



SREE NARAYANA COLLEGE, KOLLAM

**Affiliated to the University of Kerala
(Reaccredited by NAAC with 'A' Grade)**

College Level Certificate Course

in

Journalism 2017-18

Course Title : Fundamentals of Journalism

Offered by

Department of Journalism and Mass Communication

Course Coordinator : Jishnu D

Contact Number : 99959 00304

Sree Narayana College, Kollam

Department: Journalism and Mass Communication

Certificate course - Fundamentals of Journalism

Title of the Course: Fundamentals of Journalism (2017-18)

Duration- 30 hours

Board of studies: Mr. Jishnu D, Vaishnav V S, Anagha M, Ms. Radhika B, Aswathi Mohan, Chinnu Chandran S

Members Mr. Jishnu D, Vaishnav V S, Anagha M

Aims: On completion of the course the student should be able to:

1. Understand the evolution of Journalism
2. Understand the art of writing, report and editing.
2. Develop skills of writing, report and editing

Course Outcomes:

1. To attain the basic concepts of communication and the evolution of Journalism and mass communication. 2. The knowledge gained from the course should act as a gateway and navigator to the various branches of Journalism and mass communication. 3. To gain the capacity to examine the working of the media and to develop better perspectives of media.

Relevance: The course is intended to introduce the students to basic principles and skills required in the field of journalism and Mass communication. Besides providing a theoretical understanding of media it is also aimed at imparting skills of professional practice in journalism and allied fields.

Module 1: Introduction to News -News: Meaning & definition 2. Sources and elements of news 3. Characteristics of news 4. Mass Communication: Concept & Characteristics 5. Different styles of news writing. 6. Headline: Importance & types

Module 2: Different Types of writing- Writing for newspaper and magazines: Nature & Difference 2. Feature writing: Meaning, definition & nature. 3. Editorial: Importance & art of writing 4. Writing column, Reportage, analysis etc

Module 3: Reporting for Print Media- Definition, scope, concept & principles of news reporting 2. Types & techniques of news reporting 3. Functions of reporting: Interview, collection of data, research 4. Qualities & Responsibilities of a reporter. 5. Introduction to different types of reporting: Investigative, Cultural, Political, Seminar & civic issues.

Module 4: Editing for Print Media- Theories and Principles of Editing 2. Preparing good copies for Newspaper, Magazine & others 3. Introduction to editing symbol, proof reading symbols & Copy desk 4. Role, functions and responsibilities of Copy editor.

Practicals: The Practical assignments should include the exercises of the followings 1. Reporting & writing news for Investigative, Cultural, Political, Seminar & civic issues.

Referances:

Hanson, Ralph E. (2017). Mass communication: Living in a media world. New Delhi: Sage.

Kumar, Keval J. (2004). Mass communication in India. New Delhi: Jaico.

McQuail, Dennis. (2010). McQuail's mass communication theory. New Delhi: Sage.

Melkote, Srinivas R and Rao, Sandhya (2001). Critical issues in communication. New Delhi: Sage

Narula, Uma (2006). Mass communication theory and practice. New Delhi: Har-Anand Publications.

Rao, Shakuntala & Mudgal, Vipul. (2016). Journalism, democracy, and civil society in India (6th Edition). New Delhi: Routledge

Vilanilam, J V. (2005). Mass communication in India. New Delhi: Sage.


Principal
Sree Narayana College
Kollam



NOTICE

A meeting of the Board of Studies of Certificate Course of Journalism and Mass Communication will be held on 16/September/2017 at 01:00 PM. All the members are requested to attend the meeting without fail.





Agenda: -

1. Syllabus of the Course
2. Title of the Course
3. Duration of the Course.

Minutes: -

A meeting of the members of the Certificate Course of the Department of Journalism and Mass Communication was held on 30/ November/ 2017 at 02:00 PM.

Members Present:

1. Sri.Vaishnav.V.S 
2. Jishnu. D 
3. Anagha .M 
4. Aswathy Mohan 

Decisions taken in the meeting: -

1. An outline was formed for the syllabus and curriculum.
2. It was decided to commence the course on 2 January 2018.
3. The aims and objectives of the course was discussed in detail.

SREE NARAYANA COLLEGE, KOLLAM

SELECTION LIST OF STUDENTS

CERTIFICATE COURSE in Fundamentals of Journalism

Department of Journalism and Mass Communication

YEAR: 2017-18

Sl No.	Name of the Student	Department	Year	Signature of the Candidate
1.	AMARNATH. S. PRAKASH	PHY	III	<i>Amarnath</i>
2.	NISHANA ASHIBA	PHY	III	<i>NISHA</i>
3.	MINI B	PHY	III	<i>Mini B</i>
4.	FATHIMA NOUSHAD	BOT	II	<i>Fathima</i>
5.	ABHIJITH R S	HIS	III	<i>Abhi</i>
6.	HARILAL S.	HIS	II	<i>HARILAL</i>
7.	ANSILA A.	HIS	II	<i>Gopika</i>
8.	GOPIKA R S	POL	II	<i>Goopika</i>
9.	SURYA MANOHARAN	POL	I	<i>Lekshmi</i>
10.	LEKSHMIPRIYA S	ECN	I	<i>Aminna</i>
11.	AMINA SHAJAHAN	MAL	III	<i>Vaishnavi</i>
12.	VAISHNAVI S	MAL	II	<i>Sreekutty</i>
13.	SREEKUTTY S	MAL	I	<i>Akshaya</i>
14.	AKSHAYA M S	PSY	II	<i>Naji</i>
15.	NAJIMI N	ENG	I	<i>Femina</i>
16.	FEMINA THOMAS	PCA	III	<i>Draj</i>
17.	DASAMI RAJ	PCA	II	<i>Jukri</i>
18.	MEENAKSHI S	CHEM	I	<i>Amr</i>
19.	ANN MARY NETTO J	CHEM	I	<i>Aparna</i>
20.	APARNA P	HIN	II	<i>Arathy</i>
21.	ARATHY B S	HIN	II	<i>Anjana</i>
22.	ANJANA.P.S	MAT	III	<i>Archana</i>
23.	ARCHANA S	MAT	II	<i>Archi</i>



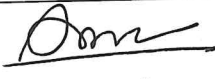
Sree Narayana College, Kollam

Department of Journalism and Mass Communication

Certificate Course in Fundamentals of Journalism

Year 2017-2018

LIST OF TEACHERS HANDLING CLASSES

Sl No	Name of the Faculty	Department	Signature
1	Jishnu D	Journalism and Mass Communication	
2	Vaishnav V S	Journalism and Mass Communication	
3	Anagha M	Journalism and Mass Communication	

SREE NARAYANA COLLEGE, KOLLAM

ATTENDANCE STATEMENT OF STUDENTS

CERTIFICATE COURSE in Fundamentals of Journalism

Department of Journalism and Mass Communication

YEAR: 2017-18

Sl No.	Name of the Student	Percentage of Attendance	Signature of the Candidate
1.	AMARNATH. S. PRAKASH	86	<i>Amarnath</i>
2.	NISHANA ASHIBA	92	<i>Nishana</i>
3.	MINI B	88	<i>Mini</i>
4.	FATHIMA NOUSHAD	85	<i>Fathima</i>
5.	ABHIJITH R S	96	<i>Abhi</i>
6.	HARILAL S.	94	<i>Harilal</i>
7.	ANSILA A.	91	<i>Ansila</i>
8.	GOPIKA R S	84	<i>Gojika</i>
9.	SURYA MANOHARAN	85	<i>Surya</i>
10.	LEKSHMIPRIYA S	93	<i>Lekshmi</i>
11.	AMINA SHAJAHAN	93	<i>Amina</i>
12.	VAISHNAVI S	92	<i>Vaishnavi</i>
13.	SREEKUTTY S	98	<i>Sreekutty</i>
14.	AKSHAYA M S	97	<i>Akshaya</i>
15.	NAJIMI N	88	<i>Najimi</i>
16.	FEMINA THOMAS	89	<i>Femina</i>
17.	DASAMI RAJ	86	<i>Dasami</i>
18.	MEENAKSHI S	94	<i>Meenakshi</i>
19.	ANN MARY NETTO J	95	<i>Ann Mary</i>
20.	APARNA P	96	<i>Aparna</i>
21.	ARATHY B S	88	<i>Arathy</i>
22.	ANJANA.P. S	86	<i>Anjana</i>
23.	ARCHANA S	99	<i>Archana</i>

SREE NARAYANA COLLEGE, KOLLAM

Certificate Course Students enrolled (final student list)

CERTIFICATE COURSE IN Fundamentals of Journalism

Department of Journalism and Mass Communication

YEAR: 2017-18

SI No.	Name of the Student	Department	Year
1.	AMARNATH. S. PRAKASH	PHY	III
2.	NISHANA ASHIBA	PHY	III
3.	MINI B	PHY	III
4.	FATHIMA NOUSHAD	BOT	II
5.	ABHIJITH R S	HIS	III
6.	HARILAL S.	HIS	II
7.	ANSILA A.	HIS	II
8.	GOPIKA R S	POL	II
9.	SURYA MANOHARAN	POL	I
10.	LEKSHMIPRIYA S	ECN	I
11.	AMINA SHAJAHAN	MAL	III
12.	VAISHNAVI S	MAL	II
13.	SREEKUTTY S	MAL	I
14.	AKSHAYA M S	PSY	II
15.	NAJIMI N	ENG	I
16.	FEMINA THOMAS	PCA	III
17.	DASAMI RAJ	PCA	II
18.	MEENAKSHI S	CHEM	I
19.	ANN MARY NETTO J	CHEM	I
20.	APARNA P	HIN	II
21.	ARATHY B S	HIN	II
22.	ANJANA.P.S	MAT	III
23.	ARCHANA S	MAT	II

SREE NARAYANA COLLEGE, KOLLAM

Certificate Course Students - Mark list

CERTIFICATE COURSE IN Fundamentals of Journalism

Department of Journalism and Mass Communication

YEAR: 2017-18

Sl No.	Name of the Student	Department	Year	Examination Marks
1.	AMARNATH. S. PRAKASH	PHY	III	45
2.	NISHANA ASHIBA	PHY	III	49
3.	MINI B	PHY	III	42
4.	FATHIMA NOUSHAD	BOT	II	46
5.	ABHIJITH R S	HIS	III	48
6.	HARILAL S.	HIS	II	44
7.	ANSILA A.	HIS	II	44
8.	GOPIKA R S	POL	II	45
9.	SURYA MANOHARAN	POL	I	41
10.	LEKSHMIPRIYA S	ECN	I	36
11.	AMINA SHAJAHAN	MAL	III	35
12.	VAISHNAVI S	MAL	II	42
13.	SREEKUTTY S	MAL	I	40
14.	AKSHAYA M S	PSY	II	40
15.	NAJIMI N	ENG	I	49
16.	FEMINA THOMAS	PCA	III	48
17.	DASAMI RAJ	PCA	II	42
18.	MEENAKSHI S	CHEM	I	41
19.	ANN MARY NETTO J	CHEM	I	33
20.	APARNA P	HIN	II	32
21.	ARATHY B S	HIN	II	36
22.	ANJANA.P.S	MAT	III	38
23.	ARCHANA S	MAT	II	39

Sree Narayana College, Kollam

Department of Journalism and Mass Communication

Certificate Course in Fundamentals of Journalism

TIMETABLE FOR CERTIFICATE COURSE

Year 2017-2018

Course Duration: 30 Hours- 3 Hours Per Week

Commencement of Course :2.01.2018.

Department Time table for Certificate Course

Monday

Time : 3.30 PM to 4.30 PM

Name of the Faculty: Jishnu D

Wednesday

Time : 3.30 PM to 4.30 PM

Name of the Faculty: Vaishnav V S

Friday

Time : 3.30 PM to 4.30 PM

Name of the Faculty: Anagha M

HOD

Principal

FUNDAMENTALS OF JOURNALISM

2017-18

Write **all** questions from the following in a sentence (**1x5=5Marks**)

1. Public Sphere
2. Target Audience
3. Semiotics
4. Who developed the Spiral of Silence Theory
5. Feedback

Write **any four** from the following in a paragraph (**2x4=8Marks**)

6. Opinion Leader
7. Catharsis
8. Non Verbal Communication
9. Narcosis
10. Mass Media

Write Short essays on **any three** from the following (**3x4= 12 Marks**)

11. Explain Spiral of Silence Theory.
12. Agenda Setting Theory
13. Persuasion and Propaganda
14. Do you think Soap Operas nowadays will negatively affect family relationships in our Society.



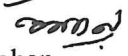

Write Long Essays on **any one** from the following (**1x15=15 Marks**)

15. Critically analyse the impact of Social media among the youth in India.
16. Explain Two Step flow and Multi step flow of Communication with diagram.

Sree Narayana College, Kollam
Certificate Course in Fundamentals of Journalism
Department of Journalism and Mass Communication
Fundamentals of Journalism
2017- 2018
Report

Certificate course in Journalism -“Fundamentals of Journalism”, offered by the Department of Journalism and Mass Communication, aims to help the students attain high proficiency in reporting and editing.

Members of the Board of Studies

1. Vaishnav.V.S 
2. Jishnu. D 
3. Anagha .M 
4. Aswathy Mohan 

Three meetings of the members of the Board of Studies were held to discuss the syllabus, curriculum, duration and plan of action of the programme. As per the decisions taken in the meetings, it was decided to commence the programme on 02 January 2017. The students from all semesters were selected for Course. The students are also informed of the guidelines to be followed regarding the smooth conduct of the course.

The classes were taken on three days per week after the regular college time, that is after 3:15 pm. Though 20 students were enrolled for the course, it was only 20 students who were regular and attended all the classes. 30 hours of dedication from the teachers and students saw such fruitful sessions from 02 January 2018 to 30 March 2018.

Parvathharajil
Principal
Sree Narayana College
Kollam





SREE NARAYANA COLLEGE KOLLAM
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION.
CERTIFICATE COURSE IN "FUNDAMENTALS OF JOURNALISM."

This is to certify that Mr./Ms./Mrs..... *NISHBANA ASHIBA*.....,

Department of *PHYSICS*....., has successfully completed

Certificate Course in "*Fundamentals of Journalism*", during the Academic

Year..... *2017-18*.....



Course Coordinator

Principal



SREE NARAYANA COLLEGE KOLLAM
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION.
CERTIFICATE COURSE IN "FUNDAMENTALS OF JOURNALISM."

This is to certify that Mr./Ms./Mrs..... *FRITHINBA NOUSHAD*.....,

Department of *BOTANY*....., has successfully completed

Certificate Course in "Fundamentals of Journalism", during the Academic

Year..... *2017-18*.....



Course Coordinator



Principal



SREE NARAYANA COLLEGE KOLLAM
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION.
CERTIFICATE COURSE IN "FUNDAMENTALS OF JOURNALISM."

This is to certify that Mr./Ms./Mrs..... *HARILAL S*.....

Department of *HISTORY*....., has successfully completed

Certificate Course in "Fundamentals of Journalism", during the Academic

Year..... *2017-18*.....

[Signature]
Course Coordinator

Principal



SREE NARAYANA COLLEGE KOLLAM
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION.
CERTIFICATE COURSE IN "FUNDAMENTALS OF JOURNALISM."

This is to certify that Mr./Ms./Mrs..... *ANUSILA A*.....,

Department of *HISTORY*....., has successfully completed

Certificate Course in "Fundamentals of Journalism", during the Academic

Year..... *2017-18*.....

[Signature]
Course Coordinator

Principal



SREE NARAYANA COLLEGE KOLLAM
DEPARTMENT OF JOURNALISM & MASS COMMUNICATION.
CERTIFICATE COURSE IN "FUNDAMENTALS OF JOURNALISM."

This is to certify that Mr./Ms./Mrs..... *NAJINS*.....;

Department of *ENGLISH*....., has successfully completed

Certificate Course in "Fundamentals of Journalism", during the Academic

Year..... *2017-18*.....



Course Coordinator

Principal