JOU4(3)CO1 JOURNALISTIC PRACTICES (2022-2023)

Course Details

Name of the Stream	Humanities and Social Science
Name of the Programme	BA English
Name of the Course	JOU4(3)CO1 JOURNALISTIC PRACTICES
Year	2022-2023
Semester	Third
Nature of the Course	Complimentry course
Lecturer(s)	Dr. Abdul Muneer. V
Coordinator Name	Dr. Abdul Muneer. V
No of Credits	4
No of Contact Hours	6
Course Description	This course exposes undergraduate students to the discipline of Journalism which has come to play a significant role in contemporary society.
Course Objectives	The objectives of this course are: 1. To provide the students with practical knowledge in reporting and editing and; 2. To introduce them to the other journalistic practices like P.R. and advertising.
Course Outcome	By the completion of this course, students shall be able to understand the basic concepts and practices of editing and reporting in media, especially print. Further, they will be able to comprehend the theories and practices of advertising and public relations which are the allied areas of Journalism and Mass Communication.
Assessment Method	- Assignments - Class Tests - Unit Tests

	- Term Exam - Seminars
Text Book	As this course consists of sub-fields such as news editing and reporting, advertising and public relations, an exclusive text book is not possible.
References	1. Shrivastava, K.M: News reporting and editing. 2. Bruce Westly: News Editing. 3. Otto Klepner: Advertising Procedures. 4. Scott. M Cutlip and Allan H. Centre: Effective Public Relations. 5. Sam Black: Practical Public Relations. 6. Keval J. Kumar: Mass Communication in India.
Internet Resources	Nieman Lab, Columbia Journalism Review.

Internal Exam Pattern

Items	Mark 20	Mark 15
Assignment	4	3
Test Paper(s)/Viva voce	8	6
Seminar/Presentation	4	3
Class Room Particpation based on Attendance	4	3
Total	20	15

External Exam Pattern

Question Type	No of Question	Mark/Question	Total Marks
Short Questions(2-3 Sentences)	15	2	Ceiling 25
Paragraph / Problem Type	8	5	Ceiling 35
Essay Type	2 out of 4	10	10
Total			80
Time			2.5 hrs

Course Schedule

Discribtion	Duration
Introduction of course outline, Audiovisual presentation on print media practices highlighting the essentials skills required for a journalist, copy writer, and PR practitioner.	week 1
Module I: Print Media Journalism: Organisational structure of a newspaper Business, Mechanical and editorial departmental chart- responsibilities and qualities of chief editor – news editor, chief sub editors, sub editors.	week 2
Bureau: bureau chief- chief reporter – reporters, stringers and freelancers; photo journalists.	week 3
Module II: Print Media Journalism: Contents and Reporting practices News – definitions – types of news – news determinants(values) – News story structure – lead (intro) and body – inverted pyramid and hour glass, principles of news writing	week 4
Features – articles – middles – interviews – reviews – profiles – columns – travelogues – cartoons.	week 5
Reporting practices – basics of reporting – on the spot, beats assignments – types of reporting – straight, interpretative, investigative, crime.	week 6
Sources for reporting; Principles of reporting – news sources – news agencies	week 7
Editing for newspapers - line editing, creative editing and design editing; general rules of editing - headlines - writing Headline; writing editorials; condensing stories.	week 8
News agencies and handling news agency copies; Design and page make-up; systems of page make-up.	week 9
PRINT MEDIA PRACTICES, ASSIGNMENTS AND SEMINARS, INTERNAL TEST 1.	week 10
Introduction to PR: definitions, origin and evolution of public relations - external and internal publics- role and functions of PR.	week 11
PR tools - qualities of a PRO - PRSI, IPRA, PR campaign,PR campaign conducted by Central and State governments; Political P R, Ethics in Public relations; PRSI code of conduct; Corporate Communication and CSR.	week 12
Definition - evolution of advertising - functions and effects of advertising - types of ads advertorial.	week 13
Ad agencies and functions of advertising agencies - ASCI and DAVP - Ad. Campaign.	week 14
Ad copy - elements of copy: Principles of illustration, HL, display and caption, text, logo and baseline.	week 15
Copywriting for broadcast commercials - jingles and internet ads. Ethics of advertising: ethical issues of advertising - professional organizations and code of ethics.	week 16

Contact Details

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Quantitative Methods for Economic Analysis-I (2021-2022)

Course Details

Name of the Stream	Humanities and Social Science
Name of the Programme	BA ECONOMICS
Name of the Course	Quantitative Methods for Economic Analysis-I
Year	2021-2022
Semester	Third
Nature of the Course	Core course
Lecturer(s)	ABDURAZAQUE.P.M. DR. IBRAHIM CHOLAKKAL
Coordinator Name	ABDURAZAQUE.P.M.
No of Credits	4
No of Contact Hours	90
Course Description	Economics is now become highly quantitative. This paper gives an introduction to the basic quantitative techniques used in economics.
Course Objectives	The main objective of the course is to give an introduction to the quantitative techniques we are going to use in the further study of economics.
Course Outcome	1. Students understand and demonstrate sound quantitative skills to collect analyses and interpret empirical data related to socio- economic issues. 2. Students understand the skill in statistical and mathematical techniques that are required for a meaningful study of applied economics and for carrying out empirical analysis 3. Students generalizes skills in quantitative analysis and apply it to study the concepts in most branches of economics 4. Students solve and analyses the data using Spread Sheet 5. Students draw graphs with

	the help of economic data 6. Students analyses and apply different techniques of correlation and regression analysis
Assessment Method	• Assignments • Homeworks • Class Tests • Unit Tests • Practical Tests • Term Exam • Seminars
Text Book	1.Sydsaeter K and Hammond P, Essential Mathematics for Economic Analysis, Prentice Hall
References	1. Allen , R.J.D. Mathematical Analysis for Economics ,Macmillan Press, London 2. Dowling Edward T, Mathematical Methods for Business and Economics, SchaumsOutlineSeries, McGraw Hill, 1993 3. Dowling Edaward.T, Introduction to Mathematical Economics, 2nd/3rd Edition, Schaum‚,s Outline Series, McGraw-Hill, New York, 2003 4. Taro Yamane, Mathematics for Economists: An Elementary Survey, Prentice Hall of India 5. Sydsaeter K and Hammond P, Essential Mathematics for Economic Analysis, Prentice Hall 6. Haeussler Earnest F, Paul Richard S and Wood Richard, Introductory Mathematical Analysis Peason Eduction ISBN 0131276298

Internal Exam Pattern

Items	Mark 20	Mark 15
Assignment	4	3
Test Paper(s)/Viva voce	8	6
Seminar/Presentation	4	3
Class Room Particpation based on Attendance	4	3
Total	20	15

External Exam Pattern

Question Type	No of Question	Mark/Question	Total Marks
Short Questions(2-3 Sentences)	15	2	Ceiling 25
Paragraph / Problem Type	8	5	Ceiling 35
Essay Type	2 out of 4	10	10
Total			80
Time			2.5 hrs

Graduates Attributes	**Course Name:**
	
	Quantitative Methods for Economic Analysis-I
	
	• **Knowledge**
	• **Acedemic and Intelictual Skill**
	   o Self Learning
	   o Cognitive Skills
	• **Professional Skills**
	   o Decision Making
	   o Critical and aneletical Skills
	   o IT Skills
	   o Cross cultural skills
	   o Problem Solving Skills
	   o Research Skills
	• **Personal Skills**
	   o Application Skills
	   o Creative Thinking
	• **Aptitude and Values**
	   o Social Responcipility

Course Schedule

Discribtion	Duration
Module I –Basic Concepts: Exponents and logarithms-Equations –Linear, quadratic and simultaneous equations up to three unknows	week 1
unctions –types and their applications in economics –Introduction to co-ordinate geometry	week 2
Graphs, Slope and Intercepts, Equations of Straight Lines.	week 3

Module II - Basic Matrix Algebra:Matrix -Meaning and types, Matrix operations, Addition, Subtraction and Multiplication-Properties of Matrix multiplication, Transpose of matrix	week 4
Determinant and their properties (Up to 3 x 3) – Minor and Co-factors – Rank of a Matrix- Solving linear equations using Matrix Inverse- - Cramer's rule	week 5
Module III – Univariate Analysis: Univariate Analysis: -Frequency Tables, Representation of data-Frequency Polygon, Ogives and Pie diagram. Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric Mean and Harmonic Mean	week 6
Measures of Dispersion: Absolute and Relative measures of Dispersion – Range, Quartile Deviation, Mean Deviation and Standard Deviatio	week 7
, Coefficient of variation -Lorenz Curve - Gini Coefficient - Skewness and Kurtosis.	week 8
Data management using Spread Sheet : Mean, Median, Mode, Dispersion, Coefficient of Variation -Graphical Presentation of Data: Line, bar, pie diagrams.	week 8
Module IV: Correlation and Regression Analysis: Correlation-Meaning, Types-Methods of Measuring Correlation-Graphical: Scatter Diagram and correlation Graph	week 9
Algebraic Methods: Karl Pearson„s Coefficient of Correlation and Rank Correlation Coefficient	week 10
Simple linear regression - Meaning, Principle of Ordinary Least Squares and Regression Lines-Correlation and Regression using spread sheet.	week 11
University Model Examination\ Assignments Seminars based on different topics studies	week 12

Contact Details

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