

MAHENDRA ARTS & SCIENCE COLLEGE

(AUTONOMOUS)

(Affiliated to Periyar University, Salem)

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

KALIPPATTI - 637501.



BACHELOR OF ARTS

SYLLABUS FOR

B.A. JOURNALISM AND MASS COMMUNICATION

OUTCOME BASED EDUCATION - CHOICE BASED CREDIT SYSTEM

**FOR THE STUDENTS ADMITTED FROM
THE ACADEMIC YEAR 2019 - 2020 ONWARDS**

MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)
(Affiliated to Periyar University)
Department of Journalism and Mass Communication

B.A. JOURNALISM AND MASS COMMUNICATION

PREAMBLE:

The Journalism and Mass Communication course is designed to provide understanding of various aspects of Mass Media including political and sociological approaches with technical knowhow. This course intends to introduce Students to practical experience and knowledge across the mediums. Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption. The course enables students to develop their own focused area of interest. Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based and artistic activities from broadcasting to journalism, Television, digital web production, and public relation, corporate communication to advertising.

I – PROGRAMME EDUCATIONAL OBJECTIVES:

- ❖ 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 curricular that prepares our graduates for employment and further study as communication scholars.
- ❖ To provide the students with the opportunity to pursue courses that emphasize theoretical and practical aspects of mass communication;
- ❖ To provide programmes that allows the students to choose from a wide range of communication streams.

II – PROGRAMME OUTCOMES:

The Communication and Journalism Department is committed to providing undergraduate students with a quality education in the communication and journalism disciplines that is current, relevant, practical, and personal. The department's goals include enabling students who graduate to be able to compete successfully for positions at graduate schools nationwide. Another departmental goal is that students who graduate in communication will be prepared for entry-level positions as professionals within communication-related fields. Students who graduate in journalism will be prepared for entry-level positions as professionals within journalism and related fields.

The following Program outcomes are expected of each student graduating with a bachelor's degree in Journalism and Mass Communication:

- Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy, following accepted journalistic standards, including Associated Press style.
- Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
- Students will understand and be able to apply relevant case law involving journalism, the First Amendment, and other mass media issues.

III -REGULATIONS

These regulations shall take effect from the academic year 2019-2020, i.e, for students who are to be admitted to the first year of the course during the academic year 2019-20 and thereafter.

1. Objectives of the Course:

- To prepare students to be able to recognize and analyze the mass problems in their localities and effectively design media strategies that will provide solution to these problems.
- To enable student use media to present plan of action that can meet the expectations of their local people.
- To help the students study and understands role of mass media in a liberal democracy.
- To enable the learner writes, delivers and directs media programmes for the benefit of their locality.
- To enable learner to be well grounded in the science of communication and possess the capacity to develop the human, social, and technological modes of communication, for the benefit of their local community.

2. Eligibility for Admission:

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. Duration of the Course:

The candidates shall complete all the courses of the programme in 3 years from the date of admission. The programme of study shall consist of six semesters and a total period of three years with a minimum of 140 credits. The programme of study will comprise the course according to the syllabus.

4. Course of Study:

The course of study for the UG degree has been divided into the following five categories:

Part I : Tamil / Other Languages.

Part II : English Language.

Part III : Core Courses, Elective Courses and Allied Courses.

Part IV : Skill Enhancement Courses, Non-Major Elective Course, Enhancement Compulsory Courses.

Part V : Value added Courses and Extension Activity.

5. Examinations

The course of study shall be based on semester pattern with Internal Assessment under Choice Based Credit System.

The examinations for all the papers consist of both Internal (Continuous Internal Assessment -CIA) and External (End Semester) theory examinations. The theory examinations shall be conducted for three hours duration at the end of each semester. The candidates failing in any subjects(s) will be permitted to appear for the same in the subsequent semester examinations.

6. Structure of the Programme:

SEMESTER: I

Part	Course Category	Title of the Course	Course Code	Hrs/Week		No. of Credits	Max. Mark		
				L	P		Int.	Ext.	Total
Part -I	Language Course-I	Tamil-I / French- I/ Hindi-I/ Telugu - I	M19UFTA01/ M19UFFR01/ M19UFHI01/ M19UFTE01	5	-	3	25	75	100
Part -II	Language Course-II	English - I	M19UFEN01	5	-	3	25	75	100
Part -III	Core Course-I	Introduction to Communication	M19UJM01	6	-	4	25	75	100
	Core Course-II	Media & Indian Society	M19UJM02	6	-	4	25	75	100
	Allied Course-I	Allied-I - Writing Skills	M19UJMA01	4	-	4	25	75	100
Part- IV	Enhancement compulsory Course I	Value Education- Yoga	M19UVE01	2	-	2	25	75	100
Part -V	VAC I	Communicative English	M19UENVA01	2	-	1	100	-	100
Total				30	-	21	250	450	700

SEMESTER: II

Part	Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
				L	P		Int.	Ext.	Total
Part - I	Language Course-I	Tamil-II / French- II/ Hindi-II / Telugu - II	M19UFTA02 M19UFFR02 M19UFHI02 M19UFTE02	5	-	3	25	75	100
Part -II	Language Course-II	English - II	M19UFEN02	5	-	3	25	75	100
Part-III	Core Course -III	News Reporting	M19UJM03	5	-	4	25	75	100
	Core Course-IV	News Editing	M19UJM04	5	-	4	25	75	100
	Allied Course-II	Allied-II - Writing for Media	M19UJMA02	4	-	4	40	60	100
	Core Practical-I	Practical - I - Script Writing	M19UJMP01	-	2	2	40	60	100
Part-IV	Enhancement compulsory Course- II	Environmental Studies	M19UES01	2	-	2	25	75	100
Part -V	VAC II	Business English	M19UENVA02	2	-	1	100	-	100
Total				28	2	23	280	420	800

SEMESTER: III

Part	Course Category	Title of the Course	Course Code	Hrs/Week		No. of Credits	Max. Mark		
				L	P		Int.	Ext.	Total
Part -I	Language Course-I	Tamil-III/ French- III/ Hindi-III / Telugu - III	M19UFTA03 M19UFFR03 M19UFHI03 M19UFTE03	5	-	3	25	75	100
Part -II	Language Course-II	English – III	M19UFEN03	5	-	3	25	75	100
Part-III	Core Course-V	Radio Programme Production	M19UJM05	5	-	5	25	75	100
	Core Course-VI	Online Journalism	M19UJM06	5		5	25	75	100
	Allied Course-III	Allied – III - Basics of photography	M19UJMA03	4	-	4	25	75	100
	Core Practical-II	Practical - II – Layout Design	M19UJMP02		2	2	40	60	100
Part-IV	SEC- I	SEC – I – Campaign Planning	M19UJMS01	2	-	2	25	75	100
	NMEC -I	NMEC- 1- Pottith Thervu-I- Tamizh Ilakkiyam	M19NTA02	2	-	2	25	75	100
Total				28	2	26	215	585	800

SEMESTER: IV

Part	Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
				L	P		Int.	Ext.	Total
Part – I	Language Course-I	Tamil-IV/ French- IV/ Hindi-IV / Telugu -IV	M19UFTA04 M19UFFR04 M19UFHI04 M19UFTE04	5	-	3	25	75	100
Part -II	Language Course-II	English – IV	M19UFEN04	5	-	3	25	75	100
Part-III	Core Course-VII	Television Programe Production	M19UJM07	6	-	5	25	75	100
	Allied Course-VI	Allied - IV Practical – I- Translation for Media	M19UJMAP01	6		4	25	75	100
	Core Practical III	Practical – III- Photography	M19UJMP03	-	4	2	40	60	100
Part-IV	SEC II	SEC – II - Basic of Videography	M19UJMS02	2	-	2	25	75	100
	NMEC II	NMEC- II- Fundamentals of Web Design	M19NCS03	2	-	2	25	75	100
Part -V		Extension Activity	M19UEX01	-	-	1	-	-	-
Total				26	4	22	190	510	700

SEMESTER: V

Part	Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
				L	P		Int.	Ext.	Total
Part-III	Core Course-VIII	Media Law & Ethics	M19UJM08	5	-	5	25	75	100
	Core Course- IX	Advertising	M19UJM09	5	-	5	25	75	100
	Core Course-X	Introduction to Film Appreciation	M19UJM10	5	-	4	25	75	100
	Elective Course-I	Elective -I		5	-	4	25	75	100
	Core Practical- IV	Practical-IV - Videography	M19UJMP04	-	3	2	40	60	100
	Project Courses- I	Project - I -Internship	M19UJMPR1	2	3	4	40	60	100
Part-IV	SEC - III	SEC - III - Anchoring & News Casting	M19UJMS03	2		2	25	75	100
Total				24	6	26	180	420	700

SEMESTER: VI

Part	Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
				L	P		Int.	Ext.	Total
Part-III	Core Course XI	Public Relation	M19UJM11	6	-	5	25	75	100
	Core Course XII	Media Management	M19UJM12	6	-	5	25	75	100
	Elective Course -II	Elective -II	-	6	-	4	25	75	100
	Project Course- II	Project - II - Documentary / Short film Production	M19UJMPR2	2	3	4	40	60	100
	Project Course- III	Project - III - Lab Journal	M19UJMPR3	2	3	4	40	60	100
Part-IV	SEC IV	SEC - IV - Communication for Development	M19UJMS04	2	-	2	25	75	100
	Additional Credit for ONLINE COURSES(SWAY AM/ MOOC)					1			
Total				24	6	24	155	345	600
Grad Total				180	142				4300

L –Lecture Hours**P – Practical Hours**

Summary of Credits, Hours and Mark Distribution for Theory Paper

Part	Course Name	No. of Credits						Total Credits	Total Hours	No. of Courses	Max. Marks
		I	II	III	IV	V	VI				
I	Language – I	3	3	3	3	-	-	12	20	4	400
II	Language – II	3	3	3	3	-	-	12	20	4	400
III	Core	8	8	10	5	14	10	55	65	12	1200
	Core Practical	-	2	2	2	2	-	8	11	4	400
	Project	-	-	-	-	4	8	12	15	3	300
	Allied	4	4	4	4	-	-	16	18	4	400
IV	SEC	-	-	2	2	2	2	8	8	4	400
	NMEC	-	-	2	2	-	-	4	4	2	200
	Enhancement Compulsory Courses	2	2	-	-	-	-	4	4	2	200
V	Value Added Courses	1	1	-	-	-	-	2	4	2	200
	Extension Activities	-	-	-	1	-	-	1	-	-	-
VI	Elective	-	-	-	-	4	4	8	11	2	200
Total		21	23	26	22	26	24	142	180	43	4300

ALLIED SUBJECTS FOR B.A. JMC STUDENTS:

Semester	Course Title	Course Code
I	Allied – I -Writing Skill	M19UJMA01
II	Allied – II - Writing For Print Media	M19UJMA02
III	Allied – III - Basics of Photography	M19UJMA03
IV	Allied – IV - Practical – I Translation for Media	M19UJMA04

SKILL ENCHANCEMENT COURSES:

Semester	Course Title	Course Code
III	SEC – I - Campaign Planning	M19UJMS01
IV	SEC – II - Basic of Videography	M19UJMS02
V	SEC – III -Anchoring News Casting	M19UJMS03
VI	SEC – IV - Communication For Development	M19UJMS04

ELECTIVE COURSE:

Semester	ELECTIVE – I	
	Course Title	Course Code
V	Introduction To New Media	M19UJME01
	Media & Human Rights	M19UJME02
	Specialized Reporting	M19UJME03
ELECTIVE – II		
VI	Understanding Cinema	M19UJME04
	Mass Media & Society	M19UJME05
	Broadcast Journalism	M19UJME06

NON - MAJOR ELECTIVE COURSES:[FOR OTHER DEPARTMENTS]

Semester	NMEC – I	
	Course Title	Course Code
III	Mass communication	M19NJM01
	Freelance Journalism	M19NJM02
NMEC - II		
IV	Photojournalism	M19NJM03
	Tamil Journalism	M19NJM04

VALUE ADDED COURSES:

Semester	Course Title	Course Code
I	VAC -I - Communicative English	M19UENVA01
II	VAC -II - Business English	M19UENVA02

IV SCHEME OF EXAMINATION:

1. Question Paper Pattern for Theory Papers

Time: Three Hours

Maximum Marks: 75

Part A: (10 x 1 = 10)

Answer ALL Questions

(Objective Type - Two Questions from each unit)

Part B: (5 x 2 = 10)

Answer ALL Questions

(One Question from each unit)

Part C: (5 x 5 = 25)

Answer ALL Questions

(One Question from each unit with internal choice)

Part D: (3 x 10 = 30)

Answer Any Three out of Five Questions

(One Question from each unit)

2. Question Paper Pattern for Practical Papers

EXTERNAL MARK: 60

INTERNAL MARK: 40

QUESTION PATTERN

Answer Any Four Questions out of Six Questions (4x15=60)

3. Distribution of Marks:

The following are the distribution of marks for external and internal for End Semester Examinations and continuous internal assessment and passing minimum marks for Theory/Practical / Mini project / Project papers of UG programmes.

ESE	EA Total	Passing Minimum for EA	CIA Total	Passing Minimum for CIA	Total Marks Allotted	Passing Minimum (ESE)
Theory	75	30	25	10	100	40
Practical	60	24	40	16	100	40
Project	60	24	40	16	100	40

The following are the Distribution of marks for the Continuous Internal Assessment in Theory / Practical papers of UG programmes.

THEORY

EVALUATION OF INTERNAL ASSESSMENT

Test1 : 15 Marks
Assignment : 05 Marks
Attendance : 05 Marks

Total : 25 Marks

The Passing minimum shall be 40% out of 25 marks (10 marks)

PRACTICAL

EVALUATION OF INTERNAL ASSESSMENT

Test1 : 15 Marks
Test2 : 15 Marks
Record : 10 Marks

Total : 40 Marks

The Passing minimum shall be 40% out of 40 marks (16 marks)

PROJECT

EVALUATION OF INTERNAL ASSESSMENT

Review 1 : 10 Marks
Review 2 : 10 Marks
Review 3 : 10 Marks
Pre – Viva : 10 Marks

Total : 40 Marks

The Passing minimum shall be 40% out of 40 marks (16 marks)

4. Passing Minimum:

The Candidates shall be declared to have passed the examination if he/she secures not less than 40 marks in total (CIA mark + Theory Exam mark) with minimum of 30 marks in the End Semester Theory Examinations.

The Candidates shall be declared to have passed the examination if he/she secures not less than 40 marks in total (CIA mark + Practical Exam mark) with minimum of 24marks in the End Semester Practical Examinations.

5. Submission of Record Note Books for Practical Examinations

Candidates appearing for practical examinations should submit a bonafide record note books prescribed for practical examinations. The candidates failed to submit the record book shall not be permitted to appear for the practical examinations

6. Project

The following guidelines to be followed for the Project with Viva-voce:

- a. The project should be valued for 60 marks by an external examiner; however the Viva-Voce examination should be conducted by both the external examiner appointed by the College and the internal examiner / guide/teacher concerned.
- b. The Project Report may consist of minimum of 60pages.
- c. The candidate has to submit the Project Report 20 days before the commencement of the VI Semester Examinations.
- d. A candidate who fails in the Project/Dissertation or is absent may resubmit the report, on the same topic, with necessary modification / correction / improvements in the subsequent Even Semester Examinations for evaluation and shall undergo viva-voce Examination.

7. Note

SWAYAM / MOOC – Free Online Education

SWAYAM / MOOC is an instrument for self-actualization providing opportunities for a life-long learning. Here the student can choose from hundreds of courses, virtually every course taught at the college level, offered by the best teachers in India and elsewhere.

The students can choose an online SWAYAM / MOO Course during their period of study which will earn an extra credit and it will be transferred to the academic records of the students.

SEMESTER I

Core – I	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJM01	Introduction to Communication	
Credit: 4		

Objective

To enable students to obtain basic knowledge on process, functions and characteristics of communication and mass communication.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce basic concepts of communication and its role in society	K1
CO2	Introduce the basics of Verbal and non Verbal Communication	K1
CO3	Understand the various processes of communication and theories of communication	K2
CO4	Demonstrate an effective speaking and listening skills for communication in personal, public, and media areas.	K3
CO5	Understanding the importance of public opinion and role of journalism in framing it.	K3

Unit I

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

Unit II

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 III

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

Unit IV

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 V

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Mass communication in India	Keval.J.Kumar	PHI Publisher	2007
2.	Mass communication	Diwakar sharma	PHI Publisher	2007

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Mass communication in India	Vilanilam	Sage Publications	2011
2.	Essentials of mass communication on theory	Arthur Asaberger	Sage Publications	1965

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	S	M	M	S	M
CO3	M	S	M	S	M
CO4	S	S	S	M	S
CO5	S	M	S	M	M

S- Strong; **M**-Medium.

SEMESTER I

Core – II	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJM02	Media & Indian Society	
Credit: 4		

Objective

To help students to study the relationship between Media and society and understand mass media from a critical perspective.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Know about the Indian social and stratification and Indian family system	k1
CO2	Apply the social reformers of Indian constitution	k3
CO3	Understand the media industrialization and media privatization	k2
CO4	Analyze the Monopolization, canalization, and its social change.	k4
CO5	Remember the Globalization & Social Change in our present media	k1

Unit I

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

Unit II

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 III

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

Unit IV

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

Unit V

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Globalization and Media	Lule,Jack	Rowman & Littlefield	2012
2.	Women, Men and Society	Claire M. Renzetti, Daniel J. Curran	Pearson; 4th edition	1998

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Understanding Media	Marshall McLuhan	Routledge	2018

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	M	S
CO2	S	S	S	M
CO3	M	M	M	S
CO4	S	S	S	S
CO5	S	M	S	M

S- Strong; **M-**Medium

SEMESTER I

ALLIED - I	B.A. JOURNALISM AND MASS COMMUNICATION	2019 - 2020
Code: M19UJMA01	Allied – I - WRITING SKILLS	
Credit: 4		

OBJECTIVES:

- i. To teach students the intricacies of English in order to develop language skills.
- ii. To equip them with written skills and spoken skills.
- iii. To know the intricacies of English and develop their language skills.

Course Outcomes:

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Apply the basic rules in grammar	K5
CO2	Understand the correct usage of words	K2
CO3	Introduce the students to learn the new words in English	K3
CO4	Analysis The Students to learn the general writing skills.	K4
CO5	Analysis the Students to apply the writing skills	K4

Unit I

Basics of writing: Introduction, Essay, Paragraph, Short writing, Tenses

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, Editing, Thinking, Analyzing, Discussion

Unit V

Thesis writing, Thesis statement, Writing sentences, Example to support Thesis.

REFERENCE BOOKS:

S.NO	TITLE OF THE BOOK	AUTHOR	PUBLISHER	YEAR OF PUBLICATION
1	Indian Writing in English Paperback	K.R.Srinivasa Iyengar	New Delhi: Macmillan Publishers	2012
2	The Students Companion	Best, Wilfred D	London, Rupa Paperback	1984
3	Creative Writing –Britain	Doubtfire, Dianne	The Chaucer Press Ltd	1983
4	Writing Well	Hall Donald and Sven Birkerts	New York, Harper Collins Publishers	1991

MAPPING WITH PROGRAMME OUTCOMES

COS	PO1	PO2	PO3	PO4	PO5
C01	M	M	S	S	S
C02	S	M	M	S	S
C03	M	S	M	S	S
C04	S	S	S	M	S
C05	S	M	S	M	M

S-STRONG**M-MEDIUM**

SEMESTER I

Enhancement Compulsory Course - I	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UVE01	Enhancement Compulsory Course - I	
Credit: 2	மனவளக்கலை யோகா	

பாடநோக்கம்:

இளம் வயது முதல், உடல், மனம் இரண்டையும் பக்குவமாக வைத்துக் கொள்ள வேண்டியதன் அவசியத்தை மாணவர்களுக்கு உணரச் செய்தல்.

அலகு 1 யோகமும் உடல்நலமும் உடலமைப்பு - எளியமுறை உடற்பயிற்சி - மகராசனம் - யோகாசனங்கள்.

அலகு 2 இளமைகாத்தல் - பாலுணர்வும் ஆன்மீகமும் - மனதின் 10 படிநிலைகள் - மன அலைச்சுழல்.

அலகு 3 குணநலப்பேறு வாழ்வின் நோக்கம் - எண்மை ஆராய்தல் - ஆசை சீரமைத்தல் - சினம் தவிர்த்தல்.

அலகு 4 கவலை ஒழித்தல் - வாழ்த்தும் பயனும் - நட்பு நலம் - தனிமனித அமைதி.

அலகு 5 செயல்விளைவுத் தத்துவம் - மனத்தாய்மை, வினைத்தாய்மை - அன்பும் கருணையும் - பண்பாட்டுக் கல்வி.

பாடநூல்:

‘மனவளக்கலை யோகா’

உலக சமுதாய சேவா சங்கம்

வேதாத்திரி பதிப்பகம் 156,

காந்திஜி ரோடு

ஈரோடு - 638 001

போன் - 0427 - 2263845

பார்வை நூல்கள்:

மனவளக்கலை யோகா -I - உலக சமுதாய சேவா சங்கம்

மனவளக்கலை யோகா -II- வேதாத்திரி பதிப்பகம்

மனவளக்கலை யோகா -III-156, காந்திஜி ரோடு எளிமுறை உடற்பயிற்சி

ஈரோடு - 638 001

யோகா பயிற்சிகள் - போன் - 0427 - 2263845

SEMESTER II

Core – III	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMO3	News Reporting	
Credit: 4		

Objective

This subject will develop basic skills in reporting for print media and electronic media. Students will learn the techniques of reporting skills.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the students to know the basics of reporting for media.	K1
CO2	Understand differences between hard news vs. soft news and leads.	K2
CO3	Understand different forms of journalistic writing like news conference, Press meet.	K1
CO4	Analyze the script format for Radio and Television with its characteristics.	K4
CO5	Apply how to report for various field of reporting	K3

Unit I

News: definition, concept, elements, values, sources, Reporter-role, functions and qualities. news determinants: proximity, prominence, oddity, conflict, controversy, timeliness and human interest; reporting terminology.

Unit II

Basic structure of news; chronological versus inverted pyramid formats: strengths and limitations; 5Ws and 1H ingredients; types of leads; hard news, soft news and infotainment.

Unit III

News Sources - handout, news conference, meet-the-press, Interview, international news agencies, Indian news agencies, internet, other media and beat - unexpected news sources.

Unit IV

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

Unit V

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	A Text book of Editing and Reporting	M.K.Joseph	Wisdom free publisher	2010
2.	News, Audiences & Everyday life	S.Nath	Vijay Nicoles Publisher	2006

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	News Reporting and Writing	Mencher, Melvin	MC Graw Hill	2003
2.	Reporting for the Media	Fred Fedler and John R.Bender	Oxford University Press	2004

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	S	S	S	M	M
CO3	M	S	M	S	S
CO4	S	M	M	S	S
CO5	S	M	S	M	S

S- Strong; **M**-Medium.

SEMESTER II

Core – IV	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMO4	News Editing	
Credit: 4		

Objective

This subject develops skills in news editing for media and publishing of stories in publication.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the basic principles of editing involved in media	k1
CO2	Understand the qualities and responsibilities of editors.	k2
CO3	Apply how to write clear and accurate headlines, decks and captions for radio and television.	k3
CO4	Analyze to Edit copy precisely and consistently, using correct grammar and eliminating libellous passages.	k3
CO5	Understand the basic ethical issues in confronting editors for editorial	k2

Unit I

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

Unit II

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 III

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

Unit IV

Headlining - headline functions – headline language. Types of headlines - banner, skyline, kicker, deck, strap line, label, editorial and feature headlines; captions and catchwords; traditional and modern headline styles.

Unit V

Editorials - editorial page versus news pages: editorials, middles, features, columns and letters to the editor; types of editorials; qualities and responsibilities of a leader writer.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	A Text book of Editing and Reporting	M.K.Joseph	Wisdom free publisher	2010
2.	Digital Journalism	R.Durai	NewDawn publisher	2007

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	News Editing	Bruce H.Westley	Houghton Mifflin school	1980
2.	News Reporting and Editing	K.M. Srivastava	Sterling Publication	1995

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	M	S
CO2	M	S	M	S	S
CO3	S	M	S	M	M
CO4	M	S	M	S	S
CO5	S	M	S	M	S

S- Strong; **M-**Medium.

SEMESTER II

Allied Course-II	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMA02	Allied – II - Writing for Media	
Credit: 4		

Objective

This subject will develop the students to write fundamentals of writing for news media, through lectures.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand the principles and method of writing to style sheet with the help of news source.	K2
CO2	Introduce the reading symbols for report and technical writing style induced in print media.	K1
CO3	Demonstrate the Docudramas, Commercial for Radio.	K3
CO4	Apply the principles and techniques involved in script writing for television.	K3
CO5	Introduce the new technologies and their impact on media language.	K1

Unit I

Writing for print media - Principles and methods - Style sheet - News writing - Lead - Body - Headlines - Typography.

Unit II

Writing for New media - Copy reading symbols - content creation- Development - Technical writing - Editing - Principles and methods.

Unit III

Writing for Radio - News features - Docudramas - Interview - Commercials - Radio language - Editing for Radio.

Unit IV

Television writing - characteristics - News - features - Interviews - Principles and methods of script writing - Techniques of narration - Preparation of Commercials - Language Editing.

Unit V

Film language - Writing for education and entertainment - Documentary scripting - Trends in writing - New technologies and their impact on media language.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Writing for the Media	Usha Raman	Oxford publisher	2009

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Writing the News: Print Journalism in the electronic age	John Herbert	New York Hasting House Publishers	1977
2.	Writing for Television, Radio and New media	Belmont	Wadsworth Publishing Company	1992

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	S	M
CO2	S	S	S	M
CO3	M	S	M	S
CO4	M	M	S	M
CO5	S	M	S	S

S- Strong; **M-**Medium

SEMESTER II

Core Practical – I	B.A. Journalism and Mass Communication	2019 – 2020
Code: M19UJMPO1	Practical - I - Script Writing	
Credit: 2		

Objective

This subject develops the knowledge of storytelling, the demand of the media of television and radio, to mobilize your creative potential for the upcoming year.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Know about the various formats of script	K1
CO2	Demonstrate the Radio talk and short film script	K2
CO3	Illustrate script for Television documentary and social advertisement	K1
CO4	Apply their view in talk show and script for web portal	K3
CO5	Understanding the Radio news reel	K1

1. Prepare various formats of Scripts for Radio
2. Prepare various formats of Scripts for Television
3. Script for television documentary on social theme with 1 minute picture description
4. Two minute radio social advertisement
5. Short Story script adaptation
6. Five minute talk show and discussion
7. Write a script for Five min Radio news bulletin /Television

Students will have to choose any five from the list of topics given below and develop the idea, rough and fair scripts and submit the record work for script writing for assessment.

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	M
CO2	M	S	S	M	S
CO3	S	M	M	S	S
CO4	S	S	S	S	M
CO5	M	M	S	M	S

S- Strong; **M**-Medium.

SEMESTER II

Enhancement Compulsory Course – II	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UESO1	Enhancement Compulsory Course – II - Environmental Studies	
Credit: 2		

Unit – I – Fundamentals

Environment – Definition, Scope, Structure and Function of Ecosystems– Producers, Consumer and Decomposers – Energy Flow in the Ecosystem –Ecological Succession – Food Chain, Food Webs and Ecological Pyramids –Concept of Sustainable Development.

Unit – II – Natural Resources

Renewable Resources – Air, Water, Soil, Land and Wildlife resources, Non-Renewable Resources, Coal, Oil and Natural Gas, Environment problems related to the extraction and use of Natural Resources.

Unit – III – Biodiversity

Biodiversity – Definition – Values – Consumption use, Production Social, Ethical, Aesthetic and Option Values Threats to Biodiversity – Hot spots of Biodiversity – Conservation of Biodiversity: In- situ, Ex-situ, Bio-Wealth National and Global Level.

Unit – IV – Environmental Pollution

Definition – Causes, Effects and Mitigation Measures – Air, Water, and Soil Pollution, Noise Pollution, Thermal pollution, Nuclear Hazards, Solid Wastes, Acid Rain, Climate change and Global Warming, Environmental Laws and Regulations in India – Earth summit.

Unit – V – Pollution and Environment

Population Explosion – Environment and Human Health – HIV/AIDS –Women and Child Welfare – Resettlement and rehabilitation of people, Role of Information Technology in Environmental Health – Environment Awareness, Environmental Awareness, Environment Disaster Management – Fire Safety and Prevention.

SEMESTER III

Core – V	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJM05	Radio Programme Production	
Credit: 5		

Objective

To provide students with the fundamental knowledge and skills for content production, program making, broadcast management and broadcasting in radio.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the history & growth of radio and its characteristics	K1
CO2	Understand the importance of radio script and uses of language on it.	K2
CO3	Remembering the Format of Radio with Music programme and News Bulletins.	K3
CO4	Analyze the basic equipment, Recording on consoles & Editing software.	K4
CO5	Understand the Radio transmission signals	K2

Unit I

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 II

Writing for Radio:

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

Unit III

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 IV

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 V

Radio Transmission:

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Radio Programme Production: A Manual for Training	UNESCO	UNESCO	1973

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Radio Programme Production	M. Neelamalar	PHI Learning Pvt. Ltd.	2017
2	Radio Journalism and Production	Dr.Dilip Kumar	Galgotia Publishing Company	2017

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	M	S	M	S
CO2	S	M	S	M
CO3	M	S	M	S
CO4	S	M	S	M
CO5	S	S	M	S

S- Strong; **M**-Medium.

SEMESTER III

Core- VI	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJM06	Online Journalism	
Credit: 5		

Objective

This course provides insight into the nuances of Online as a medium of communication and enables students to get a firm grasp of how to create online news sites and write for the online medium.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the history and evolution of internet in the society.	K1
CO2	Understand the features of online journalism and online aesthetics with hyperlink.	K2
CO3	Remembering the importance of portals, blogging, podcasting, micro blogging.	K3
CO4	Analyze the internet convergence for cyber crime and its regulation.	K4
CO5	Understand the WWW(World Wide Web) & e-group and e-governance.	K2

Unit I

Internet as a medium of communication; history and evolution of internet.

Unit II

Features of online journalism- hypertext, multimedia; online aesthetics – content, design, colors, font, templates, navigation bars, and hyperlinks

Unit III

Annotative reporting and strengths and limitations; participatory journalism; portals; blogging, podcasting, micro blogging

Unit IV

Internet and convergence; culture, subjectivity and net; cyber crime and regulations

Unit V

World Wide Web- web pages, e-groups, e-governance, community and corporate sites

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	The Cyberspace Handbook	Jason Whittaker	Rout ledge	2003
2.	Breaking News: The Craft And Technology Of Online Journalism	Sunil Saxena, Tata McGraw-Hill	Tata McGraw Hill Education	2004

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Online Journalism: A Basic Text	Tapas Ray	Cambridge University Press	2006
2	The New Media Handbook	Andrew Dewdney	Rout ledge; 1 edition	2006

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1	S	M	S	M
CO2	M	S	M	S
CO3	S	M	S	M
CO4	M	S	M	S
CO5	S	M	S	S

S- Strong; **M-**Medium.

SEMESTER III

Allied Course –III	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMAO3	Allied - III – Basics of Photography	
Credit: 4		

Objective

This course covers basic concepts and practice of digital photography, including understanding and use of the camera, lenses, and other basic photographic equipment.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Recognize and understand the basic structure, aesthetic and expressive concepts of photography	K1
CO2	Demonstrate a competency with a digital photographic work flow (operating a DSLR camera, adjusting camera setup)	K4
CO3	Recognize and understand the basic techniques of photography,	K2
CO4	Understand photography as a means of visual and artistic expression.	K2
CO5	Develop the ability to know about the codes and ethical issues in photography	K4

Unit I

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 II

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. Color – shape – form – texture – pattern – depth – format – angles – frame –movement.

Unit III

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

Unit IV

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

Unit V

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Digital Photo journalism	B.Aiyer	Author Pres Publisher	2006

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Basic photography	John Hedge Coe.	London: Collins & brown,	1993
2.	The color book of Photography	L.Lorelle	London: Focal press	1956

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	M	S
CO2	S	M	M	S	S
CO3	S	S	S	M	S
CO4	M	S	S	M	M
CO5	M	S	M	S	M

S- Strong; **M**-Medium.

SEMESTER III

Core Practical -II	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMPO2	Practical - II - Layout & Design	
Credit: 2		

Objective

To acquire practical knowledge of Layout & design with the computer based software's.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Recognize the Tamil Unicode and its Layout	K1
CO2	Understand how to design a Visiting card and Letter head	K2
CO3	Prepare a Magazine Cover Page and unique poster for department advertisement	K3
CO4	Analyze and Make their own logo	K4
CO5	Analyze and prepare Tamil Journal and English Journal	K4

1. Tamil Unicode 99 Key layout Keyboard
2. VisitingCard-5
3. Letterhead-3
4. Magazine Cover-3
5. Poster – Department Advertising-2
6. MenuCard-2
7. Advertisement Copy Layout-1
8. LogoDesigning-1
9. TamilJournal-1
10. EnglishJournal-1

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	M	S	M	S
CO2	S	M	M	M
CO3	S	M	S	S
CO4	M	S	M	S
CO5	M	S	S	M

S- Strong; **M**-Medium.

SEMESTER III

SEC - I	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMSO1	SEC - I - Campaign Planning	
Credit: 2		

Objective

To develop skills in assemble and present a fully integrated campaign plan that reflects strategic thinking, industry best practices, trends and tools.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand the basic strategy of marketing and DRAGMA approach.	K1
CO2	Introduce a concept of competency with a campaign for organizations.	K1
CO3	Recognize the level of communication in government and private sectors.	K1
CO4	Apply programming and audience trends Marketing programs arid selling space and time.	K3
CO5	Analyze the Segmentation marketing, Positioning and media planning	K4

Unit I

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

Unit II

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

Unit III

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

Unit IV

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

Unit V

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Fundamentals of Digital Marketing by Pearson	Puneet SinghBhatia	Pearson Education	2017

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Effective Public relations	Scoff. M. Cutlio, Allen H. center, Glen M.Broom..	New Delhi	2006
2.	Essential Marketing and Advertising Dictionary	Jerry Rosenber	Sphinx Publishing	2009

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	M	M	M	S
CO2	M	S	S	M
CO3	S	S	M	S
CO4	S	M	S	S
CO5	S	M	M	M

S- Strong; **M-**Medium.

SEMESTER IV

Core – VII	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMO7	Television Programme Production	
Credit: 5		

Objective

The subject provides an insight to work as a journalist for the television medium; techniques on writing for different categories of programme are to be acquired in this subject.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the basic television studio structure and studio layout design	K1
CO2	Understand the techniques of television lightings with Composition, Framing.	K3
CO3	Understand the Pre production work for producing a program	K3
CO4	Analyze the editing modes with feature and techniques involved in post production	K4
CO5	Apply the multi camera setup and other - Communication systems, Signal Transport.	K4

Unit I

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

Unit II

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 III

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 IV

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

Unit V

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.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Electronic Media	Rashmi Sharma	Regal Publisher	2007
2.	Consuming Television: Television and its Audiences	BobM ullan	Wiley-Blackwell	1997

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Television Programme Production: Various Activities Studios Use To Produce a Show	Ashok Jailkhani and Maharaj Shah	V&S Publishers	2013
2	The TV Studio Production Handbook	<u>LucyBrown,Lyn dsay Duthie</u>	I.B. Tauris	2016

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	M	S	M	S
CO3	M	M	M	M
CO4	S	M	S	M
CO5	M	S	M	S

S- Strong; **M**-Medium.

SEMESTER IV

Allied Course-IV (Practical)	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMAPO1	Allied – IV - (Practical) Translation for Media	
Credit: 4		

Objective:

This course aims to provide students with the fundamental knowledge of Translate the news and improve their skills in Editorial and Canter spread for media.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand how to write Single Column and Multi Column news.	K2
CO2	Understand how to translate a Multi column and headline translation in specific language.	K2
CO3	Remembering the differences between the Breaking news and Scrolling news	K3
CO4	Introduce how to translate Ad copy and Magazine article	K1
CO5	Demonstrate the canter spread and Editorial column and translate them.	K3

1. Single Column News 05
2. Double Column News 03
3. Multi Column News 03
4. Headline Translation 50
5. Breaking News 10
6. Scrolling News 50
7. Ad Copy 05
8. Magazine article 04
9. Centre Spread 04
10. Editorial 04

Create a Record Note book

Exam: Single Column story
Headline Translation
Magazine Article
Scrolling News
Editorial
Feature Article

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	S	S
CO2	M	S	M	S
CO3	M	M	M	M
CO4	S	M	S	M
CO5	M	S	M	S

S- Strong; **M**-Medium.

SEMESTER IV

Core Practical-III	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMPO3	Practical - III - Photography	
Credit: 2		

Objective

This course aims to train students in the Photography to begin with and later provide them a firm grounding in the various areas of photography.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand the basic Photography	K1
CO2	Demonstrate a competency with a digital photographic work with the lighting	K2
CO3	Apply the level of Photography types like Architecture, Advertising, Photography on human interest.	K3
CO4	Apply the level of Photography types like Wildlife, Texture & Pattern, Sports	K3
CO5	Apply the level of Photography types News, Travel Photography	K3

1. Still life Photography
2. Lighting: Indoor (Key Light, Fill Light, Rim Lighting, Side Lighting)
3. Architecture Photography
4. Advertising product Photography
5. Photographs on Human Interest
6. Freeze frame/Time Lapse
7. Texture & Pattern
8. Sports Photography
9. News Photography
10. Travel Photography
11. Monochrome

12. Flora & Fauna

13. Festival

14. Reflection

15. Street photography

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	S	S
CO2	S	S	S	M
CO3	M	S	M	S
CO4	S	M	M	S
CO5	S	M	S	M

S- Strong; **M**-Medium.

SEMESTER IV

SEC – II	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMSO2	SEC – II - Basics of Videography	
Credit: 2		

Objective

The students will acquire theoretical skills on the basic videography functioning its formats, quality and types of video camera.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Inducting origin of cinema and the early attempts of lumiere brothers	K1
CO2	Remember the exposure level of shooting scenery	K1
CO3	Relate videography properties and its shots	K3
CO4	Introducing the concept of 180and composition of angle	K1
CO5	Understand video format in multimedia and its framing rate	K2

Unit I

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

Unit II

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

Unit III

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

Unit IV

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 V

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Basics of Video Lighting	Des Lyver , GrahamSwainson	Routledge	1999

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	The Bare Bones Camera Course for Film and Video	TomSchro eppel	Allworth; Third Edition edition	2015
2.	The Art of the Cut: Editing Concepts Every Filmmaker should Know	Greg Keast	Create space Independent Pub	2015

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	M	S	M	S
CO2	M	S	S	M
CO3	S	M	S	M
CO4	M	M	M	S
CO5	S	S	S	M

S- Strong; **M-**Medium.

SEMESTER V

Core VIII	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMO8	Media Law & Ethics	
Credit: 5		

Objective

To enable the students understand the legal and ethical aspects of the Indian media and the existing regulatory mechanisms.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Analyze the Ethical and legal aspects of media and their rights	K4
CO2	Introducing the constitutional restriction of media and their privileges	K1
CO3	Understand the Media Act's	K2
CO4	Apply Press council Act and Ethics for Journalist	K3
CO5	Remember autonomy and independence of Editor and publisher	K1

Unit I

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 II

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 III

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 IV

Press council – working journalists act – mrptc – industrial dispute act– incident representation of women act of 1986, child pornography, ethics for journalists.

Unit V

Rights and abilities of the editor, printer and publisher – editorial autonomy and independence – government information services and their controls –PIB.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Press Laws & Ethics of Journalism	P.K.Ravindranath	Authour Press	2007
2.	Online Journalism Ethics	C.J.B.Singer	Online journalism publisher	2007

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Media Law and Ethics	M.Neelamalar	Prentice Hall India Learning Private	2009
2.	Introduction to Media Laws and Ethics	JUHI P.PATH AK	ShipraPublications	2014

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	S	S
CO2	S	S	S	M
CO3	M	S	M	S
CO4	S	M	M	S
CO5	S	M	S	M

S- Strong; **M-**Medium.

SEMESTER V

Core – IX	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMO9	Advertising	
Credit: 5		

Objective

This paper is to expose the students to functions, strategies and techniques of advertisement as well as social and economic effects of advertising and to learn the fundamentals of PR.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Know the origin and growth of advertising and its impact in society	K1
CO2	Introducing the Basics functions of advertising and marketing fix.	K1
CO3	Understand advertising agencies and its function.	K2
CO4	Understand	K4
CO5	Analyze brands (awareness, attitude, feelings, equity)	K1

Unit I

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

Unit II

Functions of advertising –Advertising in marketing mix- Merit and demerits of advertising –Advertising and consumers –buying systems – target plans

Unit III

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

Unit IV

Types of advertising: classification by target audience — by geographic area — by medium — by purpose — advertising process.

Unit V

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Public Relations	J.N.Jethwaney	Sterling Publisher	2002
2.	Effective public Relation & Media strategy	C.V.N.Reddi	Sterling Publisher	2002

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Fundamentals of Advertising & Public Relations	DhruvSabharwal	Evincepub Publishing	2018
2.	A Textbook of Advertising and Public Relations	Sajeevan Rao Arigela	Wisdom Press	2013

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	M	M	M	S
CO2	M	S	S	M
CO3	S	M	M	M
CO4	S	M	M	S
CO5	S	M	S	M

S- Strong; **M**-Medium.

SEMESTER V

Core – X	B.A. Journalism and Mass Communication	2019 – 2020
Code: M19UJM10	Introduction to Film Appreciation	
Credit: 4		

Objective

To enable the students understand and appreciate the historical, social, political, cultural and economical aspects of film locally, nationally and globally.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the film medium to know about hermeneutics, reception aesthetics and film interpretation.	K1
CO2	Understand the post modernism, post structuralism and deconstruction. Impressionism, expressionism, and surrealism.	K2
CO3	Remembering the importance of Camera shots, pan, crane, tracking, and transition.	K3
CO4	Understand what is meant by Film institute's censorship certification and its important.	K2
CO5	Apply the regional cinema with special reference to Tamil cinema	K3

Unit I

Indian (Tamil & other Indian languages), Film form and film History: Early Cinema, Development of Classical Hollywood & foreign Cinema.

Unit II

Film forms: narrative and non-narrative - Acting, costume and music - Film and post modernism - post structuralism and deconstruction. Impressionism, expressionism, and surrealism

Unit III

Film production: Visualization – script – characterization – storyboard – tools and techniques – Camera shots: pan, crane, tracking, and transition. Sound in cinema: dimensions and functions.

Unit IV

Film festival – Film awards – Film institute’s censorship certification – Cinema theatres and Projections

Unit V

Film business and Industry – Economic- finance and business of film – film distribution – import and export of films – regional cinema with special reference to Tamil cinema, Budgeting and schedules

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Film Studies – An Introduction (Film and Culture Series)	Ed Sikov	Columbia University Press	2009
2.	Introduction to Film Studies	Jill Nelmes	Routledge	2011

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Teach Yourself Film Studies (Tye)	WarrenBuckland	Teach Yourself Books	1998
2.	Film Studies for Dummies	JamesCateridge	Wiley	2015

Mapping with Programme Outcomes

Cos	PO1	PO2	PO3	PO4
CO1	M	M	M	S
CO2	M	S	S	M
CO3	S	M	M	M
CO4	S	M	M	S
CO5	S	M	S	M

S- Strong; **M-**Medium.

SEMESTER V

EC - I	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJME01	Elective - I - Introduction to New Media	
Credit: 4		

Objective

The course will trace the history and growth of new media in India, Presentations of web pages of new media of newspapers, use of Internet as a tool for journalists.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the Limitation and risk factors involves in New Media	K1
CO2	Understand the preparation and presentation of web content in digital new media.	K2
CO3	Remember the knowledge of various multimedia platforms for production.	K3
CO4	Apply the ethics of online journalism and ethics of image in social media	K3
CO5	Analyze the Static Pages and Dynamic Pages in Websites.	K4

Unit I

New media –definition of new media–new communication media (internet, mobile).features, advantages, limitation and risk factors involve in new media.

Unit II

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 III

Multimedia, introduction to multimedia. Elements of multimedia (text, images, audio, video, animation)

Unit IV

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 V

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Understanding New Media	I.ArulAram	Vijay Nicole	2006
2.	Digital Broadcasting Journalism	J.K.Sharma	NewDawn	2007

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Digital Broadcasting: An Introduction to New Media	Jo Pierson	Bloomsbury Academic India	2018
2.	An Introduction to New Media	Pramod K. Nayar	Wiley-Blackwell	2010

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	S	M	M
CO2	M	S	S	S
CO3	M	M	M	S
CO4	M	M	S	M
CO5	S	S	S	S

S- Strong; **M-**Medium.

SEMESTER V

EC - I	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJME02	Elective - I - Media & Human Rights	
Credit: 4		

Objective

To have knowledge on human rights is a must for journalism students and this subject will give overall information about human rights issue and also on reporting it.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the concept of human rights with legitimacy and priority.	K1
CO2	Understand the Media and Contemporary Issues involved on Human Rights	K2
CO3	Remembering the news value for reporting about the human rights	K3
CO4	Understand the powers and functions of national and state human rights institutions.	K2
CO5	Analyze the case study of various human rights reporting.	K4

Unit I

Definition of Human Rights - Nature, Content, Legitimacy and Priority - Historical Development of Human Rights - International Human Rights

Unit II

Media and Contemporary Issues on Human Rights: Children's Rights - International standards on reporting human rights violations relating to Women's and marginalized Rights-UDHR

Unit III

Human rights as news value- Reporting human rights issues- Concerns in human right reporting

Unit IV

National and State Human Rights Institutions – Various Commissions for the Oppressed - powers and functions

Unit V

Case studies of various human rights reporting in National and Tamil Regional Newspapers

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1	The Contentious History of the International Bill of Human Rights	Christopher N. J. Roberts	Cambridge University Press	2014

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Early Indians: The Story of Our Ancestors and Where We Came From	Tony Joseph	Juggernaut	2018

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	S	M
CO2	M	S	M	S
CO3	M	S	S	M
CO4	S	M	S	M
CO5	M	S	M	S

S- Strong; **M-**Medium.

SEMESTER V

EC - I	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJME03	Elective - I - Specialized Reporting	
Credit: 4		

Objective

The paper tries to provide an insight into the basis of journalism – news and specialized news writing and reporting. It provides a broad scope for learning the journalism – professional specialized reporting.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand the basic rules of sports reporting and requirement for reporting.	K2
CO2	Introduce how to report for business news about the share markets, Sensex exchanges.	K1
CO3	Analyze the rural reporting on social change in village community and its impact.	K4
CO4	Understand how to report science and technology news.	K2
CO5	Learn about the cultural reporting, weather reporting, war reporting.	K1

Unit I

Sports reporting-Definition-basic rules of sports reporting-requirements for sports reporting-Dos and Don'ts of sports reporting-Cricket and its coverage.

Unit II

Business reporting- product introduction-share market-various kinds of markets-sensex-Exchange rates-BSE, NSE-Index-Various Business Newspapers- Economic Times, Business Standard, Financial Express, Business Line

Unit III

Rural reporting Socio - economic structure of villages, Social change in village community, Impact of globalization and urbanization on villages, Problems of rural society

Unit IV

Science and Technology Reporting-Invention, Innovation, Discovery-Agriculture

Unit V

Cultural reporting-Film review-weather reporting-War reporting-style-fashion-religion-Motors-Costumes-Travel and Food

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	A Text book of Editing and Reporting	M.K.Joseph	Wisdom free publisher	2010
2.	News, Audiences & Everyday life	S.Nath	Vijay Nicoles Publisher	2006

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	News Reporting and Writing	Mencher, Melvin	MC Graw Hill, NY	2003
2.	Reporting for the Media	Fred Fedler and John R.Bender	Oxford University Press	2004

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	M	S	M	S
CO2	S	M	S	M
CO3	M	S	M	S
CO4	S	S	M	S
CO5	S	M	S	M

S- Strong; **M**-Medium.

SEMESTER V

Core Practical -IV	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMPO4	Practical – IV - Videography	
Credit: 4		

Objective

The students will acquire technical skills on the videography

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Analyze and make an College function	K4
CO2	understand and write his own script for department function (shoot it)	K2
CO3	Analyze and take a video of Public function	K4
CO4	Apply and shoot a video for public rally and sports event	K3
CO5	Demonstrate and prepare a shoot for 15 minutes documentary	K2

1. Framing
2. Camera Angel's
3. Camera movements
4. Hand Held shots
5. Tri-pad usage
6. 3 point lighting
7. 5 point lighting
8. chroma-keying
9. In-camera Editing
10. Single Camera production
11. Multi camera Production
12. Story board to screen
13. Titling

14. Voiceover/Narration

15. Function coverage

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Basics of Video Lighting	DesLyver , Graham Swainson	Routledge	1999

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	The Bare Bones Camera Course for Film and Video	TomSchroepel	Allworth; Third Edition edition	2015
2.	The Art of the Cut: Editing Concepts Every Filmmaker should Know	Greg Keast	Createspace Independent Pub	2015

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	S	S
CO2	S	S	S	M
CO3	M	S	M	S
CO4	S	M	M	S
CO5	S	M	S	M

S- Strong; **M-**Medium.

SEMESTER V

Project Course – I	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMPR1	Project-I - Internship	
Credit: 4		

Objective

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- 60 Marks

VivaVoce - 40Marks

100

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

SEMESTER V

SEC – III	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMSO3	SEC – III - News Casting & Anchoring	
Credit: 2		

Objective

This course covers the entertainment industry which is growing leaps and bounds. For that Television, movies or any other platform; anchors are required everywhere.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand the history and development of television and its program production	K1
CO2	Introduce the Anchoring Techniques, Familiarization with camera.	K1
CO3	Apply the interview skills (Interview techniques, preparing questions for an Interview)	K3
CO4	Remember the Concept of visual language and process of Script	K1
CO5	Introduce the Scope and new trends in news casting.	K1

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.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1	The ABC of News Anchoring	Richa Jain Kalra	Pearson publisher	2012

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Guide to Professional Radio and Television Newscasting	Robert C.Siller	TAB Books Inc.,U.S.	1972
2	Newscasting in Electronic Media	Mohan Sundara Rajan	Galgotia Publications Pvt Ltd	2005

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	S	S
CO2	S	S	S	M
CO3	M	S	M	S
CO4	S	M	M	S
CO5	S	M	S	M

S- Strong; **M**-Medium.

SEMESTER VI

Core-XI	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJM11	Public Relations	
Credit: 5		

Objective:

Student will learn to develop market surveys, write news releases, produce public service announcements, conduct news conferences, and design web pages.

COURSE OUTCOMES:

On the successful completion of the course, students will be able to

CO	Statement	Knowledge level
CO1	Introduce the concept of Public Relations and their Essential of good public relations.	K1
CO2	Understand the role and responsibilities of Public Relations and its tools	K2
CO3	Understand the Ethics of PR and importance of PR in society	K2
CO4	Observe the Book publications in India and Role of publishers (in the view of PR)	K3
CO5	Apply the role of PR in Crisis communication and PR writing for Media	K3

Unit I

Public Relations – Definition – Essential of good public relations, Publicity, Propaganda, Public affairs, lobbying, etc

Unit II

Public Relations Officer's (PRO's) role – Responsibilities – Press relation - Tools for PR (interpersonal, mass media and targeted media) PR in industry, in central and state governments)

Unit III

Ethics of PR (PRSI code of ethics) ,Training of public relations officers – PR Society of India – Indian Institute of Mass Communication – Indian press .

Unit IV

Book publications in India – Role of publishers – Electronic media – Radio – Television - Documentary film

Unit V

Role of PR in crisis communication, PR writings: House journals, bulletin boards, suggestion boxes, In house documentaries, presentations, PR writing for media: press release/backgrounders, press brief, rejoinders.

TEXT BOOKS

S.no	Title of the book	Author	Publishers	Year of Publication
1.	Management of Public Relations	S. Sengupta	Vikas Publishing House	2005

REFERENCE TEXT

S.No	Title of the book	Author	Publishers	Year of Publication
1.	Hand books of PR in India	D.S. Menta,	Allied Publishers (p) Ltd NewDelhi.	2002
2.	The practice of public Relations	Frasan P. Seitel	CharlerE.Mera Publishing company, Colum bus.	2000

Mapping with Programme Outcomes

COS	PO1	PO2	PO3	PO4
CO1	M	S	M	S
CO2	S	M	S	M
CO3	M	S	M	S
CO4	S	M	S	M
CO5	S	S	S	S

S- Strong; **M**-Medium.

SEMESTER VI

Core – XII	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJM12	Media Management	
Credit: 5		

Objective

To introduce the managerial aspects of television and radio industries functions within television and radio industries and describe the important issues that confront individual managers.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the Role and responsibilities of media and ownership pattern	K1
CO2	Apply the theories of management and its modern approaches	K3
CO3	Analyze the hiring process in media	K4
CO4	Demonstrate the Ethical Issues in Media Management	K2
CO5	Understand the Financial management and Media entrepreneurship	K2

Unit I

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

Unit II

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

Unit III

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

Unit IV

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 V

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Media Management	B. K. Chaturvedi	Global Vision Publishing House	2013

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Media Planning and Buying: Principles and Practice in the Indian Context	Arpita Menon	McGraw Hill Education	2017
2.	Advertising Media Planning	Roger Baron and Jack Sissors	McGraw Hill Education	2017

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	S	S
CO2	S	S	S	M
CO3	M	S	M	S
CO4	S	M	M	S
CO5	S	M	S	M

S- Strong; **M**-Medium.

SEMESTER VI

EC -II	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJME04	Elective – II - Understanding Cinema	
Credit: 4		

Objective

To enable the students understand and appreciate the historical, social, political, cultural and economical aspects of film locally, nationally and globally.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand the overview of Cinema and transmission of culture in cinema.	k1
CO2	Introduce the Dimension of film and view point of editing	k2
CO3	Apply the sound, Narrative, Genre and Documentary are supporting the cinema.	k3
CO4	Analyze the Film type's and new frontiers of Tamil cinema.	k1
CO5	Analyze who are the Frontiers and backbone of Indian cinema	k4

Unit I

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

Unit II

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 III

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

Unit IV

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

Unit V

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Film Studies – An Introduction (Film and Culture Series)	Ed SikoV	Columbia University Press	2009
2.	Introduction to Film Studies	JillNelmes	Routledge	2011

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Teach Yourself Film Studies (Tye)	WarrenBuckland	Teach Yourself Books	1998
2.	Film Studies for Dummies	James Cateridge	Wiley	2015

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	S	M
CO2	S	M	S	M
CO3	M	S	M	S
CO4	S	M	S	M
CO5	S	S	S	S

S- Strong; **M**-Medium

SEMESTER VI

EC -II	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJME05	Elective -II - Mass Media & Society	
Credit: 4		

Objective

To help students to study the relationship between mass media and society and understand mass media from a critical perspective

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Understand the characteristics and functions of mass media	K1
CO2	Introduce the basic concepts of society, community and status & Role of Institutions	K1
CO3	Analyze the media effects upon individuals and society with popular culture.	K4
CO4	Apply the economics of media in globalization its status of media in ownership.	K3
CO5	Study about the Social construction of reality by media-Active audience.	K3

Unit I

Understanding mass media – Characteristics of mass media- Social functions of mass media- Power of mass media- Role of media in a democracy

Unit II

Basic concepts: Society, Community, Institution, Association, Group, Social structure, Status and Role – Institutions: Family and Kinship, Religion, Education, State.

Unit III

Mass media in Socialization- Media effects upon individuals and society- Media and popular culture- Cultural consumption and society.

Unit IV

The economics of the media industry- Globalization of media- The status of media ownership and media markets- The effects of concentration- Political influence on media.

Unit V

Media as consciousness industry- Social construction of reality by media-Active audiences and the construction of meaning- Media and Stereotypes

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Introducing Media Studies: A Graphic Guide	Ziauddin Sardar	Icon	2010

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Essentials of mass communication on theory	Arthur Asaberger	Sage Publications	1965

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	S	M
CO2	S	M	S	M
CO3	M	S	M	S
CO4	S	M	S	M
CO5	S	S	S	S

S- Strong; **M**-Medium.

SEMESTER VI

EC -II	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJME06	Elective – II - Broadcast Journalism	
Credit: 4		

Objective

Students will be able to learn the class begins with the history of broadcast journalism, and moves to the exploration of story types.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the history of broadcast and broadcast journalism with its characteristics.	K1
CO2	Remembering the news sources which includes emergency service radio, check calls, newsroom diaries.	K2
CO3	Understand where the news's are collected by the reporters then balancing of news in visual and actuality.	K2
CO4	Apply the style of News anchors & presenters and qualities of a news caster.	K3
CO5	Understand the Electronic News Gathering and feature of Electronic Field Production.	K2

Unit I

Brief History of Broadcast and Broadcasting Journalism of the World – Objectives and Policies of A.I.R – Committees on Broadcasting: Chanda Committee, Vargese Committee. Prasar Bharti Act.

Unit II

News Sources: Staged events, the protest, the announcement, the set place, News releases, Syndicated tapes, Freelances, Tip-offs, Hoaxes, Wire services and news agencies.

Unit III

Getting the Story: Newsroom conference, copy-tasting, Balance of news, visuals and actuality, the brief, the angle, chasing the contact, staged news conferences, beating the clock

Unit IV

News anchors and presenters: The talent, anchor versus newsreaders, Qualities of a newscaster, Women newscasters, professionalism, Costume and makeup for television.

Unit V

Electronic News Gathering (ENG): ENG Production Features – Satellite uplink – Electronic Field Production (EFP): Preproduction – Production: Equipment Check.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Broadcast Journalism In The 21St Century	K M Shrivastava	Sterling Publishers & Distributors Pvt Ltd	2010
2.	Broadcast Journalism	S CBHA TT	HAR-ANAND publication pvt ltd	2001

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Broadcast Journalism and Digital Media	Keshav Sathaye	Diamond Publications Pune	2011
2.	Edward R. Murrow and the Birth of Broadcast Journalism (Turning Points in History)	BobEdwards	John Wiley & Sons	2004

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	S	M
CO2	M	S	M	M
CO3	M	S	M	S
CO4	S	M	S	M
CO5	M	S	M	S

S- Strong; **M**-Medium.

SEMESTER VI

Project Course -II	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMPR2	Project-II - Documentary / Short film Production	
Credit: 4		

Objective

This course will provide an overview of various aspects of the production of documentary **(or)** short film storytelling.

DOCUMENTARY

Pre-Production

Production

Post Production

Screening

Documentary Review

SHORT FILM

Pre-Production

Production

Post Production

Screening

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

SEMESTER VI

Project Course -III	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMPR3	Project - III - Lab Journal	
Credit: 4		

Objective

Student should produce a bilingual lab journal

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

VivaVoce	- 60Marks
LabJournal	- 40 Marks
	<hr style="width: 100px; margin-left: auto; margin-right: 0;"/>
	100Marks

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

SEMESTER VI

SEC - IV	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19UJMSO4	SEC - IV - Communication for Development	
Credit: 2		

Objective

This course will facilitate to understand the fundamental functions of model and theory to apply theoretical perspectives in addressing demands in their personal and professional lives.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce need of communication and mean 7Cs	K1
CO2	Apply the Communication model in their personal life	K3
CO3	Remembering press theories in the aspect of media field	K1
CO4	Analyze the Mass media effects theory	K4
CO5	Understand Urban sanitation Consumer awareness & Slum development	K2

Unit I

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

Unit II

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

Unit III

Bullet theory, Hypodermic needle theory, Agenda setting theory, spiral of silence, two step flow theory, Press Theories.

Unit IV

Mass media effects theory- catharsis, narcosis, reinforcement, incidental, uses and gratification theory, cultivation theory.

Unit V

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

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Mass communication in India	Keval.J.Kumar	PHI Publisher	2007
2.	Mass communication	Diwakar sharma	PHI Publisher	2007

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Mass communication in India	Vilanilam	Sage Publications	2011.
2.	Essentials of mass communication on theory	Arthur Asaberger	Sage Publications	1965

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	M	M	M	S
CO2	S	S	S	M
CO3	M	M	M	S
CO4	S	S	S	M
CO5	M	M	S	M

S- Strong; **M-**Medium.

SEMESTER III

NMEC I	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19NJM01	NMEC – I - Mass Communication	
Credit: 2		

Objective

To enable students to obtain basic knowledge on process, functions and characteristics of communication and mass communication

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the basics of communication, Verbal and non Verbal Communication.	K1
CO2	Understand the process of communication and its art form.	K2
CO3	Identify the characteristics and functions of Mass communication.	K2
CO4	Apply the communication effects and its type.	K3
CO5	Analyze characteristics of mass audience, its active & passive audience	K4

Unit I

Communication – Definitions, Functions of communication. Types: Intrapersonal, Interpersonal, Group and Mass Communication. Forms: Verbal and Non verbal Communication.

Unit II

Communication as a Process: SMCR-Sender, Message, Channel, Receiver, Feedback, Noise, 7 C's of communication, Communication as a skill, art and process.

Unit III

Mass Communication- definition, scope, need and purpose. Characteristics of Mass Communications, Functions of Mass Communications

Unit IV

Types of mass communication-print, radio, television, cinema, new media. Effects of Mass Communications

Unit V

Mass media audience-definition, understanding of audience, active and passive audience, types of audience-spectators, viewers, listeners, readers, users, characteristics of mass audience.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Mass communication in India	Keval.J.Kumar	PHI Publisher	2007
2.	Mass communication	Diwakar sharma	PHI Publisher	2007

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Mass communication in India	Vilanilam	Sage Publications	2011
2.	Essentials of mass communication on theory	Arthur Asaberger	Sage Publications	1965

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	S	M	M	S	M
CO3	M	S	M	S	M
CO4	S	S	S	M	S
CO5	S	M	S	M	M

S- Strong; **M**-Medium.

SEMESTER III

NMEC - I	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19NJMO2	NMEC – I - Freelance Journalism	
Credit: 2		

Objective

The subject will provide a wide scope a journalist skills and opportunities who can work on various social issues without being associated to an organization.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the basics concept of Freelance journalism with its opportunities.	K1
CO2	Understand the Difference between article, news, feature, backgrounder, editorial.	K2
CO3	Identify the Structure of a Feature-Types of Feature Writing	K3
CO4	Understand the illustrating write-ups with photographs, drawings, maps, caricatures.	K2
CO5	Apply the types of review and Characteristics & Techniques of Writing Columns.	K3

Unit I

Freelance Journalism: Concept, Nature and Scope of Freelance Journalism, qualifications of Freelance Journalists, Avenues and opportunities for Freelance Journalists.

Unit II

Types of News - News Sources: types; credibility and protection - News versus Information, Hard vs. Soft News -.Difference between article, news, feature, backgrounder, editorial.

Unit III

Feature: Definition and Characteristics, Structure of a Feature - Types of Feature. Writing Feature - Sources of Ideas - Collection of materials; Presentations; Market for features; Feature Syndicates

Unit IV

Freelancing - Illustrations - Illustrating the write-ups with photographs, drawings, maps, caricatures. Writing for Columns, Reviews, criticisms and other journalistic and creative writings

Unit V

Review: Types of reviews - Book review, Film review, Drama review – Difference between review and criticism, Columns: Characteristics, Techniques of Writing Columns, Types of Column, Columnists

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	How to Criticize books-	O Hinkle and JHenry	Sage Publications	2005
2.	Effective Feature Writing -	C ASheenfeld	Sage Publications	2002

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Writing Feature Articles - A Practical Guide to methods and Markets	Hennessy	John Wiley & Sons	2004

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	S	M	M	S	M
CO3	M	S	M	S	M
CO4	S	S	S	M	S
CO5	S	M	S	M	M

S- Strong; **M**-Medium.

SEMESTER IV

NMEC-II	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19NJMO4	NMEC – II - Tamil Journalism	
Credit: 2		

Objective

The historical development of Tamil Journalism its growth during and after independence is highlighted and different movements not only on Tamil language but also on contributions from various personalities are presented.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the Origin of the press in India and newspaper publication.	K1
CO2	Understand Rajavrithi Bodhini, Dinavartamani, American Mission Press.	K2
CO3	Identify the Development of style in the language and the contribution of T.S. Chockalingam for Tamil journalism.	K3
CO4	Apply Four- Anna Patriots who are worked for dailies and Role of Tamil weeklies in journalism.	K3
CO5	Analyze Trends in contemporary Tamil journalism vs. Web portals communities in the TamilMedia.	K4

Unit I

Origin of the press in India, Indian Language press – History of newspaper in North western provinces– News paper published from Delhi (to) Malayalam press.

Unit II

Origin of Tamil press, 2000 years old literature, First printed Tamil book, Tamil Magazine, Rajavrithi Bodhini, Dinavartamani, American Mission Press.

Unit III

Development of style in the language, Tamil Nadu, First one-pice paper Jayabharati, Free Press of India, Dinamani, Contribution of T.S. Chockalingam for Tamil journalism

Unit IV

Dinasari, Daily Thanthi saga, Nava India, Vital contribution of Tamil prose and poetry, Four- Anna Patriots, Role of Tamil weeklies in journalism.

Unit V

Trends in contemporary Tamil journalism: Popular Tamil Newspapers – Magazines – Online Editions– Web portals communities in the Tamil Media.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	India's Newspaper Revolution: Capitalism, Politics and the Indian-Language Press, 1977-1999	Robin Jeffrey	Palgrave Macmillan	2000
2.	21st Century Journalism in India	Rajan Nalini,	Sage publication	2007

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	The Province of the Book Scholars, Scribes, and Scribblers in Colonial Tamilnadu Permanent Black	Venkatachalapathy A R	Amar Chitra Katha Pvt. Ltd.	2011

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4	PO5
CO1	M	M	S	S	S
CO2	S	M	M	S	M
CO3	M	S	M	S	M
CO4	S	S	S	M	S
CO5	S	M	S	M	M

S- Strong; **M**-Medium.

SEMESTER IV

NMEC- II	B.A. Journalism and Mass Communication	2019 - 2020
Code: M19NJM03	NMEC – II - Photojournalism	
Credit: 2		

Objective

The paper enables the student to have knowledge on photojournalism; importance of photographs in news presentation and its significance is highlighted.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Introduce the Concept of photojournalism and its powerful impact in visuals	K1
CO2	Understand how the photos are attributes to new and uses of photos in newspaper.	K2
CO3	Learn the selection of pictures, deciding placement and photo size for newspaper and magazine	K1
CO4	Understand the differences between Photo features, photo stories and photo essays, archive photos, photos from readers.	K2
CO5	Analyze how to write a photo caption and significance of outline sketch.	K4

Unit I

Concept of photojournalism, power of visuals, attributes of a good photograph (Aesthetic and technical)

Unit II

Photo as News: Text vs. photo; attributes of a news photo, events, action, mood, profile and other categories, use of photos in a newspaper.

Unit III

Photo editing: selection, deciding placement, cropping, use of cut-outs, photo size, resolution and correction.

Unit IV

Photo features, photo stories and photo essays, archive photos, photos from readers, coordination between photographer, reporter and sub-editor, instructing and guiding photographers..

Unit V

Caption and outlines: writing photo captions, names and designations, function and significance of outlines.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Writing for the Media	Usha Raman	Oxford publisher	2009

REFERENCE BOOKS:-

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Writing the News: Print Journalism in the electronic age	John Herbert	New York Hasting House Publishers	1977
2.	Writing for Television, Radio and New media	Belmont	Wadsworth Publishing Company	1992

Mapping with Programme Outcomes

COs	PO1	PO2	PO3	PO4
CO1	S	M	S	M
CO2	S	S	S	M
CO3	M	S	M	S
CO4	M	M	S	M
CO5	S	M	S	S

S- Strong; **M-**Medium.