



# **DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

## **MUHAMMED ABDURAHIMAN MEMORIAL ORPHANAGE (MAMO) COLLEGE**

[Govt. Aided First Grade College & Affiliated to University of Calicut.  
Re-Accredited by NAAC with A Grade]

### **CURRICULUM FOR CERTIFICATE COURSE**

### **CERJM002: WRITING FOR PRINT**

**OFFERED DURING THE**  
**ACADEMIC YEAR 2018-19**  
**[APPROVED BY ACADEMIC COMMITTEE, MAMO COLLEGE]**



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## DEPARTMENT OF CHEMISTRY

### CURRICULUM FOR CERTIFICATE COURSE IN WRITING FOR PRINT [CERJM002]

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## INSTITUTIONAL VISION, MISSION & OBJECTIVES 01



VISION

**VISION:** Build Scientifically Oriented, Intellectually Accomplished, Morally Upright and Socially Committed youth who can play a constructive role in Nation Building.



MISSION

**MISSION:** Intellectual, social and economic empowerment of the youth in general and women, minorities, orphans and the destitute in particular by providing quality, value-based higher-education.



OBJECTIVES

**OBJECTIVES:** Pursuit of Excellence, Harnessing technology, Thrust on value-based education, Nurturing Excellence and Moulding the youth for Nation Building



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# VISION, MISSION, OBJECTIVES & CORE VALUES OF THE DEPARTMENT 02



VISION

**VISION:** Equip the youth to uphold the values of community engagement, ethical professionalism, critical reflection and technology in service of the public good.



MISSION

**MISSION:** Build a dynamic learning and working environment, which nurtures new ideas, creativity, and research and develops leaders and innovators in the domain.



**OBJECTIVES:** (a) Familiarize students with E-learning, Celebrity management, Video Editing and Film Direction, (b) Provide a good grounding in the best practices of Journalism and Mass Communication, (c) Prepare students to undertake further study at doctoral level, (d) Guide students to explore various media as tools for Advertising, Journalism, TV, Radio, New Media, and Public Relation in the real world and (e) Prepare graduates for careers in, but not limited to the News Paper, TV, Advertising, Public Relation, New Media, Radio, and various media industries.



VALUES

**CORE VALUES:** Innovation, Quality & Excellence, Industry-Oriented Skilling, Ethical Consciousness, Service Mindedness, Professionalism and Global Outlook.



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# M.A JOURNALISM & MASS COMMUNICATION: PROGRAMME EDUCATIONAL OBJECTIVES (PEOs) 03

After 4 to 5 years of post-graduation, the career and professional accomplishments attained by the M.A Journalism & Mass Communication Post-graduates would reflect that the programme really prepared the post-graduates to deal with the real world, where they could apply and use the skills and knowledge they have learned to good use.

Specifically, the graduate would be able to:



**PEO1:** Pursue any of the following three alternatives: (i) Immediately take up a career in any media and work productively as a successful professional in diverse career paths including supportive and leadership roles on multidisciplinary teams, (ii) Broaden the scope of the career path by pursuing higher studies and research in the field of Mass Communication and (iii) To impart the knowledge acquired to the young generation as a teacher.



**PEO2:** MCJ Graduates will communicate confidently, recognize and incorporate societal needs and



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constraints in their professional endeavours, and practise their profession with high regard to legal and ethical responsibilities.



**PEO3:** Be original, creative, innovative and systematic in their all endeavours, including individual, collaborative and entrepreneurial ventures with meticulous strategic thinking, planning and execution.



**PEO4:** Have sufficient breadth of understanding to enable continued professional development and lifelong learning throughout their career.



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# M.A JOURNALISM & MASS COMMUNICATION: PROGRAMME SPECIFIC OUTCOME (PSOs) 04

On successful completion of a Post-Graduate Degree in Journalism & Mass Communication, the post-graduates would be able to:



**PSO1: THEORIES IN SYLLABUS:** Students at the time of graduation will be able to understand the general approaches of Media houses and its functioning rules. It also helps the students to critically analyse the problems prevailing in society and figure it out in a journalistic manner.



**PSO2: DEVELOP PRACTICAL SKILLS:** Students at the time of graduation will be able to understand the difference between theory Vs. practical journalism. Once they enter into a journalism career, they will realize the exact needs of the society and they can add their contribution to build the nation as the powerful fourth pillar of democracy.



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**PSO3:** To familiarize with the emerging areas of Chemistry and their applications and to apprise the students of its relevance in future studies.



**PSO4: CAREER OPTIONS:** Students at the time of graduation will be able to apply their skills in various career fields and to engage as News Reader, Anchor, Radio Jockey, Public Relation Officer, Copywriter, Cameraman, Editor, Technical Writer, and as Researcher in various economic and financial institutions at national and international level.



**PSO5: USE OF COMMUNICATION MODELS:** Students at the time of graduation will be able to apply appropriate model and tests of significance to find solutions for complex problems in communication field of our nation. They can even formulate their own theories and models to explain the existing models in a much simpler way.



**PSO6: USE OF COMMUNICATION MODELS:** Students at the time of graduation will be able to apply appropriate model and tests of significance to find solutions for complex problems in communication field of our nation. They can even formulate their own theories and models to explain the existing models in a much simpler way.



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# M.A JOURNALISM & MASS COMMUNICATION: PROGRAMME OUTCOMES (POs) 05

The students graduating from M.A Journalism & Mass Communication Programme should be able to:



**PO1: SCIENTIFIC KNOWLEDGE IN COMMUNICATION FIELD:** Apply knowledge of Journalism and Mass Communication to provide solutions to complex issues regarding the discrepancies in media content distribution.



**PO2: PROBLEM ANALYSIS:** Identify, formulate, review research literature, and analyse complex real-life problems reaching substantiated conclusions using the tools of research, statistics and data analysis.



**PO3: SOLUTION TO REAL-LIFE PROBLEMS WITH SYSTEMATIC APPROACH:** Design solutions for complex real-life problems that meet the specified needs with appropriate consideration in the areas of Human Rights, Communal Harmony, Gender Equality etc.



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**PO4: CONDUCT INVESTIGATIONS OF COMPLEX PROBLEMS:** Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.



**PO5: CREATION AND USAGE OF VARIOUS TOOLS:** MCJ offers a wide variety of tools to the students to enter directly into the public. Usage of Social media against conventional media is novel with far reaching effects.



**PO6: PROFESSIONAL APPROACH TO SOCIAL ASPECTS:** Social injustice and inequalities can be questioned and brought into light through the professional approach of media graduates. It can make drastic changes in the social set up of an entire nation.



**PO7: ENVIRONMENT AND SUSTAINABILITY:** Understand the impact of use of natural resources and demonstrate the knowledge of, and need for sustainable development.



**PO8: ETHICS:** Apply ethical principles and commit to professional ethics, responsibilities, and norms of the society.



**PO9: INDIVIDUAL AND TEAM WORK:** Function effectively as an individual, and as a member or



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leader in diverse teams, and in multidisciplinary settings..



**PO10: COMMUNICATION:** Communicate effectively within the society, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.



**PO11: INNOVATIVE CONTRIBUTIONS:** Demonstrate knowledge and understanding of the media world and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.



**PO12: LIFE-LONG LEARNING:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of changes in technology and policy.



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[CERJM002]

## CERTIFICATE COURSE

# CERJM002: WRITING FOR PRINT 06

## COURSE CURRICULUM

Course Name	Writing for Print
Course Code	CERJM002
Year	2018-19
Course Designer	Ms. Lakshmi P
Course Duration	30 Hrs
Course Schedule	November to February
Maximum Students Intake	60



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#### 1. COURSE LEVEL

Foundational, skill-oriented certificate programme.

#### 2. PREREQUISITE

None.

#### 3. COURSE INTAKE & ADMISSION

Maximum 60 students will be given admission to the course based on First-Come-First-Serve basis. All the students of the MAMO College are eligible for free enrolment for the course. The enrolment notification will be issued for the course well in advance of the commencement of the course.

#### 4. COURSE COORDINATOR

Ms. Lakshmi P, Department of Journalism and Mass Communication

#### 5. COURSE PREAMBLE

This course helps journalism students learn the most important skills of reporting and editing. Print media is an integral part of journalism and this course helps a student develop an understanding of the various forms of print media and methods of writing associated with them. A brief introduction to Newspapers, Magazines and other publications Concept of News Newspaper Content Writing Opinion pieces, editorials, feature articles, interviews, profiles, reviews, criticism etc. Principles of editing, rewriting, and translation will be done in this course.

#### 6. DURATION

Total Duration: 30 Hrs. [Contact Hrs. 8 Hrs, Lab Hours: 8 Hrs, Course Woks: 7



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and Assessment Works: 7]

## 7. CURRICULUM FOCUS

Enhance the employability of the learners through curriculum enrichment for additional skill development.

## 8. COURSE OBJECTIVES

Learners are exposed to

- Create an interest towards journalism career
- Perform various editing and formatting techniques.

## 9. SKILL EXPECTED

On the successful completion of the course, learners will be able to:

- Write, edit and publish news articles
- To excel in the field of media reporting and editing.
- Cultivate a news sense

## 10. COURSE OUTCOMES

Upon the successful completion of the course, learners will be able to:

CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO1	Understand the fundamentals of Journalism	Understand



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CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO2	Apply the skills of reporting and editing in professional life	Apply
CO3	Analysing the society and find out the news elements	Analyse
CO4	Creating a taste for news analysis.	Create

## 11. MAPPING OF COs WITH PSO's AND POs

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO1	PO1	PO1	PSO	PSO	PSO	PSO	PSO
CO1	3	2	3	1	1	2	3	2	2	3	2	3	1	1	2	3	3
CO2	1	2	2	2	1	2	3	2	3	2	2	2	1	2	2	2	3
CO3	2	1	3	1	2	2	2	1	2	3	1	2	2	2	2	2	2
CO4	2	3	2	2	2	2	2	2	1	2	2	1	2	2	2	1	1
AVG	2.0	2.0	2.5	1.5	1.5	2.0	2.5	1.8	2.0	2.5	1.8	2.0	1.5	1.8	2.0	2.0	2.3

## 12. MODULE-WISE COURSE CONTENTS

### MODULE 1: INTRODUCTION TO PRINT MEDIA

**MODULE DURATION:** 15 Hrs. [Contact Hrs. 6 Hrs. Lab Hours: 2 Hrs., Course Woks: 3 and Assessment Works: 4]

**MODULE CONTENT:** A brief introduction to Newspapers, Magazines and other publications Concept of News Newspaper Content Writing Opinion pieces,



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editorials, feature articles, interviews, profiles, reviews, criticism etc. Principles of editing, rewriting, and translation

**MODULE OUTCOME:** On successful completion of the module, students will attain a sense of journalistic style of writing and editing.

#### MODULE 2: ONLINE PLATFORMS

**MODULE DURATION:** 15 Hrs. [Contact Hrs. 2 Hrs., Lab Hours: 6 Hrs., Course Woks: 4 and Assessment Works: 3]

**MODULE CONTENT:** Introduction to New Media Writing for Online newspapers Blogs Cellphone Communication E-mail

**MODULE OUTCOME:** On successful completion of the module, students can handle the online news portals.

#### REFERENCES:

1. Fred Fedler and John Bender, *Reporting for the Media*, New York: Oxford University Press, 2001 4.
2. Ambrish Saxena, *Fundamentals of Reporting and Editing*, New Delhi: Kanishka Publishers, 2007 5.
3. Joan Clayton, *Interviewing for Journalists*, London: Piatkus Publishers, 1994 6.
4. Vanita Kohli-Khandekar, *The Indian Media Business*, New Delhi: sage Publications, 2006

### 13. DELIVERY MODE

The course employs multi-mode delivery mechanism including contact lecture, online MOOC courses from NPTEL, Online and offline course works and Laboratory sessions.



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#### 14. DELIVERY SCHEDULE

November to February.

#### 15. DETAILED COURSE DELIVERY PLAN

Hour	Delivery Mode and Activity	Topics to be Covered
1	Contact Hour - 1: Classroom Discussion	Introducing the Course
2	Contact Hour - 2: Classroom Demonstration	Writing for press
3	Contact Hour - 3: Classroom Demonstration	Nose for news
4	Contact Hour - 4: Classroom Demonstration	Hourglass style
5	Contact Hour - 5: Classroom Demonstration	Narrative style
6	Contact Hour - 6: Classroom Demonstration	Inverted pyramid style
7	Contact Hour - 7: Classroom Demonstration	News Room
8	Lab Hour - 2	Lab Newspaper
9	Course Work – 1: Course Assignment	News report editing
10	Course Work – 2: Course Assignment	News report editing
11	Assessment Hour - 1	Media Analysis
12	Course Work – 3: Course Assignment	Media Analysis
13	Assessment Hour - 2	News Report Editing



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MUHAMMED ABDURAHIMAN MEMORIAL  
ORPHANAGE COLLEGE  
P.O. MANASSERY, MUKKAM - 673602



# MUHAMMED ABDURAHIMAN MEMORIAL ORPHANAGE (MAMO) COLLEGE

[Govt. Aided First Grade College & Affiliated to University of Calicut.  
Re-Accredited by NAAC with A Grade]

## DEPARTMENT OF CHEMISTRY

### CURRICULUM FOR CERTIFICATE COURSE IN WRITING FOR PRINT [CERJM002]

Hour	Delivery Mode and Activity	Topics to be Covered
14	Contact Hour - 7: Classroom Demonstration	Role of Editor
15	Contact Hour - 8: Classroom Demonstration	Role of reporter
16	Lab Hour - 3	News reporting
17	Lab Hour - 4	News Reporting
18	Lab Hour - 5	News Reporting
19	Course Work – 4: Course Assignment	Organizational structure of newspaper
20	Course Work – 5: Course Assignment	Online news papers
21	Lab Hour - 6	Editing
22	Lab Hour - 7	Editing
23	Lab Hour - 8	Editing
24	Assessment Hour - 3	Designing Headlines
25	Assessment Hour - 4	Reporting
26	Assessment Hour - 5	Designing Headlines
27	Course Work – 6: Course Assignment	Lay out
28	Course Work – 7: Course Assignment	Lay out
29	Assessment Hour - 6	Course End Assessment
30	Assessment Hour - 7	Course End Assessment



Manassery, Mukkam Post,  
Kozhikode, Kerala, India, 673 602.  
email: mamocollege@gmail.com



Office: 0495-2297319  
Principal: 0495-2295121



[www.mamocollege.org](http://www.mamocollege.org)

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## 16. ASSESSMENT COMPONENTS

Total Marks: 100

**CLASSROOM AND GROUP PARTICIPATION: 20 Marks.** This component aims at testing the course content understanding and the reflection skills and their attainment levels.

**COURSE WORK: 30 Marks.** This component aims at testing the skill attainment levels of the learners in analysing and implementing the real-world problem.

**MID-COURSE ASSIGNMENT: 20 Marks.** This component aims at testing the module-wise attainment levels of the course objectives and course outcome and module outcomes.

**END-COURSE ASSESSMENT: 30 Marks.** This component aims at testing overall attainment levels of the course with respect to course objectives, course outcome and module outcomes.

## 17. COURSE EVALUATION & GRADING

The course evaluation is done/coordinated entirely by the course coordinator. The following 10-point Indirect Grading System is used for awarding grades to students:

Percentage of Mark	Letter Grade	Interpretation	Class
95 and above	O	Outstanding	First Class with Distinction
85 to below 95	A+	Excellent	First Class with Distinction
75 to below 85	A	Very good	First Class with Distinction
65 to below 75	B+	Good	First Class
55 to below 65	B	Satisfactory	First Class



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Percentage of Mark	Letter Grade	Interpretation	Class
45 to below 55	C	Average	Second Class
35 to below 45	P	Pass	Third Class
Below 35	F	Failure	Fail
Incomplete	I	Incomplete	Fail
Absent	Ab	Absent	Fail

The grade is awarded by the course-coordinator by considering the overall performance of the learner in all the assessment component of the course.

### 18. GRIEVANCE REDRESSAL

The grievances, if any, can be submitted to the Head of the Department for its redressal. Those grievances that cannot be redressed by HoD can be forwarded to Academic Council of the College for final decision on the matter.

### 19. ISSUANCE OF CERTIFICATES

The Course Completion Certificate will be issued to all the successful candidates showing the Total Marks and Grade Obtained.



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