

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓		✓

Reference

May, Stephan: *Creative Writing*. Arvon Foundation, 2008.

Freeman, Sarah: *Written Communication*. Orient Longman Ltd. 1977.

Hedge, Tricia: *Writing*. Oxford University Press, 1988.

Morley David. *Cambridge Introduction to Creative Writing*. New Delhi:C UP, 2007.

Ueland, Brenda. *If You Want to Write*. India:General Press, 2019.

Earnshaw, Steven (Ed). *The Handbook of Creative Writing*. Edinburgh:EUP, 2007.



University of Kerala

Discipline	ENGLISH
Course Code	UK1DSCECE103

Course Title	MASS MEDIA AND ADVERTISING				
Type of Course	DSC				
Semester	I				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	3 hours	-	2 hours	5
Pre-requisites					
Course Summary	The students are introduced to the different kinds of media and the different ways in which they can be utilised. The course aims to inform the students regarding the history and evolution of advertising, and also to equip them to create varied media content.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Understanding the Media		15
	1	Mass Media, Mass Communication, Advertising, Broadcasting, Cybernetics, Propaganda, Censorship, Visual literacy, Media Convergence, Media Bias.	
	2	Different kinds of Media: Print media such as Newspaper, magazines, etc Broadcast Media like Internet, television , web platforms, Radio programmes, Podcast Cyber Media - WhatsApp, Facebook, Twitter, instagram, YouTube, blogs, E.mail and websites – Out-of-Home Media (OOH) such as Billboards, E-posters, Transit advertising, Wallscapes, Digital OOH Cyber laws, Indian Cyber laws	
II	Introduction to Mass Media		15
	3	Definitions, Different forms of Mass Media: Journalism, Social Media, Films and television, Web platforms, Photography, Brochures, E-Books and Journals Basic characteristics of Mass Media	
	4	New Media: Old Media V/s New Media, examples, New Media Skills, Career opportunities in New Media	
	5	Impact of Mass Media : Theories of Media such as Audience Reception Theory, Cultivation Theory, Media Dependency theory and the New Media theory	

III	Introduction to Advertising		15
	6	Definition, History and Evolution of Advertising	
	7	Elements- and Functions of Advertising- Structure and style of Advertising Agencies	
	8	Types of Advertising- Characteristics and techniques of Advertising- Evaluation of Advertising	
	9	New Trends in Advertising, Traditional V/S modern types of Advertising with emphasis on Online Advertising, Convert Advertising, User-Generated Advertising, Surrogate Advertising, Niche Advertising etc	
IV	Writing for Media		15
	10	Writing for Print Media: Hard News, Feature stories The Inverted Pyramid with examples, 5Ws and 1H, Different styles of News writing -Leads, Language and Narrative Structure	
	11	Writing for Advertising: Methods of Advertising, Classified Advertising and Commercial Advertising, Layout and Design of Advertising, Language of Advertising, Tips of Effective Advertising	
	12	Web Writing: Various Forms of Web Writing, Basic Principles of Web Writing, Elements of Good Web Writing, Tips for content creation, etc Major Tools used for Web Writing such as MS Word, Google Docs, Reedsy, iA Writer, Storyist etc Practicum <ul style="list-style-type: none"> ● Create content for Ads ● Conduct GD or Debate on Impact of Advertising ● Prepare News Reports, Content for E-journals ● Digital Posture/Brochure making ● Posting in digital platforms like Instagram, twitter ● Content creation for Websites etc ● Writing Blogs 	

Recommended Reading

E-Resources

- <https://authory.com/blog/30-content-writing-examples-from-top-content-writers-journalists-marketers>
- <https://intactone.com/advertising-effectiveness-evaluation-importance-difficulties-and-methods-of-measuring-advertising-effectiveness/>
- <https://managementstudyguide.com/broadcast-advertising.htm>
- <https://opentextbc.ca/mediastudies101/back-matter/glossary/>
- <https://testbook.com/history-of/advertising#:~:text=It%20began%20with%20simple%20printed,create%20persuasive%20and%20effective%20campaigns.>
- <https://www.advergize.com/advertising/different-types-of-advertising/>
- <https://www.indeed.com/career-advice/career-development/types-of-media>
- <https://www.mbaknol.com/marketing-management/elements-of-an-advertising-layout/>
- <https://www.seattleu.edu/web/content/writing/>
- <https://www.studysmarter.co.uk/explanations/social-studies/the-media/media-theories/3> <https://managementstudyguide.com/broadcast-advertising.htm>

Books

- Keval J Kumar. Mass Communication in India, Mumbai, Jaico Publishing House, 2013 2.
- Seema Hassan. Mass Communication Principles and Concepts (second edition) CBS Publishers and Distributors, 2013. 3.
- M V Kamath. Professional Journalism, New Delhi, Vikas Press, 1980.
- *Understanding Media and Culture: An Introduction to Mass Communication*: University of Minnesota Libraries Publishing Edition, 2016.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Explain various terminologies related to media	R	PSO-1

CO-2	Define the concepts of media	U, An	PSO-1
CO-3	Explain the modalities and functions of advertising	U, Ap	PSO-1
CO-4	Impart the skills in professional writing	C	PSO-2,3

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture:Tutorial:Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	1	1	R	F, C	L	-
2	2	1	U,An	F,C	L	-
3	3	1	U,Ap	C,P	L/T	-
4	4	2,3	An	C,P	L/T	-

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PSO 5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO 6
CO 1	1	-	-	-	-	-						
CO 2	1	-	-	-	-	-						
CO 3	2	-	-	-	-	-						

CO 4	-	2	3		-	-						
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Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓

CO 3	✓	✓		✓
CO 4	✓	✓		✓



University of Kerala

Discipline	ENGLISH				
Course Code	UK1DSCECE104				
Course Title	Introduction to Artificial Intelligence				
Type of Course	DSC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	1. 2.				
Course Summary	The course is intended to provide foundational knowledge on the theory and application of Artificial Intelligence in the field of Literary Studies and creativity. The course is also designed to develop an inquisitiveness to learn more about the nuances of the technology in the fields of literature, language and communication using various AI tools.				

Detailed Syllabus: