



# **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**

## **CERJM007: MEDIA ETHICS**

**OFFERED DURING THE**  
**ACADEMIC YEAR 2020-21**  
**[APPROVED BY ACADEMIC COMMITTEE, MAMO COLLEGE]**



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## DEPARTMENT OF CHEMISTRY

### CURRICULUM FOR CERTIFICATE COURSE IN MEDIA ETHICS [CERJM007]

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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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[CERJM007]

## CERTIFICATE COURSE

# CERJM007: MEDIA ETHICS 06

## COURSE CURRICULUM

Course Name	Media Ethics
Course Code	CERJM007
Year	2020-21
Course Designer	Ms. Brajila M. V
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. Brajila M. V, Department of Journalism and Mass Communication

#### 5. COURSE PREAMBLE

The course 'Media Ethics' is to provide the students a solid grounding in the Constitutional principles of free speech and free press; the limits of the government's authority to prevent or punish the reporting of information; and the rights of reporters to access and confidentiality in newsgathering. The course will also explain the law of defamation, copyright, freedom of information, privacy, fake news and other legal concerns important to journalists.

#### 6. DURATION

Total Duration: 30 Hrs. [Contact Hrs. 8 Hrs, Lab Hours: 8 Hrs, Course Woks: 7 and Assessment Works: 7]



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#### 7. CURRICULUM FOCUS

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

#### 8. COURSE OBJECTIVES

Learners are exposed to

- (a) Examine more abstract ethical topics related to mass media,.
- (b) Apply broad theories of moral reasoning.

#### 9. SKILL EXPECTED

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

- (a) Examine selected contemporary ethical topics related to mass media,
- (b) Provide an opportunity for students to develop their critical thinking about the topics.

#### 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	Demonstrate an understanding of the history and role of professionals and institutions in shaping communications	Understand



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CO No	Course Outcome(CO)	Skill/Knowledge Attainment Level Based on Revised Bloom's Taxonomy
CO2	Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications	Understand
CO3	Demonstrate an understanding of the diversity of peoples and cultures and the significance and impact of mass communications in a global society	Analyze
CO4	Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity	Create

## 11. MAPPING OF COs WITH PSO<sub>s</sub> AND PO<sub>s</sub>

CO <sub>s</sub>	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	2	2	1	2	2	2	1	2	2	3	1	1	2	1	2	1	2
CO2	1	2	2	2	1	2	2	1	1	2	2	2	1	2	2	2	1
CO3	2	1	1	1	2	2	2	1	2	3	1	2	2	1	2	2	2
CO4	2	1	2	1	2	1	2	2	1	2	2	1	2	2	2	1	1
AVG	1.8	1.5	1.5	1.5	1.8	1.8	1.8	1.5	1.5	2.5	1.5	1.5	1.8	1.5	2.0	1.5	1.5



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## 12. MODULE-WISE COURSE CONTENTS

### MODULE 1: INTRODUCTION TO MEDIA ETHICS

**MODULE DURATION:** 15 Hrs. [Contact Hrs. 8 Hrs. Course Woks: 3 and Assessment Works: 4]

**MODULE CONTENT:** Defining Ethics (morals and values) and work Ethics-Competence, Knowledge and aptitude. Personal and Professional Ethics. Ethical Codes: Self-Regulation, Organizational Regulation, Statutory regulation. Functions of Media within the ethical system role, responsibility and accountability, The Ombudsman.

**MODULE OUTCOME:** On successful completion of the module, learners will be able to identify professional and ethical standards of media.

### MODULE 2: INDIAN MEDIA LAW

**MODULE DURATION:** 15 Hrs. [Contact Hrs. 8 Hrs., Course Woks: 4 and Assessment Works: 3]

**MODULE CONTENT:** Libel, Defamation, All India Newspaper Editors Conference. Right to Information, Intellectual Property Right, Cyber Laws and IT Act, 1995.

**MODULE OUTCOME:** On successful completion of the module learners will develop ethical problem-solving skills and cultivate a tolerance for disagreement.

### REFERENCES:

1. Ravindran, R.K., (1999), *Handbook of Press Laws and Ethics*, Anmol Publications, ND
2. Ravindran, R. K., (1997), *Press in Indian Constitution*, Indian Publishers, ND



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3. D' Souza, Y.K., (1998), *Freedom of Press: Constitution and Media Responsibility*, Commonwealth Publishers, ND

#### ADDITIONAL REFERENCES & STUDY MATERIALS:

4. Basu, Durga Das, (1996), *Law of the Press*, Prentice Hall, India ND.
5. Padhy, K.S., (1984). *The Muzzled Press*, Kanishka Publishers, ND.

## 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.

## 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	Defining Ethics (morals and values).
3	Contact Hour - 3: Classroom Demonstration	Defining work Ethics-Competence
4	Contact Hour - 4: Classroom Demonstration	Defining work Ethics-Competence Knowledge and aptitude
5	Contact Hour - 5: Classroom Demonstration	Ethical Codes



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



# 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 MEDIA ETHICS [CERJM007]

Hour	Delivery Mode and Activity	Topics to be Covered
6	Contact Hour - 6: Classroom Demonstration	Ethical Codes Self-Regulation,
7	Contact Hour - 7: Classroom Demonstration	Ethical Codes Organizational Regulation
8	Contact Hour 8-Classroom Demonstration	Statutory regulation
9	Course Work – 1: Course Assignment	Course Assignment to write about the topics related to Media Ethics
10	Course Work – 2: Course Assignment	Course Assignment to write about the topics related to Media Ethics
11	Assessment Hour - 1	Assignment-Assessment
12	Course Work – 3: Course Assignment	Course Assignment to write about the topics related to Media Ethics
13	Assessment Hour - 2	Assignment-Assessment
14	Contact Hour - 9: Classroom Demonstration	Functions of Media within the ethical system
15	Contact Hour - 10: Classroom Demonstration	Role, Responsibility And Accountability Of Media
16	Contact Hour - 11 Classroom Demonstration	The Ombudsman
17	Contact Hour - 12: Classroom Demonstration	Libel and Defamation
18	Contact Hour – 13 Classroom Demonstration	All India Newspaper Editors Conference.
19	Course Work – 4: Course Assignment	Course Assignment to write about the topics related to Media Ethics



Manassery, Mukkam Post,  
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email: mamocollege@gmail.com



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Principal: 0495-2295121



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**COORDINATOR**  
**ACADEMIC COMMITTEE**  
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Hour	Delivery Mode and Activity	Topics to be Covered
20	Course Work – 5: Course Assignment	Course Assignment to write about the topics related to Media Ethics
21	Contact Hour 14-Classroom Demonstration	Right to Information Act
22	Contact Hour 15-Classroom Demonstration	Copyright, Intellectual Property Right.
23	Contact Hour 16-Classroom Demonstration	Cyber and IT Act, 1995
24	Assessment Hour - 3	Assignment-Assessment
25	Assessment Hour - 4	Assignment-Assessment
26	Assessment Hour - 5	Assignment-Assessment
27	Course Work – 6: Course Assignment	Course Assignment to write about the topics related to Media Ethics
28	Course Work – 7: Course Assignment	Course Assignment to write about the topics related to Media Ethics
29	Assessment Hour - 6	Course End Assessment
30	Assessment Hour - 7	Course End Assessment

## 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.



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**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
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.



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## 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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