



MARIAN COLLEGE KUTTIKANAM
(AUTONOMOUS)

CURRICULUM DEVELOPMENT EFFORTS OF DEPARTMENT OF COMMUNICATION & MEDIA STUDIES (MCMS)



Submitted to
THE NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC)
FOURTH CYCLE OF ASSESSMENT



CURRICULUM DEVELOPMENT EFFORTS

1. List of institutions visited in connection with curriculum development

No	Name of the institution	Major activities during the visit	Outcome of the visit
1	Christ University , Bangalore	Curriculum Development	Designed the photography & advertising course structure
2	University of Kerala , Thiruvananthapuram	Library visit and an overall discussion about curriculum structure	Designed the Creative & technical writing syllabus
3	University of Calicut , Thenjipalam, Malappuram	To know more details regarding the MOOC course	Introduced MOOC course in the fourth semester
4	C-DIT , Thiruvananthapuram	Understand the techniques of TV programmes production and website creation	Helped in framing the course structure of New Media & Video production
5	Kerala Media Academy , Kakkanad, Kochi	To learn how the practical sessions are scheduled and also to get in touch with the industry experts who had handled class in this institution.	Designed the syllabus of the practical paper News Reporting, Editing and Designing
6	Don Bosco Arts & Science College , Angadikadavu, Kannur	Visit to Don Bosco Studio to get an idea about the equipments to be purchased	Helped in designing the Studio
7	Manonmaniam Sundaranar University , Tirunelveli, Tamil Nadu	To get an overall idea about the syllabus	After the discussion framed the course Media Laws & Ethics & Broadcast Journalism



8	Indian Institute of Mass Communication (IIMC), Kottayam	To know more about the latest developments and innovations in the field of print media journalism	Designed the syllabus of the Print Media Journalism based on the inputs from IIMC
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2. List of Academic experts consulted

No	Name & official address of the expert	Area of consultation	Courses designed through this consultation
1	Dr. Muhammadali N Head of the Department , Department of Journalism and Mass Communication, University of Calicut	New Media	New Media Science & Environmental Communication Digital Media and Society
2	Mr. K Ajith Faculty, Kerala Media Academy, Kakkanad, Kochi	Advertising & PR	Practical: News Reporting, Editing and Designing Advertising: Concepts & Practice
3	Mr. S R Sanjeev Asst. Professor, Department of Journalism and Mass Communication, Mar Ivanios College Thiruvananthapuram, Kerala	Video Production	Broadcast Journalism (Elective) Photography Video Production



4	Dr. Anilkumar Vadavathoor Regional Director/Academic Head IIMC Southern Regional Campus, Kottayam	Malayalam Journalism Magazine Journalism	Malayalam Journalism Magazine Journalism
5	Dr. G. Balasubramania Raja Professor & Head of the Department of Communication Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu	Research Methodology Media Theories Media Law	Research Methodology Media Laws & Ethics Media Theories & Practice
6	Prof. Dr. K. V. Nagaraj Head of the Department, Mizoram University	Print Media & Communication Theories	Print Media Journalism Introduction to Communication
7.	Dr. Sudheer Shah Salam Faculty member and Video Producer, Department of TE Malayalam University, Tirur	Film Studies	Film Appreciation Film - Journalism World Cinema Indian Cinema
8	Dr. Fr. Francis Karakkat Principal & Head of the Department, Don Bosco College, Iritty	Reporting, Magazine Journalism & Science Communication	Magazine Journalism Science & Environmental Communication News Reporting, Editing & Designing
9	Dr. Damodar Prasad Director, EMMRC, University of Calicut	Video production, Malayalam Journalism	Broadcast Journalism Video Production Media Events Malayalam Journalism



3. List of reports referred for curriculum development

No	Details of reports	Link to reports if any	Courses designed with reference to these reports
1	Syllabus of Christ University, Bangalore	https://christuniversity.in/humanities-and-social-sciences/media-studies/ma-(media-and-communication-studies)	Photography, Designing Principles & Film Studies
2	Syllabus of University of Kerala, Thiruvananthapuram	https://www.keralauniversity.ac.in/dept/deptHome.php?deptID=31&ID=1	Creative & technical writing
3	Syllabus of University of Calicut, Thenjipalam, Malappuram	http://www.universityofcalicut.info/index.php?option=com_content&task=view&id=2362&Itemid=318	MOOC course, Media Management, Public Relations, Digital Media and Society
4	C-DIT, Thiruvananthapuram	http://www.cdit.in/courses.aspx	New Media & Video production
5	Kerala Media Academy, Kakkanad, Kochi	https://keralamediaacademy.org/courses/	News Reporting, Editing and Designing
6	Don Bosco Arts & Science College, Angadikadavu, Kannur	http://www.donbosco.ac.in/courses/pg-courses/mcj/	Broadcast Journalism, Development Communication
7	Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu	https://www.msuniv.ac.in/Academic/Department/Communication/Curriculum	Media Laws & Ethics Media Theories & Practice Research Methodology
8	Indian Institute of Mass Communication (IIMC), Kottayam	http://www.iimc.nic.in/content/47_1_AdvertisingandPublicRelationsEnglish.aspx	Advertising & PR



4. List of industries consulted for curriculum development

No	Name and official address of the Expert from industry	Area of consultation	Courses designed through this consultation
1	Invis Multimedia, Thiruvananthapuram	Content writing & TV production	Creative technical writing & Video production
2	Neo film school, Kochi	Photography & Film studies	Photography, World Cinema & Indian Cinema
3	Don Bosco IMAGE, Kochi	Designing & Editing	Designing Principles and Visual Culture News Reporting, Editing and Designing
4	Doordarshan, Trivandrum Bureau	Media Management Broadcast Journalism	Broadcast Journalism and Writing for broadcast
5	Kerala Vision, Trivandrum	Video production	Broadcast Journalism and video production
6	C-DIT	Sound designing, Editing Video production	Designing Principles and Visual Culture , Development Communication and Research Methodology

Visit to media academy for journalism and communication , kerala



Visit to NEO film school Kochi





Visit to Don Bosco college, Kochi



Discussion with Film Editor Ranjan Abraham

