

MAHENDRA ARTS & SCIENCE COLLEGE

(AUTONOMOUS)

(Affiliated to Periyar University)

[Accredited by NAAC with 'A' Grade & Recognized u/s 2(f) and 12(B) of the UGC act 1956]

KALIPPATTI-637501.



B.A. JOURNALISM AND MASS COMMUNICATION

SYLLABUS

CHOICE BASED CREDIT SYSTEM (CBCS)

FOR THE STUDENTS ADMITTED FROM THE ACADEMIC YEAR

2016 – 2017 ONWARDS

Bachelor of Arts
Branch - JOURNALISM AND MASS COMMUNICATION
CBCS Pattern (2016 - 2017)
Regulations

AIMS AND OBJECTIVES OF THE PROGRAMME

In The Present Global Scenario, Journalism Mass Communication Has Emerged As One Of The Most 'Sought After' Subjects Of Study In Social Sciences As It Proximately Communicates With The Shifting Knowledge Real And Diverse Needs Of The Society. In The Light Of The Expanding Prospects Of Knowledge, Constant Endeavors Have Been Made To Include Communication Studies In Many Of The Universities In The World. In Our University, This Is The First Endeavour In This Regard.

1. The principal aims and objectives of the B.A. Journalism and Mass Communication programme are:

To Provide Students A Well-Grounded Education In Communication Studies;

To Provide Structured Curricula Which Support The Academic Development Of Students;

To Acquire An All-Round Perspective And Clarity Of Understanding In The Discriminative And Effective Use And Design Of Audio -Visual, Film And Journalistic Media For Communication

To Provide And Adapt Curricula That Prepares Our Graduates For Employment And Further Study As Communication Scholars;

To Provide The Students With The Opportunity To Pursue Courses That Emphasise Theoretical And Practical Aspects Of Mass Communication;

To Provide Programmes That Allows The Students To Choose From A Wide Range Of Communication Streams;

2.ELIGIBILITY:

Eligibility For Admission, Norms For Admission And Reservation Of Seats For Various Undergraduate Programmes Shall Be According To The Regulations Framed/Orders Issued By The University In This Regard, From Time To Time.

3.COURSE DESIGN: Journalism

The UG Programme In B.A. Journalism And Mass Communication Includes: (A) 10 Common Courses, (B) 14 Core Courses, (C) 4 complementary Courses (D) 1 open Course, (E) 1 Choice Based Course And (F) 1 project. The Students Can Select Any Choice Based Course Offered By The Department Which Offers The Core Courses, Depending On The Availability Of Teachers And Infrastructural Facilities In The Institution. Open Course Shall Be Offered In Any Subject And The Students Shall Have The Option To Do Courses Offered By Other Departments.

4. DURATION OF THE COURSE

A) Each Academic Year Will Be Divided Into Two Semesters. The First Academic Year Will Comprise The First And Second Semesters, The Second Academic Year - The Third And Fourth Semesters And The Third Academic Year - The Fifth And Sixth Semesters.

B) The Odd Semesters Will Consist Of The Period From June To November Of Each Year And The Even Semesters From December To April Of Each Year. There Shall Be Not Less Than 90 Working Days For Each Semester.

5. COURSE OF STUDY

The Course Of Study Shall Comprise Instruction In The Following Subjects According To The Syllabus And Books Prescribed From Time To Time.

6. EXAMINATIONS

The theory examination shall be three hours duration to each paper at the end of each semester. The practical examination shall be three hours duration to each paper at the end of each academic year. The candidate failing in any subject(s) will be permitted to appear for each failed subject(s) in the subsequent examination.

QUESTION PAPER PATTERN FOR ALL CORE, ALLIED & ELECTIVE COURSES & SKILL BASED ELECTIVE COURSES

Question Paper Pattern for Core Paper (Theory):

Time: Three hours Maximum Marks: 75

Part - A (10 x 2 = 20)

Answer ALL questions

(Two questions from each unit)

Part - B (5 x 5 = 25)

Answer ALL questions

(One question from each unit with internal choice)

Part - C (3 x 10 = 30)

Answer any THREE questions out of FIVE questions

(One question from each unit)

Evaluation of Continuous Internal Assessment (CIA)

The components for continuous internal assessment (CIA) are

Internal Assessment	- 15 marks
Assignments	- 5 marks
Attendance	- 5 marks
Total	25 marks

Question Paper Pattern for Core & Allied Practical

Time: Three hours Maximum:60 marks

Answer Any THREE questions out of FIVE questions

(One question from each unit)

Distribution of Marks for Core and Allied Practical:

University Examination (Written Practical)	- 60 marks
Continuous Internal Assessment (CIA) (Including Practical Record)	- 40 marks
Total	- 100 mark

Evaluation of Continuous Internal Assessment (CIA)

The components for continuous internal assessment (CIA) are

Record - 25 marks

Test - 10 marks

Attendance - 5 marks

Total 40 marks

PASSING MINIMUM

The candidate shall be declared to have passed the examination if the candidate secure not less than 30 marks out of 75 marks in the University Examination (UE) in each theory paper and 10 marks (out of 25) in the Continuous Internal Assessment (CIA) in each theory paper.

However submission of record for the University Practical Examination is mandatory.

Examination	Maximum marks			passing minimum		
	CIA	UE	Total	CIA	UE	Total
Theory Paper	25	75	100	10	30	40
Practical Paper	40	60	100	16	24	40

CLASSIFICATION OF SUCCESSFUL CANDIDATES

Candidates who secure not less than 60% of the aggregate marks in the whole examination shall be declared to have passed the examination in the First Class.

All other successful candidates shall be declared to have passed in the Second Class.

Candidates who obtained 75% of the marks in the aggregate shall be deemed to have passed the examination in First Class with Distinction provided they pass all the examinations prescribed for the course at the first appearance.

Candidates who pass all the examinations prescribed for the course in the first instance and within a period of three academic years from the year of admission to the course only are eligible for University Ranking.

1. Passing Minimum is 40% of the ESE and also 40% of the minimum of the paper / course
2. Minimum Credits to be earned: For THREE year Programme: Best 140 Credits (Part I and II: Languages, Part III Major, Elective, Part -IV Soft Skills and Part V: Extension activities)

3. Marks and Grades:

The following table gives the marks, grade points, letter grades and classification to indicate the performance of the candidate.

Conversion of Marks to Grade Points and Letter Grade (Performance in a Course/ Paper)

Range of Marks	Grade Points	Letter Grade	Description
90 - 100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
40-49	4.0-4.9	C	Satisfactory
00-39	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSE

7. MAXIMUM DURATION FOR THE COMPLETION OF THE UG PROGRAMME:

The maximum duration for completion of the UG Programme shall not exceed twelve semesters.

8. COMMENCEMENT OF THIS REGULATION:

The CBCS regulations shall take effect from the academic year 2016-2017 ie, for the students who are admitted to the first year of the course during the academic year 2016-2017 and thereafter.

9. TRANSITARY PROVISION

Candidates who admitted to the UG course of study prior to 2016-2017 shall be permitted to appear for the examination under those regulations for a period of three years ie, up to and inclusive of the examinations of Nov/Dec 2016. Thereafter they will be permitted to appear for the examination only under the regulations then in force.

Mahendra Arts & Science College (Autonomous)

Kalippatti

Department Of Journalism and Mass Communication

B.A. Journalism and Mass Communication

Course Structure

SEMESTER - I								
S.NO	COURSE CODE	SUBJECT	NATURE	Hrs	CREDITS	MARKS		
						INT	EXT	Total
1	M16UFTA01	Language I	Foundation Course I	5	3	25	75	100
2	M16UFEN01	English I	Foundation Course I	5	3	25	75	100
3	M16UJM01	Introduction to Communication	Major I	6	5	25	75	100
4	M16UJM02	Fundamental of Journalism	Major II	6	4	25	75	100
5	M16UJMA01	Writing Skills	Allied	4	4	25	75	100
6	M16UVE01	Yoga	Value Education	2	2	25	75	100
7	M16UVA01	Presentation Skills	Value Added Course I	2	1	25	75	100
TOTAL				30	22			

SEMESTER - II								
S.NO	COURSE CODE	SUBJECT	NATURE	Hrs	CREDITS	MARKS		
						INT	EXT	Total
1	M16UFTA02	Language I	Foundation Course II	5	3	25	75	100
2	M16UFEN02	English I	Foundation Course II	5	3	25	75	100
3	M16UJM03	Reporting For Print Media	Major III	5	5	25	75	100
4	M16UJM04	Reporting For Electronic Media	Major IV	5	4	25	75	100
5	M16UJMP01	Writing For Print Media	Practical I	3	3	40	60	100
6	M16UJMP02	Writing For Electronic Media	Practical II	3	3	40	60	100
7	M16UES01	Environmental Studies	Value Education	2	2	25	75	100
8	M16UVA02	Communicative English	Value Added Course II	2	1	25	75	100
TOTAL				30	24			

SEMESTER - III

S.NO	COURSE CODE	SUBJECT	NATURE	Hrs	CREDITS	MARKS		
						INT	EXT	Total
1	M16UFTA03	Language I	Foundation Course III	5	3	25	75	100
2	M16UFEN03	English I	Foundation Course III	5	3	25	75	100
3	M16UJM05	Editing For Print Media	Major V	6	5	25	75	100
4	M16UJM06	Editing for Electronic Media	Major VI	6	5	25	75	100
5	M16UJMP03	Layout & Design	Practical II	4	3	40	60	100
6	M16UJMS01	Anchoring & News Casting	SBEC I	2	2	25	75	100
7	M16UCSN02	Basics of Computer	NMEC I	2	2	25	75	100
TOTAL				30	23			

SEMESTER - IV

S.NO	COURSE CODE	SUBJECT	NATURE	Hrs	CREDITS	MARKS		
						INT	EXT	Total
1	M16UFTA04	Language I	Foundation Course IV	5	3	25	75	100
2	M16UFEN04	English I	Foundation Course IV	5	3	25	75	100
3	M16UJM07	Radio Program Production	Major VII	6	5	25	75	100
4	M16UJM08	Television Program Production	Major VIII	6	5	25	75	100
5	M16UJMA02	Photography	Allied II	4	4	25	75	100
6	M16UJMS02	Videography	SBEC II	2	2	25	75	100
7	M16UCSN04	HTML & Web Design	NMEC II	2	2	25	75	100
TOTAL				30	24			

SEMESTER - V								
S.NO	COURSE CODE	SUBJECT	NATURE	Hrs	CREDITS	MARKS		
						INT	EXT	Total
1	M16UJM09	Media Law & Ethics	Major IX	6	5	25	75	100
2	M16UJM10	Introduction to New Media	Major X	6	5	25	75	100
3	M16UJM11	Advertising & Public Relations	Major XI	5	4	25	75	100
4	M16UJMP04	Blog Production	Practical	4	3	40	60	100
5	M16UJMPR1	Internship Report	Project – I	5	4	25	75	100
6	M16UJMS03	Campaign Planning	SBEC III	2	2	25	75	100
7	M16UJMS04	Communication for Development	SBEC IV	2	2	25	75	100
		TOTAL		30	25			

SEMESTER - VI								
S.NO	COURSE CODE	SUBJECT	NATURE	Hrs	CREDITS	MARKS		
						INT	EXT	Total
1	M16UJM12	Indian Society & Media	Major XII	6	5	25	75	100
2	M16UJM13	Understanding Cinema	Major XIII	6	5	25	75	100
3	M16UJM14	Media Management	Major XIV	6	4	25	75	100
4	M16UJMPR2	Documentary / Short Film Production	Project – II	6	4	50	50	100
5	M16UJMPR3	Lab Journal	Project – III	6	4	50	50	100
6	M16UEX01	Extension Activities		-	1	25	75	100
		TOTAL		30	23			

Total Maximum Marks: 4100

Over All Credits: 141

SEMESTER - I

S.NO	COURSE CODE	SUBJECT	NATURE	Hrs	CREDITS	MARKS		
						INT	EXT	Total
1	M16UFTA01	Language I	Foundation Course I	5	3	25	75	100
2	M16UFEN01	English I	Foundation Course I	5	3	25	75	100
3	M16UJM01	Introduction to Communication	Major I	6	5	25	75	100
4	M16UJM02	Fundamental of Journalism	Major II	6	4	25	75	100
5	M16UJMA01	Writing Skills	Allied	4	4	25	75	100
6	M16UVE01	Yoga	Value Education	2	2	25	75	100
7	M16UVA01	Presentation Skills	Value Added Course I	2	1	25	75	100
		TOTAL		30	22			

M16UJM01

INTRODUCTION TO COMMUNICATION

Unit-1

Communication – definitions, nature, purpose & scope, intrapersonal, interpersonal, group, organization, public and mass communication.

Unit-2

Communication as expression, skill & process understanding communication, verbal and non-verbal communication, language as a tool of communication, social economic changes and the emerging trends in communication.

Unit-3

Communication process – source, message, channel, receiver, feedback & noise, Encoding & Decoding process, Formal and informal channel, meaning – denotation & culture codes.

Unit-4

Mass Communication – definition, nature & scope, mass media – characteristic, junctions & disjunctions, public opinion – definition, role of mass media in public opinion information, influence of mass media on society.

Unit-5

Advertising Definition need & significance overview of advertising industry advertiser, agency & media, public relations definition goals & function propaganda.

References:

1. Keval J Kumar. Mass communication in India, Publisher: Jaico 2012.
2. Kamath M V. Professional journalism, Publisher: Vikas Pub House.
3. Malti Mehta, Sharma S R (Ed) The development of mass communication, Sarup 2013.
4. Vilanilam. Mass communication in India, Sage Publications. 2011.
5. Arthur Asaberger. Essentials of mass communication on theory, Sage Publications.

M16UJM02

FUNDAMENTAL OF JOURNALISM

UNIT-1

News: meaning, definition, nature the news process, from the event of the reader. Hard news vs soft news, basic components of a news story-attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, by line.

UNIT-2

Yellow journalism-penny press-jazz journalism, gonzo journalism-alternative journalism.

UNIT-3

Concepts and principles of journalism-basic terminology, concept in journalism organizing a news story-5W's and 1H, inverted pyramid style-criteria for news worthiness, principles of news selection-use of archives, sources of news use of internet.

UNIT-4

Language and principles of writing-basic differences between the print, electronic and online journalism-language of news.

UNIT-5

E-journal-history and development-Tamil Unicode and emergence of Tamil online journalism. Mojo (mobile journalism)- tools-development.

Reference

1. Parthasarathy. Journalism in India. Publisher: Penguin Books Ltd. 2009.
2. Ian Hargreaves. Journalism: A very short introduction. OUP Oxford. 2005.
3. James G. Stovall. Journalism: Who, What, When, Where, Why and How. Pearson: 2004.
4. Tony Harcup. Journalism: Peinciples and Practice. Sage Publications Ltd, 2009.
5. Sarah Niblock. Journalism: A Beginner's Guide. One world Publications, 2010.

M16UJMA01

WRITING SKILLS

Unit I

Basics of writing: Introduction, Essay, Paragraph, Short writing, Tense Pattern, English grammar, Voices, Speeches

Unit II

Writing Practices : Brain Storming , Free writing, Outline, Journaling

Unit III

Various writing : Personal narrative, Expository, Analytical, Descriptive, Argument

Unit IV

Phase of writing & Sources of writing : Draft, Revision, Final copy , Eaiding, Thinking, Analyzing, Discussion

Unit V

Thesis writing, Thesis statement, Writing sentences, Developing and including details, Example to support thesis.

Reference :

1. Indian Writing in English Paperback – Dec 2012 by K. R. Srinivasa Iyengar
2. Best, Wilfred D. -The Students Companion –London, Rupa Paperback, 1984.
3. Doubtfire, Dianne -Creative Writing –Britain, The Chaucer Press Ltd, 1983.
4. Hall Donald and Sven Birkerts -Writing Well -New York, Harper Collins Publishers, 1991.
5. Kahn John Ellison (Ed.) -Reader's Digest: How to Write and Speak Better -New York, Reader's Digest, 1993.

SEMESTER - II

S.NO	COURSE CODE	SUBJECT	NATURE	Hrs	CREDITS	MARKS		
						INT	EXT	Total
1	M16UFTA02	Language I	Foundation Course II	5	3	25	75	100
2	M16UFEN02	English I	Foundation Course II	5	3	25	75	100
3	M16UJM03	Reporting For Print Media	Major III	5	5	25	75	100
4	M16UJM04	Reporting For Electronic Media	Major IV	5	4	25	75	100
5	M16UJMP01	Writing For Print Media	Practical I	3	3	40	60	100
6	M16UJMP02	Writing For Electronic Media	Practical II	3	3	40	60	100
7	M16UES01	Environmental Studies	Value Education	2	2	25	75	100
8	M16UVA02	Communicative English	Value Added Course II	2	1	25	75	100
		TOTAL		30	24			

M16UJM03

REPORTING FOR PRINT MEDIA

UNIT -I

News: definition, concept, elements, values, sources, Reporter- role, functions and qualities. Structure of the News Story–Inverted Pyramid style; importance, types of lead; body of the story; attribution, verification Articles.

UNIT –II

News agency reporting, News Covering Speeches, Meetings and Press Conferences. Interviewing: Purpose, Preparation & Presentation.

UNIT- III

Features, Types of features and Human interest stories, Feature writing, News analysis, back grounding

UNIT- IV

Development Journalism, Reviewing: Books, Performance, Music and Film

UNIT- V

Reporting crime, Court and legislature: Precursor, Contempt of court, Sports reporting, financial journalism

References:

1. News Reporting and Writing. Mencher, Melvin. MC Graw Hill, NY. 2003
2. The Newspaper's Handbook, Richard Keeble, Routledge Publication
3. Reporting for the Media, Fred Fedler and John R. Bender, Oxford University Press
4. Reporting for the Print media_. (2nd end) Jovanovich Inc., NY. 1979.
5. Mass Communication Theory, Denis McQuail, Sage Publications

M16UJM04

REPORTING FOR ELECTRONIC MEDIA

Unit – I

Definition, Nature and Scope, of Electronic News, Processing the news; Meaning, and language of Electronic news. Electronic News writing techniques; lead and body, organizing story, sources.

Unit – II

Reporting News, Observation (listening & seeing). Taking notes, finding, checking, verifying, analyzing & interpreting information .Interviewing. Asking questions .Types of interviews interviewing techniques. News documentaries: Story, research, script writing for TV and Radio and public service announcements.

Unit - III

Radio and TV Scripts; basics, types, nature and characteristics. Stages of script development; first draft, voice narration and dialogue, revision, final draft.

UNIT -IV

Reporting Politics, legal, issues crime, art and culture, lifestyle, business, sports. Investigative and interpretative reporting.

Unit - V

New Media: Evolution of internet, and online news Computer revolution in India in news media. Social media mobile communication in the development of reporting.

Reference

Lanson, Stephens, Writing and reporting the news, Oxford university press.

T.K.Ganesh, News reporting and editing in digital age, Gnosis Publications.

Frieman, writing for visual media, Focal press.

Steve Weinberg, The Reporters' handbook, Bed Ford Publication.

Michel Straczlynshi, the Complete Book of Script Writing, Titan Publication.

M16UJMP01

WRITING FOR PRINT MEDIA-(PRACTICAL)

List of Practical

1. Words-100 dictionary meaning
2. Sentence construction: 100 error correction
3. Tense exercises: 100 tense error correction
4. News leads:
 - (I) single incident 3 pastes and write
 - (ii) Multiple incident 3 paste and write
5. Development journalism
6. Sports reporting:
 - 10 single column stories paste and write.
 - 5 multi column stories paste and write
7. Editorial Writing:
 - 5 Editorials paste and write
8. Interview Stories:
 - 5 paste Interview stories and write
9. Column Writing:
 - 2 stories paste and write
10. Financial reporting:
 - 5 stories paste and write

Exercises in classes and take home assignments to be given and an end semester record to be submitted for practical.

M16UJMP02

WRITING FOR ELECTRONIC MEDIA-(PRACTICAL)

Radio

1. Students should write a script for Five min Radio news bulletin
2. Students should write a script for Five min Radio Interview
3. Produce a Talk show on any social issue not more than 10 Min
4. Record 25 radio commercials and submit the transcripts

Television

1. Students should prepare script for ten minute documentary
2. Students should prepare scripts for five TV commercials with story board
3. Students should shoot five minute Television Commercial Programme.
4. Students should shoot five minute news bulletin.

New Media

Each student must design a blog and write content for the same and submit

Screen shots and work sheet with ten updates.

SEMESTER - III

S.NO	COURSE CODE	SUBJECT	NATURE	Hrs	CREDITS	MARKS		
						INT	EXT	Total
1	M16UFTA03	Language I	Foundation Course III	5	3	25	75	100
2	M16UFEN03	English I	Foundation Course III	5	3	25	75	100
3	M16UJM05	Editing For Print Media	Major V	6	5	25	75	100
4	M16UJM06	Editing for Electronic Media	Major VI	6	5	25	75	100
5	M16UJMP03	Layout & Design	Practical II	4	3	40	60	100
6	M16UJMS01	Anchoring & News Casting	SBEC I	2	2	25	75	100
7	M16UCSN02	Basics of Computer	NMEC I	2	2	25	75	100
		TOTAL		30	23			

SEMESTER: III

M16UJM05

EDITING FOR PRINT MEDIA

UNIT I

Definitions, concept, elements of news, Types of news, News sources, Reporters: responsibilities and qualities, Functions and duties of the Editorial departments.

UNIT II

Principles of Editing: Print media, Newsroom, Organizational setup of a newspaper, Editorial department, headlines, role of sub-editor, news editor, editor. Copy testing; Dummy creation; Picture editing; Proof reading: signs and symbols.

UNIT III

Duties and responsibilities of editor. Headline writing. Conducting the interviews, News bureau: Functions, Chief bureau, Editor-in-chief, Senior reporters, photographers. News Correspondents, Special correspondents. Rewriting news.

UNIT IV

Covering news: Reporter: Role, functions and qualities. News beats. Types of beats. Op-ed, Editorial, differences; Features, Letters to the Editor.

UNIT V

Introduction to typography. Magazine Editing: Importance and methods, News supplements, Columns/Columnists. News ethics: Importance and needs. Objectivity and politics of news.

Reference books

- (1) Basic Journalism: Rangaswamy Parthasarathi
- (2) News Reporting and Editing: K.M. Srivastava
- (3) News Editing: Bruce Westley
- (4) Editing and Design: Harold Evans
- (5) Professional Journalist: John Hohenberg

M16UJM06

EDITING FOR ELECTRONIC MEDIA

Unit I

Definition & development of news, news values, elements of news, concept of reporting, types of reporting, various beats, reporting skills, structure of a news report.

Unit II

Collection of News : source of information, selection of news, meaning & characteristics of reporters and their functions, classification of reporters, qualities of a reporter, new media skills.

Unit III

Editing Parliamentary / State assembly news, Editing Court and crime news, editing Political news, Editing environmental and civic issues, Editing IT, Science & Technology, Agriculture, Finance, Arts and Culture, Business and Sports news.

Unit IV

Television, News room elements, News room functions: Functions of an Editor-in-chief, News Editor, Sub-Editor and Chief reporter, Concept of breaking news and hard news, differentiation, live stem management.

Unit V

Editing, principles & practices, basics of news editing, Scroll editing in television. News story editing, content management. Editing radio news bulletin, creating news using new media tools.

Reference Books:

1. David Spark: Practical Newspaper Reporting, Sage Publications
2. Alfred Lawrence Lorenz-John Vivian: News Reporting and Writing, Pearson Publications
3. Melvin Mencher: News Reporting and Writing, McGraw-Hill
4. The News Reporting manuals

M16UJMS01

ANCHORING & NEWS CASTING

UNIT I

Introduction to television as a mass medium, History and development of Television, Developments in television news, Television programme production, News production.

UNIT II

Anchoring Techniques: voice, speech and body language, language skills, Correcting diction, Familiarization with camera, single camera and multi camera setups, lights and sound. Roles, functions and qualities for a presenter.

Unit III

Basic interview skills: one to one interview, Panel discussion, telephonic interview, Skype interview. News story discussion, Content writing for news. Interview techniques, Preparing questions for an interview.

Unit IV

Features of News casting, Concept of visual language, Writing for news visuals, Process of news script writing, Writing for television news.

Unit V

News casting: Principles & practices, Basics of news crew, basics of narration, simulated newscast, Technical aspects of news casting. Scope and new trends in news casting.

1. DTP fundamentals
2. Adobe PageMaker
3. Understanding scanner and scanning documents
4. Tamil 99 Key layout – Tamil Unicode – Font conversion.
5. Page properties
6. Photo image editing
7. Tamil booklet production
8. House journal production

Reference

1. “This is DTP: Young Persons guide to Desktop Publishing” Terry Freedman, Kuma Computers. 1993.
2. Adobe Creative Team, “Advanced Adobe PageMaker Classroom in a book”. Adobe Press 1996.
3. Carol. M. Cram, ”Desktop Publishing: Illustrated Projects”. Course Technology PTR, 2002.
4. Carolyn M.Connally, “PageMaker 7: The ultimate Reference”. Dreamtech press.
Scott Basham, “PageMaker In Easy Steps”, Dreamtech Press, 2000.

SEMESTER - IV

S.NO	COURSE CODE	SUBJECT	NATURE	Hrs	CREDITS	MARKS		
						INT	EXT	Total
1	M16UFTA04	Language I	Foundation Course IV	5	3	25	75	100
2	M16UFEN04	English I	Foundation Course IV	5	3	25	75	100
3	M16UJM07	Radio Program Production	Major VII	6	5	25	75	100
4	M16UJM08	Television Program Production	Major VIII	6	5	25	75	100
5	M16UJMA02	Photography	Allied II	4	4	25	75	100
6	M16UJMS02	Videography	SBEC II	2	2	25	75	100
7	M16UCSN04	HTML & Web Design	NMEC II	2	2	25	75	100
		TOTAL		30	24			

M16UJM07

RADIO PROGRAMME PRODUCTION

UNIT 1

Introduction of Radio:

History of Radio, Growth and development, Radio as a Mass- Medium: Uses and characteristics of radio. Professions in the Industry – Production crew, Radio jockey, News anchor, Talk show Management Staff, Station director, Programming producers.

UNIT 2

Writing for Radio:

Definition, Importance, Scripting, Use of Language, Voice Modulation. Elements of Radio Script - Spoken, immediate, person to person, entertain, & inform.

UNIT 3

Radio Programme Formats:

What is Radio format? Types of Radio formats - Radio Drama, Radio Documentary, Radio Live Show, Jingles, Talk Show and Discussions, Radio Music programme and News Bulletins.

UNIT 4

Radio Program Production Process:

Basic Equipment - Microphone Types, Console - meaning and uses. Recording on different consoles - digital, analogue recording / multi-track. Editing software - types and uses (Nuendo, Audicity and Sony Vegas). Packaging: music and sound effects.

UNIT 5

Radio Transmission:

Signals: Types- AM, FM, Shortwave, Digital. Future of Radio: Satellite Radio, Community Radio, Internet Radio. Radio as a tool for Development.

REFERENCE BOOK:

1. McLeish, R. (2012). *Radio Production*. CRC Press.
2. Stewart, P. (2010). *Essential Radio Skills: How to Present a Radio Show*. A&C Black.
3. Fleming, C. (2009). *The Radio Handbook*. Rutledge.
4. Harris, M. (2007). Writing for Radio. *Creative Writing THE HANDBOOK OF*, 273.
5. McInerney, V. (2001). *Writing For Radio*. Manchester University Press.

SEMESTER: IV

M16UJM08

TELEVISION PROGRAMME PRODUCTION

UNIT - 1

Basic Television Studio Structure, Elements of Studio Production, Elements of Field Production, Studio Layout and Design

UNIT - 2

Digital Television – Camera parts, Operations and functions, Accessories, Types of Video camera, Video Formats, Picture Compositions, Framing effective Shots, Lights and lighting instruments, Techniques of television lighting.

UNIT - 3

Preproduction - planning, Scheduling, Script Formats, Script writing, Visualization and sequencing, Production crew, Television Talent, Acting Techniques, Auditions, Makeup, Costuming, Difficulties in Indoor and Outdoor Shooting.

UNIT - 4

Postproduction - Editing modes, Basic editing systems, Editing features and Techniques, Editing Procedures, Online Editing, Editing Softwares, Special effects, Audio Sound Control.

UNIT - 5

Video recording and storage systems, designing and Using Television Graphics, Single camera set up, Multi Camera set up, Live coverage, other - Communication systems, Signal Transport.

REFERENCES:

1. Zettl, H. (2006). Television Production Handbook: Thomson Wadsworth. Ma. USA.
2. Wootton, C. (2005). A Practical Guide to Video and Audio Compression. Focal Press. NY.
3. Angell, D. (2008). The Filmmaker's Guide to Final Cut Pro Workflow. Focal Press. NY.
4. Magoun, A. B. (2007). Television - The Life Story Of A Technology. Greenwood Press. London:
5. Genre in Asian Film and Television - New Approaches.(2011). PALGRAVE Macmillan. UK.

M16UJMA02

BASIC PHOTOGRAPHY

UNIT 1

History of photography. Structure and functions of camera. –types of cameras. Lens, Types-Usage, Lights- Types-Usage, Characteristics of light. Filters – Types- Usage. Light Meter- Usage. Flash- Types.

UNIT 2

Shot Composition, Aperture- Shutter Speed, Usage. Depth of Field. Focal Length, Rule of Third. Basic Lighting- Key Light- Fill Light, Low Key and High Key Picture. Colour – shape – form – texture – pattern – depth – format – angles – frame – movement.

UNIT 3

Techniques: interchangeable lenses – macro photography – exposure – focusing – shutter speed – filters – editing – common faults.

UNIT 4

Types of Photography: News photography nature – architecture – wildlife – travel – funfairs – weddings –accidents – weather – sports.

UNIT 5

Ethical issues in photography – Codes of ethics for photographers, Tragedy image, digital improvement, privacy, moral rights of subjects etc. Basic software for photo editing.

REFERENCE BOOKS:

1. Photo journalism – By the editors of time – life books New York.
2. Basic photography – John Hedge Coe. London: Collins & brown, 1993.
3. The Photography Bible – Daniel Lezano, 2004.
4. The colour photo book – Andreas Feininger. New Jersey: prentice – hall, 1969.
5. The colour book of photography – L.Lorelle. London: Focal press, 1956.
6. New introductory photographic course, John Hedgecoe's, Mitchell Beazley, 1990.
7. Photo – journalism, Rotovision SA, Terry AOPE, 2001

M16UJMS02

VIDEOGRAPHY

UNIT – 1 :

Origin of Cinema – Early attempts to capture / perceive motion- Lumiere brothers

UNIT – 2 :

Basics of exposure – White Balance – Video Camera Operation, Basic features of a video camera

UNIT – 3 :

Videography properties – Basics shot terminology – Extreme Close up, Close up, Mid Close up, Medium Shot, Mid Long Shot, Long Shot, Extreme Long Shot

UNIT – 4 :

Point of View – Over the Shoulder Shot – High Angel Shot – Eye level Shot – Low angle Shot – Introduction to the concept of 180 – Matching of Action

Unit – 5 :

Importance of Video in Multimedia – Frame Rate – Operations and Movements – Zoom – Pan – Tilt – Use of Reflectors – Composition - Framing

REFERENCE :

Single Camera Video Production : Robert B.Musburger

Film Directing Shot by Shot : Steven D.Katz

M16UJM09

MEDIA LAW & ETHICS

UNIT - 1

Nature and Principles of Constitution of India (a) Fundamental Rights (b) Rights to Information (c) Freedom of Expression (d) and Freedom of Press in various political setup.

UNIT – 2

Constitutional restrictions on Media – Privileges of Media Personnel – The Indian Penal Code, Indian Evidence Act 1872 – Libel – Slander – Defamation – Contempt of Court, Cable television act 1995.

UNIT – 3

The Press Registration of Books Act 1867 – Copy Right Act – Periodical Changes – Post and Telegraph Act 1885 – Official Secrets Act of 1923, Advertising Standards – Advertising Councils.

UNIT – 4

Press Council – Working Journalists Act – MRPTC – Industrial Dispute Act– Incident Representation of Women Act of 1986, Child pornography, Ethics for Journalists.

UNIT – 5

Rights and Abilities of the Editor, Printer and Publisher – Editorial autonomy and Independence – Government Information Services and their controls – PIB.

Reference Book:

1. Adhikari Gautam, Press Council, Press Institute of India, New Delhi.
2. Arun Bhattacharjee, The Indian Press, Profession to Industry, Vikas Publication, New Delhi, 1972.
3. Chatterjee P.C., Broadcasting in India, Sage Publication, New Delhi, 1988.
4. Christians K. Rozeth Media Ethics, Cases and Moral Reasoning, Longmans, New York/ London, 1987.
5. Clement J. Jones, Mass Media, Code of Ethics and Councils.

M16UJM10

INTRODUCTION TO NEW MEDIA

UNIT – 1

New Media –Definition of New Media–New Communication Media (Internet, Mobile).Features, Advantages, Limitation and Risk factors involve in New Media.

UNIT – 2

Imports of web Journalism, News and entertainment on web, Preparation and Presentation of web content, Digital news media, Trends and technologies in digital new media.

UNIT – 3

Multimedia, Introduction to Multimedia. Elements of Multimedia (Text, Images, Audio, Video, Animation)

UNIT – 4

Ethics of online Journalism – Anonymity, Rumor, and Corrections, Impartiality, Conflicts of interest, Reporter and Social Media , Citizen Journalists and using citizen content, Ethics of Image.

UNIT – 5

Introduction to HTML, Networking, Internet, Static Pages And Dynamic Pages in Websites.

Reference Book:

- 1.RAGHAV BAHL Exploring FrontPage 2002, Cybertech
- 2.SAHLIN DOUG,Macromedia Flash MX: virtual classroom, Dreamtech Press,New Delhi
- 3.REINHARDT ROBERT LOTT JOEY,WILEY,Flash mx action script programming bible, dreamtech India P Ltd., Delhi
- 4.DANIEL GRAY,Web design fundamentals, Handbook, , Dreamtech, Delhi
- 5.RANJANPAREKH, Principles of multimedia, The McGraw-hill

M16UJM11

ADVERTISING AND PUBLIC RELATIONS

UNIT – 1

Advertising – Definition, nature, scope, origin and growth, roles of advertising in society, social communication, marketing and economic.

UNIT – 2

Functions of advertising –Advertising in marketing mix –types of advertising merit and demerits –Advertising and consumers –buying systems –target plans.

UNIT – 3

Advertising Agencies, Functions of Advertising Agencies, Copy Writing, Advertising Budget, Visualization, Title and Logo appeal.

UNIT – 4

Brand Strategy: Segmentation and Positioning, Brand awareness, Brand Attitude and feelings, Brand Equity, Image and Personality.

UNIT – 5

PR definition, Elements of PR ,Functions of PR ,Need for PR, Growth of PR in India, Publicity, propaganda.

Reference Book:

- 1.Advertising basics bovell Michael new manwiley, creative leaps (Reference). Jhonwieley& sons (Asia), 2003
- 2.Innovative promotions that work, Lisa I.cyr, rock port publishers, 2006.
- 3.Mass Media, Anmol publications pvt ltd, J.L Kumar, New Delhi, 2006.
- 4.The public relations 2ndedition, Alison Theaker, routledge, USN 2004.
- 5.Public relation theory and practice, Jane Jhonston, Clara Zawal, Allen &unwin, 2009.

M16UJMP04

BLOG PRODUCTION

1. Fundamental of Blog Production
2. Adobe Photoshop
3. Student Should Create their own ID for blog
4. Student Should Create a Blog for their Magazine
5. Student should Edit an Image and post it on their Blog with 5 updates
6. Student should Create a blog for Advertisement Agency
7. Student should Create a blog based on PSA (with 10 stories) take screen shot and submit

SEMESTER: V

M16UJMPR1

INTERNSHP

Students should go for an internship for one month, after the Fourth semester, to Print media or Electronic Media organization of their choice and submit the report with the work diary in the V semester. Scheme of Marks.

Report & Work Diary - 75Marks

Viva Voce - 25Marks

100 Marks

Viva Voce Examination will be conducted at the end of V semester.

M16UJMS03

CAMPAIGN PLANNING

UNIT – 1

Marketing strategy and situation analysis, Advertising plan, Advertising objectives; DAGMAR approach Advertising campaign planning process.

UNIT – 2

House Journal Planning, Corporate campaign, Professional organization in campaign planning, Marketing techniques for planning.

UNIT – 3

Public relation goals, Business and Industry, Government and Politics, Health and evaluation, Corporate Communication

UNIT – 4

Programming Strategies, Analyzing programming and audience trends Marketing programs and selling space and time, Different kinds of contracts and legal arrangement.

UNIT – 5

Segmentation marketing, Positioning and media planning(buying) , Advertisement planning and strategy, International advertising planning, Creativity and message strategy.

Reference Book:

1. Sandage and Others Advertising – Theory and Practice
2. Effective Public relations - Scoff. M. Cutlio: Allen H. center, Glen M.Broom. New Delhi 2006.
3. Essential Marketing and Advertising Dictionary (2009) by Jerry Rosenberg.

M16UJMS04

COMMUNICATION FOR DEVELOPMENT

UNIT – 1

Definition, Need of Communication, Types of Communication, Barriers of Communication, 7C's of Communication,

UNIT – 2

Communication Model – Definition, SMCR model, Lasswell model, Osgood model, Shannon and Weaver model and Newcombs model of communication.

UNIT – 3

Press Theories : Definition, Bullet theory, Hypodermic needle theory, Authoritarian theory.

UNIT – 4

Communication for rural development, Strengthening of Panchayat Raj, Communication for urban development, Urban sanitation Consumer awareness, Slum development.

UNIT – 5

Role of NGOs in social development, Cyber media, Digital democracy & ICT & Development, Communication for Tribal development.

Reference Book:

1. Understanding Development communication Uma Joshi
2. Communication, Modernisation & Social Development Edited: Ito Youichi, Kiran Prasad, K. Mahadevan.
3. International Development Communication bella mody
4. Traditional Media and Development Communication K.Madhusudan
5. Development Communication V.S. Gupta

M16UJM12

INDIAN SOCIETY AND MEDIA

UNIT – 1

Indian social structure and stratification, Caste system in Indian Society, Reservations, Affirmative Action, Caste differences in Indian Society, Widening of rich poor gap, Indian Family system.

UNIT – 2

Understanding of Marxist, Periyarist and durkheimian perspective, Role of social reformers in the Indian Context, Contribution of these social reforms movements towards the Society.

UNIT – 3

Society, Social mobility, Media Industrialization, Social, Political and Cultural influence, Information Society, Media Privatization, Media Audiences, Media and Social Change.

UNIT – 4

Political economy of policy perspectives, Social Norm, Status Conferral, Privatization, Monopolization, Canalization, Inoculation, Media Dependency, Pluralistics media and Indian Society.

UNIT – 5

Factors of Social Change, Education in Social Change, Importance & Need, Globalization & Social Change , Media & Social Change, Technology for Social Change.

Reference Book:

The language of Communication, George N Gorden, Hustings Hower,1969

Theory of Information Society, France Webstar, Roulledge,1997

Mass Mediated Culture , Micheal R.Real,Prentic Hall,1977

M16UJM13

UNDERSTANDING CINEMA

UNIT – 1

Introduction to cinema, Origin and growth of cinema, Role of cinema in society, Demoractic Cinema, Transmission of culture in cinema.

UNIT – 2

Dimensions of Film , Mise-en-scene(Setting,Décor,Lighting,Depth of Space,Costume and make up), Cinematography(Shots,angle,and screen composition), Continuity Editing(Linear and Non Linear), Alternative- Forms.

UNIT – 3

Sound (Audio Effects), Narrative (Story,script,Story board), Midterm (Middle age of Cinema), Genre(Comedy,Horror,Sendiment), Documentary (Fiction and Non Fiction)

UNIT – 4

Experimental Film,Art Film, Ideology and Critique, New Frontiers, Review (About the Cinemas)

UNIT – 5

V. Shantaram (1901-1990), Mehboob Khan (1906-1964) Sohrab Modi (1897-1984), Rangaswamy Nataraja Mudaliar, T.R.Sundaram,S.S.Vasan

M16UJM14

MEDIA MANAGEMENT

UNIT – 1

Principles of Media Management- Role, Responsibilities, Skills, Management Skills, Management Functions, Management Roles, Ownership Patterns- chain and group, Corporate and family.

UNIT – 2

Theories of Management - Management as a Process, Approaches to Management, Classical School of Management, Human Relations School of Management, Modern Approaches to Management.

UNIT – 3

Job profile in print, Electronic and New Media, Managing Personnel- The Hiring Process, Interviewing, Orientation, Performance Reviews, Part-time Employees, Interns.

UNIT – 4

Ethics of Media Management- What is Media Ethics? Ethical Decision Making in Electronic Media, Social Responsibility Theory, Ethical Issues in Media Management, Ethics in Sales.

UNIT – 5

Financial Management – Meeting Financial goals, Implementing Financial Growth, Budgeting, Media entrepreneurship.

Reference Book:

Albarran, Alan B, 2007. Management of Electronic Media. Thomson and Wadworth

Ardyth Broadrick Sohn, 1998. Media Management

Kohli, Vanitha, The Indian Media Business

Redmond, James and Trager, Robert Trager, 2004. Media Organization Management.

Chirayeer, Avinash. Electronic Media Management

M16UJMPR2 DOCUMENTARY/ SHORT FILM (ANY ONE)

DOCUMENTARY

UNIT – 1

Pre-Production

UNIT – 2

Production

UNIT – 3

Post Production

UNIT – 4

Screening

UNIT – 5

Documentary Review

SHORT FILM

UNIT – 1

Pre-Production

UNIT – 2

Production

UNIT – 3

Post Production

UNIT – 4

Screening

UNIT – 5

Analysis

Note:

Students will plan the theme, script, location and schedule of shooting. Must submit the script for approval. Prepare shooting script and production details for record submission. Two copies of project CD to be submitted with titles and certificates.

M16UJMPR3

LAB JOURNAL

Student should Produce a bilingual lab journal

Lab journal in A3 with minimum Four pages. Must contain a Film review, Book Review, an interview story, Four Articles, Two Advertisement, News, Must have four photographs with Caption.

Lab Journal - 50 Marks

Viva Voce - 50 Marks

100 Marks

Viva Voce Examination will be conducted at the end of VI semester.