# UNIVERSITY OF KERALA

## (Abstract)

Career-related First Degree Programme in Journalism and Mass Communication under CBCS System 2(a) - Syllabus for compulsory complementary courses in Journalism only for the students who have not studied Malayalam at school level- w.e.f 2020 admission onwards- Approved -Orders Issued.

===================================================

## Ac AV

6126/2021/UOK                                      Dated: 10.11.2021

Read: 1.U.O.No.3529/2020/UOK dated 09.11.2020.
   2.Minutes of the Additional meeting of the Board of Studies in Journalism held on 30.06.2021.
   3.Item.no.15 of the Minutes of the meeting of the Standing Committee of the Academic Council held on 03.09.2021.
   4.Item.no.(I) 55 of the Minutes of the meeting of the Academic Council held on 07.10.2021.

## <u>ORDER</u>

The Scheme and Syllabus of Career-related First Degree Programme in Journalism and Mass Communication under CBCS System 2(a) has been revised and University order read as paper  (1) above issued.

The additional meeting of the Board of Studies in Journalism vide paper read as (2) above, considered the request of a candidate for Career-related First Degree Programme in Journalism and Mass Communication under CBCS system 2(a)- 2020 admissions, who have not studied Malayalam at school level,  for changing his compulsory Complementary courses in Malayalam  ( ML 1131-Sargathmaka Rachana and ML 1231- Madhyama Rachana ) in the first and second Semesters; **and recommended an additional Complementary course in Journalism ( JC 1132-Fundamentals of Convergent Journalism and JC 1232- Multimedia Story telling with 4 credits  and 5 working hours each) for the  first and second Semesters respectively, as an alternative to Malayalam ( ML 1131-Sargathmaka Rachana and ML 1231- Madhyama Rachana ). This is applicable  only for the students, who have not studied Malayalam at school level. The Chairman, Board of Studies in Journalism, submitted the Syllabus for the same and recommended to implement from 2020 admissions.**

The Dean, Faculty of Arts endorsed the above recommendations of the Chairman, Board of studies in Journalism.

The Standing Committee of the Academic Council vide paper read as (3) recommended to refer the matter to the Academic Council.

The Academic Council vide paper read as (4) above, resolved to approve the recommendations of the Board of Studies in Journalism and further recommended to permit the candidates to complete the course within the UG Programme period.

The Scheme and Syllabus is available in the University Website.

Orders are issued accordingly.

Sd/-
**SINDHU GEORGE**
**Deputy Registrar**
**for Registrar**

Copy to:-

1.PS to VC/PVC
2.PA to Registrar/CE
3.The Dean, Faculty of Arts
4.The Chairman, Board of Studies in Journalism
5.The Principal of all affiliated colleges offering First Degree Programmes under CBCS System
5.The Director, Computer Centre
6.JR (CBCS/Academic)
7.DR (CBCS/ES/EB)                                    Forwarded/By Order
8.AR (CBCS/ES/EB/IT Cell Exams)
9. IT Cell Exams
10. EB Sections                                             Section   Officer
11. ES Sections.
12.PRO/Equiry
12.Stock file

## Fundamentals of Convergent Journalism JC 1132

**Credit 4**                                                                                          **Hours - 5**

**Course Objective:** The objective of the course is to create a basic awareness in the idea of Convergence in Journalism. It aims to make students prepared for writing for different platforms by understanding the character of each media. It also tries to create an idea of how to create content for Convergent media platforms.

**Course Outcome:**
1. Differentiate the approaches for different media forms and platforms
2. Write and create content for Convergent media
3. Generate different news stories from a single source according to the platform available.

**Module 1**
Definition and concepts of traditional media and New media- Idea of Convergence-History and evolution- Transformation from analogue to digital- Merits & Demerits.

**Module 2**

Writing for different media platforms- Structure and Content of news stories – Interactivity and Participation of audience- Different approaches and difference in the news value judgments- News sources and credibility measures- Concepts of news portals and functions – Placement of the story – importance of metadata – search engine optimization and Google trends

**Module 3**
Creation and Maintenance of own blog/website- Write/ report multimedia packages-Content creation and management of text, video and audio- Tagging-hashtag campaigns-experiential news - Nature and characteristics of feedback mechanism- issues of credibility, privacy and security – Ethical concerns

**Module 4**

Basics of integrating audio, photographs, graphics and video to enhance news/article. Follow ups and practice of news packages- Comprehensiveness and hypertextuality features- Practices of interactive tools on media websites.Idea of cross ownership in Media- Challenges and opportunities as a Journalist–need for multi-skilled journalists - working with emerging and future technologies - artificial intelligence in journalism.

Assignments: 1. Dissection and analysis of a News portal- Form and Content- How it differs from the conventional news story/ traditional media- Language, Writing style, presentation and aesthetics

**References**

1. Briggs, M. E. (2019). Journalism Next: A Practical Guide to Digital Reporting and Publishing (Fourth ed.). SAGE Publications, Inc.

2. Filak, V. F. (2014). Convergent Journalism: An Introduction: Writing and Producing Across Media. Routledge.

3. Gillmor, D. (2004). We The Media (1st ed.). O'Reilly Media.

4. Grant, A. E., & Wilkinson, J. S. (2008). Understanding Media Convergence (Illustrated ed.). Oxford University Press.

5. Holmes, T., Hadwin, S., &Mottershead, G. (2012). The 21st Century Journalism Handbook: Essential Skills for the Modern Journalist (1st ed.). Routledge.

6. Kolodzy, J. (2006). Convergence Journalism: Writing and Reporting across the News Media. Rowman& Littlefield Publishers.

7. Luckie, M. S. (2012). The Digital Journalist's Handbook (1st ed.). CreateSpace Independent Publishing Platform.

8. McGuire, M., Stilborne, L., McAdams, M., & Hyatt, L. (1997). The Internet Handbook for Writers, Researchers, and Journalists. The Guilford Press.

9. Witschge, T., Anderson, C. W., Domingo, D., &Hermida, A. (Eds.). (2016). The SAGE Handbook of Digital Journalism (1st ed.). SAGE Publications Ltd.

**Second Semester Compulsory Complimentary –BA JMC ( CBCS)- 2020 Admn (Applicable Only for students who haven't studied Malayalam for 10th Pass)**

## Multimedia Storytelling - JC 1232

**Credit 4**                                                        **Hours - 5**

**Course Objective:** The objective of the course is to educate students and make them aware of the approaches of multimedia storytelling. The course will make the students enable to produce multimedia content for interactive platforms and learn its various dynamics.

Course Outcome:

1. Demonstrate developed knowledge of the principles and concepts of Online Media types, online storytelling forms, visual storytelling, digital storytelling, and culture.
2. Demonstrate a sense of aesthetics and skills in communicating through both static and moving images.

3. Demonstrate critical thinking around digital storytelling for social mobilization, online media production, and the social and cultural media environment

**Module 1**

History of Internet and Digital Revolution – Media Convergence, Diffusion – Online news media types and sources–Multimedia-Crowdsourcing, vlogs, narrowcasting and web podcasting– Fact checking and ethics.

**Module 2**

Effects on journalistic storytelling. Digital storytelling – how is it changing? – Narrative forms and visual approaches - Static vs. dynamic stories - Approaches to scripting, storyboarding. Digitizing multimedia story elements

**Module 3**

Integrated newsrooms - Newsgathering - Planning and evaluating the story-Automated Journalism, content aggregation - multimedia storytelling for PR, mobile storytelling, immersive narratives – Gaming– Social media marketing and culture

**Module 4**

Common approaches and elements found in engaging multimedia news stories-participatory multimedia journalism Accessibility, user experience – interface and -navigation, elements of navigation –Comparison between foreign and local news web sites - Plagiarism and copyright – IT Act 2000

**References**

1. Alexander, B. (2011). The New Digital Storytelling: Creating narratives with New Media. Preager Publishers.

2. Bull, A. (2010). Multimedia Journalism: A Practical Guide. Routledge.

3. Deborah, P. & Deborah, H. W. (2014). Advancing the Story: Journalism in a Multimedia. World Press.

4. Hartley, J. &McWilliam, K. (2009). Story Circle: Digital Storytelling around the World. John Wiley & Sons.

5. Miller, C. H. (2008). Digital Storytelling: A Creator's Guide to Interactive Entertainment. Taylor and Francis.

6. Silvia, A. & Tony, S. (2011). Power Performance: Multimedia Storytelling for Journalism and Public Relations. John Wiley & Sons.