Communication.
9. McQuail, Denis and Windahl, Sven: Communication models for the study of mass communications.
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 |

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


Module 3


Module 4

**Reference**

- Ralph Donald and Thomas Spann, Fundamentals of Television Production
- Vasuki Belavadi, Video Production
- Ted White, Broadcast News Writing, Reporting & Producing
- Browzzard 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.

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**Course Outcomes**

<table>
<thead>
<tr>
<th>HOURS: 5</th>
<th>CREDIT: 4</th>
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<tbody>
<tr>
<td><strong>CO1</strong></td>
<td>To familiarize the production of various broadcasting formats</td>
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<td><strong>CO2</strong></td>
<td>To sketch the process of Broadcasting operations and production</td>
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<tr>
<td><strong>CO3</strong></td>
<td>To prepare basic writings for Broadcasting production</td>
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<tr>
<td><strong>CO4</strong></td>
<td>To explain the recording process of Broadcasting</td>
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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


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

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
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 KanaathaNadan

SEMESTER 5

MEDIA LAW, ETHICS and PRACTICES | ECM 1541

HOURS: 6 | CREDIT: 4

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<th>Course Outcomes</th>
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<tbody>
<tr>
<td>CO1</td>
<td>To explain and incorporate legal framework</td>
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<td>CO2</td>
<td>To suit concepts of freedom of press and the constitution</td>
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<tr>
<td>CO3</td>
<td>To evaluate the social media practices and cyber laws</td>
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<td>CO4</td>
<td>To review contemporary verdicts related to Media</td>
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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 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,
Module4

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


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, Media Laws
2. Kundra S., Media laws and Indian Constitution
4. Karan Sanders, Ethics and Journalism
5. Paranjoy Guha Thakurtha (2012), Media Ethics: Truth, Fairness and Objectivity, New Delhi, OUP

FUNDAMENTALS OF DIGITAL MEDIA  |  ECM 1542

HOURS: 5  |  CREDIT: 4

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To map the data journalism trends

**CO4 COURSE CONTENT**

**Module 1**

**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- YouTube 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
5. Brian Winston - Media, technology and society
UNDERSTANDING CINEMA  |  ECM 1551

HOURS: 3  |  CREDIT: 2

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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.


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


**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
6. Bill Nichols (1976), Movies and Methods, Los Angeles, University of California Press
7. Bruce Mamer, Film Production Technique, New York, Thomas Wadsworth
15. Rudolf Arnheim (1957), Film as Art, Los Angeles, University of California Press
16. Siegfried Kracauer (1959), From Caligari to Hitler, New York, Noonday

SEMESTER 6

MEDIA AND SOCIETY | ECM 1641

HOURS: 4 | CREDIT: 4

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


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


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
3. Elihu Katz,Massmedia and social change
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.

BUSINESS JOURNALISM | ECM 1642

HOURS: 5 | CREDIT: 4

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<tr>
<td>CO1 To explain the evolution of economic thinking and its current perspectives</td>
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<td>CO2 To familiarize economic news based on data and figures.</td>
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<td>CO3 To prepare and present business reports</td>
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<td>CO4 To analyse the newsvalues and readability checks of business journals</td>
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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**

5. Robert Reed, Glenn Lewin(2005) – Covering business : A guide to aggressively reporting on commerce and developing a powerful business beat, Marion Street Press
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.

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

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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.