



**UNIVERSITY OF CALICUT**

**Abstract**

BA Mass Communication and Journalism CCSS- Complementary course in Multimedia Applications-syllabus - approved- implemented with effect from 2012 admission onwards - approved - implemented - Orders issued.

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**UNIVERSITY OF CALICUT (G & A - IV - B)**

U.O.No. 859/2013/CU

Dated, Calicut University.P.O, 21.03.2013

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- Read:-*1. U.O.GA1/J2/3601/0(8Vol II) dated 19-06-2009  
2. U.O No. GA.1/E3/4305/06 dated 20-08-2009  
3.Minutes of the meeting of the Board of Studies in Multimedia held on 22-11-2012 (item No.1)  
4.Letter No. EMMRC/ BMMC/ 2012 dated 22-11-2012 from the Chairman, Board of Studies in Multimedia  
5 This Office letter No. 5727/ GAIVE3/ 2012/ CU dated 02-12-2012  
6.Orders of the Vice-Chancellor in the File No. 5727/ GAIVE3/ 2012/ CU dated 19-12-2012  
7.Minutes of the meeting of the Academic Council held on 15-01-2013 (item No. I. 25)  
8. Letter No. EMMRC/BMMC/2012 dated 14-03-2013 from the Chairman, Board of Studies in Multimedia

**ORDER**

The Rules and Regulations governing the UG curriculum under Choice Based Credit Semester System in the Colleges affiliated to the University was implemented with effect from 2009 admission onwards vide paper read 1 above.

Vide paper read 2 above, the scheme and syllabus of BA programme in Mass Communication under Choice Based Credit Semester System was implemented with effect from 2009 admission onwards.

Vide paper read 3 above, the meeting of the Board of Studies in Multimedia held on 22-11-2012 (item No.1) resolved to approve the syllabus of the complementary courses in Multimedia Applications for BA Mass Communication and Journalism.

Vide paper read 4 above, the Chairman has forwarded the syllabus of the complementary courses in Multimedia Applications for BA Mass Communication and

Journalism.

Vide paper read 5 above, the minutes of the meeting of the Board of Studies was circulated among the members who were not present for the meeting since the meeting did not have the required quorum.

Vide paper read 6 above, Vice Chancellor had given orders to place the minutes of the meeting of the Board of Studies in Multimedia held on 22-11-2012 before the Academic Council.

Vide paper read 7th the Academic Council at its meeting held on 15-01-2013 vide item No. I. 25 resolved to approve the minutes of the meeting of the Board of Studies in Multimedia held on 22.11.2012.

Vide paper read 8th the Chairman has clarified that the syllabus of the complementary course in Multimedia Applications for BA Mass Communication and Journalism is to be made applicable from the date of its approval by the Board of Studies ie from 2012-13 admission onwards.

Accordingly orders are issued implementing the syllabus of complementary courses in Multimedia Applications for BA Mass Communication and Journalism with effect from 2012-13 admission onwards.

Orders are issued accordingly.

The syllabus is uploaded in the University website.

Moideen Kutty C.E  
Deputy Registrar

To

The Principals of all colleges offering BA Mass Communication and Journalism

Copy to:

Controller of Examinations/EX Section/EX IV Section/EG Section/DR & AR - BA Branch/GA I F Section/Library/System Administrator - with a request to upload the syllabus in the University Website.

Forwarded / By Order

Section Officer



**University of Calicut**  
**Complementary Courses in Multimedia Application**  
**BA. Mass Communication and Journalism**

**Semester End Examination: 30 weightage**

**CALCULATION OF OVERALL GRADE OF AN ANSWER PAPER**  
**Code JCCI01**

Type of Questions	Question No:	Weightage	Max : weighted Grade points	Grade Awarded/ Grade points (example)	
Short Answer Questions 16 Questions answer any 12	1	1	4		
	2	1	4		
	3	1	4		
	4	1	4		
	5	1	4		
	6	1	4		
	7	1	4		
	8	1	4		
	9	1	4		
	10	1	4		
	11	1	4		
	12	1	4		
	13	-	-	-	
	14	-	-	-	
Short Essay Questions 8 Questions answer any 5	15	-	-		
	16	-	48		
	17	2	8		
	18	2	8		
	19	2	8		
	20	2	8		
	21	2	8		
	22	-	-		
Essay Questions 4 Questions answer any 2	23	-	40		
	24	-	-		
	25	4	16		
	26	4	16		
Grand total	27	-	-		
	28	-	32		
<b>Grand total</b>		<b>30</b>	<b>120</b>		

(Combined grade point average of the paper =

Total weighted grade point/Sum of the weightage)

- A - 3.5 to 4
- B - 2.5 to 3.49
- C - 1.5 to 2.49
- D - 0.5 to 1.49
- E - Less than 0.5

**Semester I**

**INTRODUCTION TO COMPUTER**

**Contact hours: 3**

**Credit: 2**

**Unit I:**

Computer basics, CPU, memory, storage devices, input/output devices, peripheral devices, operating systems-DOS, Windows, Linux, Workstations, Network.

**Unit II:**

Generations of computer, desktop computers, laptop devices, tabletPC, mobile devices pods, e-readers.

**Unit III:**

Storage formats, image formats, video and audio formats, resolution and pixels, vector and raster graphics.

**Unit IV:**

Open office, libre office, image maker, GIMP

**Unit V:**

Introduction to WWW, web browsers, search engines, optimization, download manager, P2P sites, e-mail, blogs, social media.

**Text books for reference:**

1. Computer Fundamentals, Goel Anita, Pearson Education India, 2010
2. Easy Computer Basics, Miller Michel, QUE Publishers, 2009
3. Basics of Computer, P K Singh, VK Publications, 2011
4. Absolute Beginners Guide, Mille Michellr, QUE Publishers, 2007

**Semester II**  
**FUNDAMENTALS OF MULTIMEDIA**

Credit: 2

Contact hours: 3

**Unit I:**

Definition of multimedia, elements of multimedia features of multimedia, applications.

**Unit II:**

Multimedia file formats, standards, data compression techniques, type graphs, fonts, font formats, hypertext, communication protocols.

**Unit III:**

Digital still photography, image authoring and editing tools, application wise photoshop, image file format, jpg, TIFF, GIF, contrast, brightness, Hue, slicing, aspect ratio, gray scale, filters, image enhancing designing technique.

**Unit IV:**

Video in multimedia, analog and digital signals, video for TV and web, video shooting, capturing, editing techniques, video storage formats.

**Unit V:**

Sound in multimedia, characteristic of sound, acoustics, recording techniques, and mixing, mastering, audio storing formats.

**Text books for reference :**

1. Multimedia Systems, John F. Koegel Buford, Pearson Education India, 2009

**University of Calicut**  
**Complementary Courses in Multimedia Application**  
**BA. Mass Communication and Journalism**

2. **Multimedia and communications technology**, Steve Heath, Focal Press, 2009
3. **Multimedia Basics**, Holzinger Andreas, Firewall Media, 2009
4. **Principles Of Multimedia**, Parekh Ranjan, Tata McGraw-Hill Education, 2006
5. **Multimedia Journalism: A Practical Guide**, Bull Andey, Routledge, 2010

**Semester III**

**MEDIA PUBLISHING**

**Contact hours: 3**

**Credit: 2**

**Unit I:**

Tools for word processing, typography, font family, type editing, Introducing Page maker

**Unit II:**

Creating text, editing and formatting text, text as objects, editing on the page and with the story editors, colouring, gracing, colour super group.

**Unit III:**

Quark express –features and applications, text and graphics management, clip art, painting, page making techniques.

**Unit IV:**

Graphics and images-files and outlining and colours, graphics and page layout, manipulating with the control palette, arranging objects, introduction to printing.

**Text books for reference:**

1. **Dtp Course Book** Singh Meenakshi, Singh Vishnu Priya, Computech Publication Ltd new Asian, 2011

2. Simplified Dtp Course Book, Singh Vishnu.P CompuTech Publications Limited, 2008
3. Pagemaker In Easy Steps, Scott Basham, Dreamtech Press, 2000
4. QuarkXpress 8: Essential Skills for Page Layout and Web Design  
Kelly Korde Anton, John Cruise Peachpit Press, 2009

### Semester IV

## MULTIMEDIA JOURNALISM

Contact hours: 3

Credit: 2

**Unit I:**

Introduction to online journalism, portals, blog writing, social media, e-zines, e-journals, e-newspaper, IMDb, you tube, web 3.0,

**Unit II:**

Essentials of writing for web, hypertext, web archives, search options, search engines, optimizations, multimedia content development.

**Unit III:**

Writing and reporting live, use of mobile devices in online journalism, interactive communication, user-generated content, content uploading, content management system, Joomla.

**Unit IV:**

Citizen journalism, professional ethics, IPR, free and open source software, creative commons, privacy copyright act.



**Text books for reference:**

1. Multimedia Journalism: A Practical Guide, Bull Andey, Routledge, 2010
2. The Multimedia Journalist, George Jennifer, Oxford University Press, 2012
3. Video Journalism for the Web, Lancaster Kurt, Routledge, 2012
4. Multimedia Journalism, Kumar Arvind, Anmol Publications, 2011