

MAHENDRA

ARTS & SCIENCE COLLEGE

(Autonomous)

Affiliated to Periyar University, Salem

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

Kalippatti-637501, Namakkal (Dt), Tamil Nadu



BACHELOR OF ARTS

SYLLABUS FOR

B.A. JOURNALISM AND MASS COMMUNICATION

OUTCOME BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM

FOR THE STUDENTS ADMITTED FROM

THE ACADEMIC YEAR 2023 – 2024 ONWARDS

MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)
(Affiliated to Periyar University)
Department of Journalism and Mass Communication
REGULATIONS FOR B.A. JMC PROGRAMME
OUTCOME BASED EDUCATION WITH CHOICE BASED CREDIT SYSTEM
(Effective from the academic year 2023-2024)

I - 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 know how. 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.

II - GRADUATES ATTRIBUTES

- **In-depth knowledge and understanding of major concepts:** Understanding of theoretical principles and experimental findings in different sub-areas available in respective disciplines
- **Creative and Critical thinking:** The capability of using creative and critical thinking in respective areas
- **Analytical ability:** The ability to analyze issues and problems in all the disciplines
- **Problem-solving skills:** The capability towards solving problems
- **Entrepreneur skills:** The inclusion of leadership, business management, time management skills
- **Communication skills:** The ability to transfer complicated/technical information in a precise manner
- **Mutual and multidisciplinary competence:** The ability of teamwork in interdisciplinary fields
- **Digital literacy:** The capability of utilizing modern digital tools to carry out the simulation process
- **Moral and ethical awareness:** Ability to adopt moral ethics
- **Social responsibility:** Creating socially responsible citizens

III - PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)

- ❖ 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.

IV – PROGRAM OUTCOMES

1. Apply the knowledge acquired in classrooms and internships in real-life situations and work environments.
2. Internalize the learned concepts and that will enable them to become skilled professionals.
3. Become empowered individuals who will emerge as entrepreneurs or be employed in industry, academia, and Government sectors.
4. Adaptability in the workplace by possessing teamwork and leadership qualities.
5. Contribute towards the sustainability in business and economics along with environmental sustainability.

V – PROGRAMME SPECIFIC OUTCOMES (PSOs):

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:

PSO1: Students will be able to write a variety of mass media products, including news stories, press releases, and advertising copy

PSO2: Students will know how to accept the journalistic standards, including Associated Press style.

PSO3: Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.

PSO4:Students will understand and be able to apply relevant case law involving journalism, the First Amendment, and other mass media issues.

PSO5: Students will understand news reporting and news editing.

VI - REGULATIONS

These regulations shall take effect from the academic year 2023-2024, i.e., for students who are to be admitted to the first year of the course during the academic year 2023-24 and thereafter.

1. Eligibility for Admission:

A Pass in the Higher Secondary Examination of Tamil Nadu Higher Secondary Board or some other Board accepted by the Syndicate as equivalent thereto with Mathematics (other than Business mathematics) as one of the subjects

2. Duration of the Programme:

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.

3. Programme 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, Generic Elective Courses and Discipline Elective Courses.

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

Part V: Value added Courses and Extension Activity.

4. Extension Activity:

Every student shall participate compulsorily for period of not less than three years (6 semesters) in any one of the following programmes. NSS/ Sports/YRC/Other Extra-curricular and Co-curricular activities (Club/IIC/EDC). The student's performance shall be examined by the staff in-charge of extension activities along with the Head of the respective department and a senior member of the Department on the following parameters.

The marks shall be sent to the Controller of Examinations before the commencement of the final semester examinations.

20% of marks for Regularity of attendance.

60% of marks for Active Participation in classes/ camps/ games/ special Camps/ programmes in the college/ District/ State/ University activities.

10% of marks for Exemplary awards/ Certificates/ Prizes.

10% of marks for Other Social components such as Blood Donations, Fine Arts, etc.

The above activities shall be conducted outside the regular working hours of the college. The mark sheet shall carry the gradation relevant to the marks awarded to the candidates.

A - Exemplary - 80 and above

B - Very good - 70-79

C - Good - 60-69

D - Fair - 50-59

E - Satisfactory - 40 – 49

This grading shall be incorporated in the mark sheet to be issued at the end of the semester. (Handicapped students who are unable to participate in any of the above activities shall be required to take a test in the theoretical aspects of any one of the above fields and be graded and certified accordingly).

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.

VII Structure of the Programme

SEMESTER: I

PART	COURSE CATEGORY	TITLE OF THE COURSE	COURSE CODE	Hours/Week		Credits	Max. Mark		
				L	P		Int.	Ext.	Total
I	LANGUAGE COURSE-I	TAMIL-I	M23UFTA01	6	-	3	25	75	100
II	LANGUAGE COURSE-II	ENGLISH -I	M23UFEN01	6	-	3	25	75	100
III	CORE COURSE-I	INTRODUCTION TO MASS COMMUNICATION	M23UJM01	5	-	5	25	75	100
	CORE COURSE-II	FUNDAMENTALS OF JOURNALISM	M23UJM02	5	-	5	25	75	100
	GENERIC ELECTIVE- I	ELECTIVE-I- GENERIC ELECTIVE INTRODUCTION TO NEW MEDIA	M23UJMGE1	4		3	25	75	100
		ELECTIVE-I-GENERIC ELECTIVE HISTORY OF JOURNALISM	M23UJMGE1A						
ELECTIVE-I-GENERIC ELECTIVE SOCIO POLITICAL ISSUES IN INDIA		M23UJMGE1B							
IV	SEC-I (NMEC)	SEC-I-NME-I-FUNDAMENTALS OF INFORMATION TECHNOLOGY	M23UCSN01	2	-	2	25	75	100
	FC	FOUNDATION COURSE-PRESENTATION SKILLS	M23UJMFC1	2	-	2	25	75	100
Total				30	-	23	175	525	700

SEMESTER: II

PART	COURSE CATEGORY	TITLE OF THE COURSE	COURSE CODE	Hours/Week		Credits	Max. Mark		
				L	P		Int.	Ext.	Total
I	LANGUAGE COURSE-I	TAMIL-II	M23UFTA02	6	-	3	25	75	100
II	LANGUAGE COURSE-II	ENGLISH -II	M23UFEN02	6	-	3	25	75	100
III	CORE COURSE-III	NEWS REPORTING	M23UJM03	5	-	5	25	75	100
	CORE COURSE-IV	NEWS EDITING	M23UJM04	5	-	5	25	75	100
	GENERIC ELECTIVE- II	ELECTIVE-II- GENERIC ELECTIVE PRACTICAL-EDITORIAL PRACTICES	M23UJMGE1	4		3	40	60	100
		ELECTIVE-II- GENERIC ELECTIVE BASIC COMPUTER APPLICATION FOR MEDIA	M23UJMGE1A						
ELECTIVE-II- GENERIC ELECTIVE MASS MEDIA AND SOCIETY		M23UJMGE1B							
IV	SEC-II (NMEC)	SEC-II-NME-II-OFFICE AUTOMATION	M23UCSN02	2	-	2	25	75	100
	SEC-III	SEC-III- HUMAN RIGHTS REPORTING	M23UJMS01	2	-	2	25	75	100
TOTAL				26	4	23	190	510	700

SEMESTER: III

PART	COURSE CATEGORY	TITLE OF THE COURSE	COURSE CODE	Hours/Week		Credits	Max. Mark		
				L	P		Int.	Ext.	Total
I	LANGUAGE COURSE-I	TAMIL-III	M23UFTA03	6	-	3	25	75	100
II	LANGUAGE COURSE-II	ENGLISH -III	M23UFEN03	6	-	3	25	75	100
III	CORE COURSE-V	COMMUNICATION MODELS AND THEORIES	M23UJM05	6	-	5	25	75	100
	CORE COURSE-VI	WRITING FOR MEDIA	M23UJM06	6	-	5	25	75	100
	GENERIC ELECTIVE- III	ELECTIVE-III- GENERIC ELECTIVE PRACTICAL-DESIGNING AND LAYOUT	M23UJMGE2P	4	3	40	60	100	
		ELECTIVE-III- GENERIC ELECTIVE PRINT PRODUCTION	M23UJMGE2A						
ELECTIVE-III- GENERIC ELECTIVE MS OFFICE PACKAGE		M23UJMGE2B							
IV	SEC-IV	SEC-IV-BASIC PHOTOGRAPHY	M23UJMS02	2	-	2	25	75	100
TOTAL				26	4	21	165	435	600

SEMESTER: IV

PART	COURSE CATEGORY	TITLE OF THE COURSE	COURSE CODE	Hours/Week		Credits	Max. Mark		
				L	P		Int.	Ext.	Total
I	LANGUAGE COURSE-I	TAMIL - IV	M23UFTA04	6	-	3	25	75	100
II	LANGUAGE COURSE-II	ENGLISH - IV	M23UFEN04	6	-	3	25	75	100
III	CORE COURSE-VII	MEDIA LAW & ETHICS	M23UJM07	5	-	4	25	75	100
	CORE COURSE-VIII	ADVERTISING	M23UJM08	5	-	4	25	75	100
	GENERIC ELECTIVE- IV	ELECTIVE-IV- GENERIC ELECTIVE PRACTICAL-VIDEO PRODUCTION	M23UJMGE3P	4	3	40	60	100	
		ELECTIVE-IV- GENERIC ELECTIVE GENDER AND MEDIA	M23UJMGE3A						
ELECTIVE-IV- GENERIC ELECTIVE DIGITAL MEDIA CONTENT		M23UJMGE3B							
IV	SEC-V	SEC-V-INTRODUCTION TO CINEMA	M23UJMS03	2	-	2	25	75	100
	ECC I	ENVIRONMENTAL STUDIES	M23UES01	2	-	2	25	75	100
TOTAL				26	4	21	190	510	700

SEMESTER: V

PART	COURSE CATEGORY	TITLE OF THE COURSE	COURSE CODE	Hours/Week		Credits	Max. Mark		
				L	P		Int.	Ext.	Total
III	CORE COURSE-IX	MEDIA, CULTURE& SOCIETY	M23UJM09	6		5	25	75	100
	CORE COURSE-X	RADIO JOURNALISM	M23UJM10	5		4	25	75	100
	CORE COURSE-XI	TAMIL JOURNALISM	M23UJM11	5		5	25	75	100
	DISCIPLINE SPECIFIC ELECTIVE - I	DISCIPLINE SPECIFIC ELECTIVE-I- SCRIPT WRITING - PRACTICAL	M23UJMDSEP1		5	3	40	60	100
	DISCIPLINE SPECIFIC ELECTIVE - II	DISCIPLINE SPECIFIC ELECTIVE-II- ANCHORING AND COMPERING - PRACTICAL	M23UJMDSEP2		5	3	40	60	100
IV	SEC VI	SEC-VI-WRITING FILM APPRECIATION AND REVIEWS	M23UJMS04	2		2	25	75	100
	INTERNSHIP	INTERNSHIP	M23UJMIS01	-		2	25	75	100
	ECC -II	VALUE EDUCATION - YOGA	M23UVE01	2		2	40	60	100
V	EXTENSION ACTIVITIES	EXTENSION ACTIVITIES	M23UEX01			1			
TOTAL				20	10	27	245	555	800

SEMESTER: VI

PART	COURSE CATEGORY	TITLE OF THE COURSE	COURSE CODE	Hours/Week		Credits	Max. Mark		
				L	P		Int.	Ext.	Total
PART III	CORE COURSE-XII	ONLINE JOURNALIMS	M23UJM12	5	-	5	25	75	100
	CORE COURSE-XIII	DEVELOPMENT COMMUNICATION	M23UJM13	5	-	4	25	75	100
	CORE COURSE-XIV	MEDIA MANGEMENT	M23UJM14	5	-	4	25	75	100
	CORE PROJECT	LAB JOURNAL	M23UJMPR1	5	-	4	40	60	100
	DISCIPLINE SPECIFIC ELECTIVE - III	DISCIPLINE SPECIFIC ELECTIVE-IV- PUBLIC RELATIONS	M23UJMDSE8	4		3	25	75	100
	DISCIPLINE SPECIFIC ELECTIVE - IV	DISCIPLINE SPECIFIC ELECTIVE-IV- SHORT FILM/DOCUMENTARY - PRACTICAL	M23UJMDSEP3		4	3	40	60	100
PART IV	SEC VII	SEC-VII-UNDERSTANDING CINEMA	M23UJMS05	2	-	2	25	75	100
Additional Credit for online courses (SWAYAM/MOOC)/Value-Added**									
Total				26	4	25	205	495	700
GRAND TOTAL				180		140	1195	3075	4300

SUMMARY OF CREDITS, HOURS AND MARKS DISTRIBUTION

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	24	4	400
II	Language – II	3	3	3	3	-	-	12	24	4	400
III	Core Course	10	10	10	08	14	13	63	71	14	1400
	Generic Elective Course	3	-	-	-	-	-	3	4	1	100
	Discipline Specific Elective Course	-	-	-	-	6	6	12	18	4	400
	Generic Elective Practical	-	3	3	3	-	-	9	12	3	300
	Project	-	-	-	-	-	4	4	5	1	100
IV	Skill Enhanced course	2	4	2	4	2	2	16	16	8	800
	Enhancement Compulsory Course	-	-	-	-	2	-	4	4	2	200
	Foundation course	2	-	-	-	-	-	2	2	1	100
	Internship	-	-	-	-	2	-	2	-	1	100
V	Extension Activities	-	-	-	-	1	-	1	-	-	-
Total		23	23	21	21	27	25	140	180	43	4300

*The students will gain one extra credit for successful completion of online courses from SWAYAM / MOOC.

* On successful completion of Value-Added course, the students will gain one extra credit.

GENERIC ELECTIVE SUBJECTS FOR JOURNALISM STUDENTS

Semester	Course Title	Course Code
I	INTRODUCTION TO NEW MEDIA	M23UJMGE1
I	HISTORY OF JOURNALISM	M23UJMGE1A
I	SOCIO POLITICAL ISSUES IN INDIA	M23UJMGE1B
II	EDITORIAL PRACTICE (PRACTICAL)	M23UJMGE1P
II	BASIC COMPUTER APPLICATION FOR MEDIA	M23UJMGE1A
II	MASS MEDIA AND SOCIETY	M23UJMGE1B
III	DESIGNING AND LAYOUT (PRACTICAL)	M23UJMGE2
III	PRINT PRODUCTION	M23UJMGE2A
III	MS OFFICE PACKAGE	M23UJMGE2B
IV	VIDEO PRODUCTION (PRACTICAL)	M23UJMGE3
IV	GENDER AND MEDIA	M23UJMGE3A
IV	DIGITAL MEDIA CONTENT	M23UJMGE3B

DISCIPLINE SPECIFIC ELECTIVE SUBJECTS FOR JOURNALISM STUDENTS

Semester	DISCIPLINESPECIFIC ELECTIVE - I	
	Course Title	Course Code
V	SPORTS JOURNALISM	M23UJMDSE1
	PHOTO JOURNALISM	M23UJMDSE2
	SCRIPT WRITING (PRACTICAL)	M23UJMDSEP1
	DISCIPLINE SPECIFIC ELECTIVE - II	
	SCIENCE COMMUNICATION	M23UJMDSE3
	DIGITAL MEDIA LITERACY	M23UJMDSE4
	ANCHORING AND COMPERING (PRACTICAL)	M23UJMDSEP2
Semester	DISCIPLINE SPECIFIC ELECTIVE - III	
	Course Title	Course Code
VI	BROADCAST JOURNALISM	M23UJMDSE5
	MEDIA ENTREPRENEURSHIP	M23UJMDSE6
	DIGITAL MEDIA MARKETING	M23UJMDSE7
	DISCIPLINE SPECIFIC ELECTIVE - IV	
	PUBLIC RELATIONS	M23UJMDSE8
	SPECIALIZED JOURNALISM	M23UJMDSE9
	SHORT FILM/ DOCUMENTARY PRACTICAL	M23UJMDSEP3

SKILL ENHANCEMENT COURSES:

Semester	Course Title	Course Code
II	HUMAN RIGHTS REPORTING	M23UJMS01
III	BASIC PHOTOGRAPHY	M23UJMS02
IV	INTROUCTION TO CINEMA	M23UJMS03
V	WRITING FILM APPRECIATION AND REVIEWS	M23UJMS04
VI	UNDERSTANDING CINEMA	M23UJMS05

SEC FOR OTHER DEPARTMENTS]: [NON – MAJOR ELECTIVE COURSES]

Semester	Course Title	Course Code
I	BASIC WRITING SKILLS	M23UJMN01
II	JOURNALISTIC SKILLS	M23UJMN02

FOUNDATION COURSE FOR JOURNALISM STUDENTS

Semester	Course Title	Course Code
I	PRESENTATION SKILLS	M23UJMFC1

VII SCHEME OF EXAMINATION:

1. Question Paper Pattern for Theory Papers

Time: Three Hours

Maximum Marks: 75

Knowledge Level	Sections	Marks	Total Marks	Meaning of K's
K1	Part - A 10 Questions - Objectives type *1 Marks (No Choice)	Two Questions from each unit	10	75 K1- Memory Level K2 - Understanding Level K3 - Application Level K4 - Analytical Level
K1, K2	Part - B 5 Questions *2 Marks (No Choice)	One Question from each unit	10	
K2, K3	Part - C 5 Questions (either or type) * 5 Marks	One Question from each unit	25	
K2, K3, K4	Part - D 3 out of 5 Questions *10 Marks	One Question from each unit	30	

2. Question Paper Pattern for Practical Papers

Time: 3hrs

Maximum Marks: 60

QUESTION PATTERN

Answer any three Questions (2x30 =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 / Internship / Project papers of UG programmes.

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

Test	: 15 Marks
Assignment	: 05 Marks
Attendance	: 05 Marks

Total	: 25 Marks

PRACTICAL

EVALUATION OF INTERNAL ASSESSMENT

Test	: 20 Marks
Attendance	: 10 Marks
Observation	: 10 Marks

Total	: 40 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

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 (out of 75 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 24 marks (out of 60 marks) 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. Internship/Project:

Internship

Internship training (Minimum two week's period) for the UG programmes during second year vacation period.

The Internship training should be valued for 100 marks by an internal examiner; however, the Viva-Voce examination should be conducted by the internal examiner / guide concerned.

1. The Internship training Report may consist of minimum of 30 pages.

2. Students should go for an internship for one month / 30 days, after the Fourth semester, to Print media or Electronic Media or any form of media organization of their choice and submit the report with the work diary in the V semester.

SHORT FILM / DOCUMENTARY

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 practical CD to be submitted with titles and certificates.

Project:

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

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.

LAB JOURNAL:

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, and it includes four photographs with Caption.

- The candidate has to submit the Project Report 10 days before the Commencement of the VI Semester Examinations.
- 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:**a) SWAYAM / MOOC – Free Online Course**

SWAYAM / MOOC are 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 / MOOC course during their period of study which will earn an extra credit and it will be transferred to the academic records of the students.

b) Value Added Course

Students are provided with additional courses during their course of study right from the First year. Students are free to choose the courses. On successful completion of each course, the students will gain one extra credit.

SEMESTER- I

Core – I	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM01	INTRODUCTION TO MASS COMMUNICATION	Contact hours per week: 5

Objectives

- To introduce the fundamentals of Mass Communication to the learners
- To inculcate the knowledge of different types of Communication
- To help them to acquire the knowledge of various avenues of Mass Media
- To enhance the understanding of the role of theories of Mass Communication
- To enhance the knowledge of the various Mass Media audiences

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Recall the skills of fundamentals of Mass Communication	K1
CO2	Remember the various avenues of different types of Communication	K2
CO3	Acquire the skills needed to handle the various avenues of Mass Media	K3
CO4	Utilize the knowledge of theories of Mass Communication while handling the mass media	K4
CO5	Apply the knowledge of the various Mass Media audiences in his /her profession in media	K4

Unit I

15 Hours

Hours Communication: Definition, Nature, Scope and Purpose – Communication as a process: Sender, Message, channel, receiver and feedback as basic concepts – Functions of Communication - Uses of Communication – barriers of Communication.

Unit II

15 Hours

Kinds / Types of Communication: Verbal, Non-Verbal, Written, Listening, visual, Intra-personal, Interpersonal, Group, Mass Communication - Forms of Communication: Oral, Verbal, Para Language.

Unit III

15 Hours

Mass Media: Print Media– Electronic Media / Broadcast media– Folk media -

New Media - Characteristics of different media, their Advantages and Disadvantages, Roles and Functions of various media.

UnitIV

15 Hours

Basic theories of Communication: Marshall McLuhan's Approach: "Medium is the Message" - Raymond Williams Approach - Characteristics of Mass Society - Sociological Theories: Agenda Setting, Uses and Gratification Theory - An Introduction to Indian Perspectives of communication

Unit V

15 Hours

Mass media audience: Definition, understanding of audience, active and passive audience, types of audience-spectators, viewers, listeners, readers, users, and characteristics of mass audience-active and passive audience – characteristics of mass society

TEXT BOOKS:

S.No	Title of the book	Author	Publishers	Year of Publication
1.	Mass Communication & Journalism in India	D.S. Mehta	Allied Publishers Limited	1979
2.	Introduction to Mass communication	Abhay chawla	Pearson publications	2021

REFERENCE BOOKS:

S.No	Title of the book	Author	Publishers	Year of Publication
1.	Mass Communication in India	Kevel J. kumar	Jaico Publications	1994
2.	Mass Communication Principles and Concepts	Seema Hasan	CBS Publication	2020

Mapping with programme specific outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	S	S	S
CO2	M	S	S	S	M
CO3	M	S	S	M	M
CO4	S	M	S	S	S
CO5	M	S	S	S	M

S- STRONG; M-MEDIUM.

SEMESTER- I

Core – II	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM02	FUNDAMENTALS OF JOURNALISM	Contact hours per week: 5

Objectives

- To Introduce the fundamentals of print media to the learners
- To Inculcate the technical skills of different facets of newspaper industry
- To Help them to apply the important aspects of elements of news
- To Enhance the understanding of the organizational structure of media as industry
- To Enhance them with the skills of preparing the content of newspapers and periodicals

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the basics of Journalism	K1
CO2	Demonstrate the media skills of different types of newspaper industry	K2
CO3	Apply the important aspects of elements of news	K3
CO4	Be enhanced with the knowledge of the background of Tamil Journalism	K4
CO5	To understand the important aspects of history of Indian Journalism	K4

Unit I

15 Hours

Journalism: Definition – Nature – Scope –Functions of Journalism -Role of Press in Democracy-Principles of Journalism- The Fourth Estate - Who is a journalist? – Professional Journalist – Freelance Journalist

Unit II

15 Hours

Kinds of Journalism: Investigative Journalism – Interpretative Journalism - New Journalism - Development Journalism - Community Journalism – Types of Journals on the basis of their circulation, Interval of Publications, Quality and Content

Unit III**15 Hours**

News: Definitions – News values / Elements of News – proximity, prominence, oddity, conflict, controversy, timeliness and human interest etc., - Components of News – Structure of a news - Inverted Pyramid Style – lead – body – headline etc.,

Unit IV**15 Hours**

Organizational structure of a newspaper industry: Editorial Section, Business Section, Mechanical Section, Promotion Section, Data Processing Department, Advertising Department – Administrative Department - News Agencies – Indian and International News Agencies, UNI, PTI, PIB, AFP, REUTERS, AP - News Gathering - Professional Press Organizations.

UNIT V**15 Hours**

Newspaper and Periodical Contents: Photographs- captions —Editorial – Pictures – Photographs –Cutline - Uses of Cartoons, Comic strips, Gag, Panel etc., – Main Headline – Letters to the editor and other Components of a newspaper

TEXT BOOKS:

S. No	Title of the book	Author	Publishers	Year of Publication
1.	Basic Journalism	Rangaswamy Patthsarathy	TrinityPress Publications	2008
2.	Introduction to Mass communication	Abhay chawla	Pearson publications	2021

REFERENCE BOOKS:

S. No	Title of the book	Author	Publishers	Year of Publication
1.	Mass communication in India	Kevel J. Kumar	Jaico publications	1994.
2.	Mass communication, principles and concepts	Seema Hasan	CBS Publishers	2020.

Mapping with program specific outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	M	S	S	M
C02	S	M	M	S	S
C03	M	S	M	S	S
C04	S	S	S	M	M
C05	S	M	S	M	S

S-STRONG; M-MEDIUM.

SEMESTER- I

GENERIC ELECTIVE 1	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGE1A	HISTORY OF JOURNALISM	Contact hours per week: 4

Objectives

- To Introduce the early forms of language to the learners
- To Inculcate the background of origin of Newspapers
- To Help them to acquire the understanding of important facets of the evolution of Indian Press
- To Enhance understanding of the origin and growth of Tamil journalism
En hence the knowledge of the growth of modern journalism

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the origin of Journalism	K1
CO2	Demonstrate the growth of journalism	K2
CO3	Apply the important aspects of evolution of Indian Journalism	K3
CO4	Analyze the formative factors of Tamil Journalism	K4
CO5	Evaluate the important milestones of the history of international Journalism	K4

Unit I

12 Hours

The invention of writing: functions of writing – early forms of writing materials– manuscripts print – Early printing in China, Arab, Egypt and Europe.

Unit II

12 Hours

A brief history of the genesis of printing: Gutenberg age-The Incunabula-Bible printing-William Coxtton and his press- Modern publishing from 19th Century to present- Joseph Pulitzer and New Journalism

Unit III

12 Hours

Press in India: A brief review of the evolution of Indian Press - Early printing presses in India- with special reference to J.A. Hickey, Raja Ram Mohan Roy,

James Silk Buckingham, M.K. Gandhi, S. Sadanand, and B.G. Horniman - Christian missionaries and printing – Contribution of Ziegen Balg and William Carey and other missionaries - Vernacular Press, Emergence of Tamil Newspapers - Newsletters and early growth of Journalism–East India Company and role of Newspapers and Indian Press in First World war

Unit IV

12 Hours

Early Newspapers in India: The nationalist movement and the emergence of Journalism – Important Newspapers in Indian print history – Bengal gazette – kesari, Anand Bazaar Patrika - post independence years

Unit V

12 Hours

The beginnings of the Tamil press: Formative factors in the growth of Tamil press – freedom movement and Tamil press – Press before and after independence – sudhesamithran – India, Navasakthi, - Oru Paisa Tamilan, Dravidian, Kudiyarasu, Dinamani, Communist movements.

TEXT BOOKS:

S. No	Title of the book	Author	Publishers	Year of Publication
1.	History of Journalism	Muniruddin,	Anmol Publications, New Delhi,	2005
2.	Basics of Journalism	Mridula menon	Kaniska publications	2020

REFERENCE BOOKS:

S. No	Title of the book	Author	Publishers	Year of Publication
1.	Tamil IthaliyalChuvadugal	Sambanthan. Ma. Su.	TamilarPathippagam, Chennai.	1990
2.	Handbook of Journalism and Mass Communication	Virbalaaggarwal& V.S. Gupta	concept publishing	2012

Mapping with program specific outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	M	S	S	M
C02	S	M	M	S	M
C03	M	S	M	S	M
C04	S	S	S	M	S
C05	S	M	S	M	S

S-STRONG; M-MEDIUM

SEMESTER- I

GENERIC ELECTIVE 1	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGE1B	SOCIO POLITICAL ISSUES IN INDIA	Contact hours per week: 4

Objectives

- To Familiarize the students with the social problems in India
- To Help the learner to acquire the techniques needed to address social issues
- To Be skillful in handling the family issues
- To Be enriched with the skills of writing about health issues
- To Develop the required creativity needed for writing political issues

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the social problems in India	K1
CO2	Demonstrate the techniques needed to address communalism and secularism.	K2
CO3	Apply the techniques in handling articles written about family issues	K3
CO4	Evaluate the various avenues of health and environmental issues	K4
CO5	Analyze the contents of the features and editorials addressing political issues	K4

Unit I

12 Hours

Social Problems in India: Social Transformation, Tradition and Modernity, Caste system and its Transformation –Demographic Trends in India – Population explosion – Human Development

Unit II

12 Hours

Communalism & Secularism: Uniform Civil Code – Linguistic Division of State – Weaker Sections – Regionalism – Reservations Issues – Issues Related to Education.

Unit III

12 Hours

Family Issues: Women's Issues, Status – Empowerment, Widowhood – Employment – Issues of Drug Addiction – Juvenile Delinquency – Child Labour

Consumer Rights.

Unit IV

12 Hours

Health & Environmental Issues: Common Health Issues – AIDS – Vaccination – Drugs – Public Health – Government and Health Awareness – Role of Mass Media in Health Awareness – Conservation of nature –Pollution, Global Warming – Government and Environmental Awareness – Role of Mass Media in Environmental Awareness.

Unit V

12 Hours

Political Issues: After Independence - Various political movements: Principles, Bases, Policies & Outcomes – Religion and caste-based politics.

TEXT BOOKS:

S.No	Title of the book	Author	Publishers	Year of Publication
1.	Social History of India	Dr.N. Jayapalan	Mohan Publications, Chennai	2005
2.	History of Contemporary India	Dr.G. Venkatesan	J J Publications, Madurai	2020

REFERENCE BOOK:

S.No	Title of the book	Author	Publishers	Year of Publication
1.	Socio Political issues in India	Yogendra Yadav	Saga Publications	2000

Mapping with program specific outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	M	S	S	S
C02	S	M	M	S	S
C03	M	S	M	S	M
C04	S	S	S	M	M
C05	S	M	S	M	M

S-STRONG; M-MEDIUM.

SEMESTER- I

GENERIC ELECTIVE 1	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGE1	INTRODUCTION TO NEW MEDIA	Contact hours per week: 4

Objectives

- To Familiarize the student's new media.
- To Understand about user – generated communication.
- To Be skillful in handling the social networking sites.
- To Be enriched with the skills of Mediation of Communication through computer.
- To Explain new media and the Communication Process.

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the New Media	K1
CO2	Summarize the history of media and communication leading up to the era of new media.	K2
CO3	Identify the social and cultural dynamics that create and are created by new mediums.	K3
CO4	Explain the key technologies underpinning the HW/SW and networks that comprise essential new media forms.	K4
CO5	Analyze current events, companies and trends in new media from various perspectives.	K4

Unit I

12 Hours

New media – Definition of New Media – Advantages and Disadvantages of new media – growth and evaluation of internet.

Unit II

12 Hours

Trends in new media applications – day to day uses of new media ICTs – E-mail – blog- Facebook – What's app – Instagram – Twitter – Wikipedia – Youtube – Chatbots

Unit III

12 Hours

E-governance – SPAM – Brief history of blogging creating and promotion blogging – DM paid promotion – End to end encryption – hash tag – Vlog.

Unit IV**12 Hours**

Computer mediated communication (CMC) – Digital divide – augmented reality – Virtual Reality – Artificial Intelligence – you cut software

Unit V**12 Hours**

Tools of online journalism: Multimedia, Interactivity, hyperlinks, weblogs and content management systems (CMS) - Internet regulation in different countries and cyber laws.

TEXT BOOK:

S.No	Title of the book	Author	Publishers	Year of Publication
1.	New media: Critical introduction	Martin Lister	Routledge	2008

REFERENCE BOOK:

S.No	Title of the book	Author	Publishers	Year of Publication
1.	Principles of Multimedia	Ranjan Prakash	The McGraw Hills	2010

Mapping with program specific outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	M	S	S	M
C02	S	M	M	S	M
C03	M	S	M	S	S
C04	S	S	S	M	S
C05	S	M	S	M	S

S-STRONG; M-MEDIUM.

SEMESTER- I

SEC 1 (NME)	B.A. Journalism and Mass Communication	Credits: 2
Course Code: M23UJMN01	BASIC WRITING SKILLS	Contact hours per week: 2

Objectives

- To Strengthen oral communication skills in English and Regional Language.
- To Develop the skills of writing in English and Regional Language.
- To Improve their vocabulary in English and Regional Language
- To Enrich the knowledge of synonyms, antonyms, idioms and phrases.
- To inculcate the knowledge of grammar in English and Regional Language.

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Strengthen oral communication skills in English and Regional Language.	K1
CO2	Apply the techniques of writing in English and Regional Language.	K2
CO3	Analyze their existing skills in English and Regional Language.	K3
CO4	Evaluate their skills in using synonyms, antonyms, idioms and phrases.	K4
CO5	Demonstrate their talents in communicating through English and Regional Language.	K4

Unit I

6 Hours

Meaning, importance and elements of language: General rules of grammar: Tamil and English, Exceptions in mass media writing, tenses etc.

Unit II

6 Hours

Essentials of good writing, Techniques of effective writing: Vocabulary Building: Antonyms, Synonyms, Homophones, Word formation (Prefixes and Suffixes) – Technical Jargons – Spelling.

Unit III

6 Hours

Types of sentences, their structure and use: Words and their use - redundancies- words and phrases Functional Grammar- Parts of Speech. Common Grammatical Errors: Errors of Syntax, Concord.

Unit IV**6 Hours**

Use of adjectives and adverbs: Negatives and double negatives transitional devices – Methods of paraphrasing, attribution, and quoting- active voice – passive voice

Unit V**6 Hours**

Essay Writing: Report writing, Focus on Reading, Writing, Listening and Speaking Skills (RWLS) Note- making and note taking skills - English Language enhancement software.

TEXT BOOKS:

S.No	Title of the book	Author	Publishers	Year of Publication
1.	Techniques of media writing	Robert Cunnings	The Chaucer Press Ltd	2000
2.	Intermediate English Grammar	Raymond Williams	Harper Collins Publishers	1998

REFERENCE BOOKS:

S.No	Title of the book	Author	Publishers	Year of Publication
1.	On Writing Well	William Zinsser	HarperCollins Publishers	2006
2.	Writing skills methods and practices	A.R. Kidwai sherinshervani	Viva books/original	2019

Mapping with programme specific outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	S	S	M
CO2	M	S	S	S	M
CO3	M	S	S	M	S
CO4	S	M	S	S	S
CO5	M	S	S	S	M

S- STRONG; M-MEDIUM.

SEMESTER- I

FOUNDATION COURSE	B.A. Journalism and Mass Communication	Credits: 2
Course Code: M23UJMFC1	PRESENTATION SKILLS	Contact hours per week: 2

Objectives:

- To Strengthen presentation skills in English and Regional Language.
- To Develop the skills of managing presentation in English and Regional Language.
- To Improve their quality of speaking in English and Regional Language
- To Enrich the knowledge of managerial skills in public consultation meets
- To Inculcate the knowledge effective speaking

Course Outcomes:

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

CO	STATEMENT	KNOWLEDGE LEVEL
CO1	Strengthen presentation skills in English and Regional Language.	K1
CO2	Apply the techniques of presentation in English and Regional Language.	K2
CO3	Analyze their existing presentation skills in English and Regional Language.	K3
CO4	Evaluate their skills in public gathering	K4
CO5	Demonstrate their talents in communicating at the time of crisis as a journalist	K4

UNIT - I

6 Hours

Presentation: Definition – Reporting for a presentation – Organizing the material – Writing your presentation –Live News Presentation Skills, Deciding the presentation method

UNIT- II

6 Hours

Managing your presentation: Managing the notes – Working with visual aids – Presenting data – Managing the event – Coping with presentation nerves – Dealing with questions – How to build presentations like a consultant.

UNIT-III**6 Hours**

Seven qualities of a good speaker: Self presentation in presentations – remote meetings and presentation – Giving a speech – Presentations in interviews – Presentation in larger groups and conferences – Giving lectures and seminars – Managing a press conference

UNIT IV**6 Hours**

Public consultation meetings - Attending public consultation meetings -Managing public consultation meetings – Crisis communication.

UNIT V**6 Hours**

Communication skills: Facilitation skills – teams, groups and meetings – Effective speaking – question types

TEXT BOOKS:

S.No	Title of the book	Author	Publishers	Year of Publication
1.	Presentation Skills for Beginners	Rachel Rofe	New Riders	2012
2.	The Art of Communicating	Thich Nhat Hanh	HarperOne	2013

REFERENCE BOOKS:

S.No	Title of the book	Author	Publishers	Year of Publication
1.	The Art and Science of Creating Great Presentations	Nancy Duarte	O'Reilly Media	2008
2.	Simple Ideas on Presentation Design and Delivery	Garr Reynolds	New Riders	2011

Mapping with program specific outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	S	S	S	S	M
C02	M	M	S	M	M
C03	M	S	M	S	S
C04	S	M	M	S	S
C05	M	M	S	M	S

S-STRONG; M-MEDIUM

SEMESTER-II

Core – III	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM03	NEWS REPORTING	Contact hours per week: 5

Objectives

- To Help them to know the roles and qualities of a reporter
- To Familiarize the students with the fundamental structure of news
- To Strengthen their skills needed for reporting various issues
- To Develop the needed skills of reporting special events
- To Inculcate the knowledge of various aspects of reporting for different media

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the roles and responsibilities of a reporter.	K1
CO2	Demonstrate the fundamental structure of news.	K3
CO3	Apply the techniques needed for specialized Reporting	K3
CO4	Analyses the skills of art, culture and sports reporting	K4
CO5	evaluate the various avenues of different types of reporting for media	K4

Unit I

15 Hours

Reporters: Who is Reporter? –qualities of a reporter - Definition and types of reporters – City reporter – National Correspondent – Foreign correspondent – correspondent (vs) reporter – Lobby correspondent – special correspondent – interpretative reporter – expert reporter - Duties and responsibilities of a reporter.

Unit II

15 Hours

Basic structure of news: Inverted Pyramid Style - strengths and limitations - 5Ws and 1H- types of leads - hard news, soft news

Unit III 15 Hours

News Gathering: Reporter as a participant –News Sources - Beats - handout, news – Press conferences, Press meets, Handouts, Press Note, Press release-leakages-business news – weather - news-covering politics-Assembly and Parliament-Disasters – events-strikes - international news agencies, Indian news agencies.

Unit IV**15 Hours**

Interview: Objectives and Functions – Types – Man in the Street Interview – Casual Interview –Personality interview – News interview – News Conference – Briefing from Ministries –Breakfast meeting – Telephone interview – Incubated interview – Kite-flying interview – per-interview-homework, interviewing - the 4 Ps of an interview - and writing – interview-based reports - conducting an interview –writing the report

Unit V**15 Hours**

Types of Reporting: beat reporting – crime beat – Government - basics of covering accidents, death, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment; investigative reporting - Reporting science and environment

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Fundamentals of Reporting and Editing	Ambrish Saxena	Kanishka Publishers	2007
2.	News reporting and editing	M.K. Verma	APH publishing corporation	2012

REFERENCE BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Interviewing for Journalists	Joan Clayton	Piatkus Publishers	1994

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	M	S	S
CO2	S	S	S	M	M
CO3	M	M	M	S	M
CO4	S	S	S	S	M
CO5	M	S	M	M	S

S- Strong; M-Medium

SEMESTER-II

Core – IV	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM04	NEWS EDITING	Contact hours per week: 5

Objectives

- To Familiarize the students with the fundamentals of news room handling
- To Help the learner to acquire the techniques needed for editing news
- To Be skillful in handling the wire
- To Be enriched with the skills of creating headlines
- To Develop the required creativity needed for developing the editorial page

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the fundamentals of news room operation.	K1
CO2	Demonstrate the techniques needed for editing news.	K2
CO3	Apply the techniques in handling copies from different sources	K3
CO4	Evaluate the various avenues of headline writing in Tamil and English dailies	K4
CO5	Analyze the contents of the features and editorials	K4

UNIT I

15 Hours

Qualities and responsibilities of Editor: News Editor - sub-editor/copy editor – managing editor, associate editor, assistant editor, chief sub-editors-Sunday Editor-Art editor – Sports Editor - readers’ editor/ombudsman - news processing - desk operation; editing terminology - Byline – Credit line – Date line

UNIT- II

15 Hours

Fundamentals of Editing: Condensation – Clarity – Forceful Expression – Accuracy – Avoiding errors in language –copy tasting; editing for verbal clarity and correctness; editing to save space; editing for accuracy, objectivity, consistency, fairness, taste and legal propriety – style books – style book in Tamil by Athithanar

UNIT – III**15 Hours**

Handling copies: handling reporters’ and correspondents’ copies, news agency copies, stringers and agents’ copies, citizen journalists’ copies – editing handouts and press releases trimming human interest stories – slashing the roundup – cutting the straight news.

UNIT IV**15 Hours**

Headlining: headline functions – headline language -Types of headlines – Pyramid, inverted pyramid, Flush Left, Flush Right, Waist Line, Hexagon, streamer / banner, Cross line, skyline, kicker, deck, strap line, label, Topical, question, Quotation Headline - headlines for editorial and feature; captions and catchwords; traditional and modern headline styles.

UNIT V**15 Hours**

Editorials: Editorial page versus news pages: editorials, middles, features-types of features - columns and letters to the editor; types of editorials, Functions of editorial department; qualities and responsibilities of a leader writer – Tools for editing: Dictionaries, Encyclopedias, GK books, “Who is who?” books, news index, pictures - Proof Reading – using computer software’s in editing (News).

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Fundamentals of Reporting and Editing	Ambrish Saxena	Kanishka Publishers	2007
2.	News reporting and editing	M.K. Verma	APH publishing corporation	2012

REFERENCE BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Interviewing for Journalists	Joan Clayton	Piatkus Publishers	1994

Mapping with program specific outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S
CO2	S	S	S	M	S
CO3	M	S	M	S	S
CO4	S	M	M	S	M
CO5	M	M	S	S	M

S- Strong; M-Medium

SEMESTER- II

Generic Elective II	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGEP1A	BASIC COMPUTER APPLICATION FOR MEDIA	Contact hours per week: 4

Objectives

- Learn the fundamentals of computers
- Gain the skills needed to create documents for designing magazines.
- Be trained in presentation skills
- Be inculcated with the techniques of preparing content for e-magazines
- Learn the different types of software's used for creating magazines

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the fundamentals of computers	K1
CO2	Demonstrate skills needed to create documents for designing magazines	K2
CO3	Apply presentation skills	K3
CO4	Analyses the content of online journals	K4
CO5	Evaluate the different types of software's used for creating magazines	K4

Unit I

12 Hours

Fundamentals of Computers and Windows: History of computers. Computer hardware. Central Processing Unit. Input devices. Output devices. Storage devices. Communication devices. Accessories. Computer software.

Unit II

12 Hours

Introduction to Windows. Working in Windows. Desktop operations. Windows explorer. Manipulation of files and folders. Windows accessories. Adding animation in slides. Previewing the contents.

Unit III

12 Hours

Introduction to PowerPoint: Starting PowerPoint. Auto Content Wizard. Working with texts, graphs, pictures, audio, and video in slides. Design templates. Adding transition effects to slides.

Unit IV**12 Hours**

Meaning and scope of the Internet: Surfing the Net. Creating, sending and receiving e-mails using Outlook Express and hosting websites. Browsing the www. Downloading from and uploading to the Internet. Online journalism.

Unit V**12 Hours**

Page making: PageMaker, Interfacing, Working with text, Page setup, Printing; Formatting Techniques; Graphics and Drawings. Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics - Conversions- Graphs - COREL SHOW - Cartoons - Use of colors in publishing concepts-In Design and E publisher

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Computer applications	Sumita Arora	BPB publications	2020

REFERENCE BOOKS: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Computer fundamental s and applications	Ashok Arora	Vikas Publishing house	2015
2	Page Maker	Vishnu Priya Singh	Sian Publishers	2017

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	S
CO2	S	M	S	M	S
CO3	M	S	M	S	M
CO4	S	M	S	M	M
CO5	M	M	S	M	M

S- Strong; M-Medium

SEMESTER- II

Generic Elective II	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGEP1B	MASS MEDIA AND SOCIETY	Contact hours per week: 4

Objectives

- To Help them to know the features of mass media
- To Familiarize the students with the types of journals
- To Strengthen their skills needed for producing radio programmes
- To Develop the needed techniques of producing television programmes
- To Inculcate the knowledge of impact of media on society

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the fundamentals of computers	K1
CO2	Demonstrate skills needed to create documents for designing magazines	K2
CO3	Apply presentation skills	K3
CO4	Analyse the content of online journals	K4
CO5	Evaluate the different types of software's used for creating magazines	K4

Unit I

12 Hours

Mass Media: Introduction – Print Media, Electronic media, Digital media, social media - History and Development –Functions – Usage of mass media by the people.

Unit II

12 Hours

Journals: Classification – Function (Educating, Informing, Entertaining) – Relationship between journals and the people - participation of readers and viewers in the media - kinds of journals- Small Journals (SITRITHALGAL), Women Journals, Children Journals - Youth Journals – Net Journals.

Unit III

12 Hours

Radio: Development of AIR – Radio in Tamil Nadu – Functions – Types of programmes for children, women, youth society, Farmers, labourers all – Development of FM in Tamil (including Kodai FM) programmes – private provides (Sun, Hallo, Radio Mirchy FM etc.,) Listenership survey-web radio – radio garden

Unit IV**12 Hours**

Television and Films: Television and National Development – Television and Higher Education – Television programmes Genres – Influence of Cinema and Television – Cable Television – DTH – Satellite Television – Types of programmes in Television cinema in Tamil – Documentary and short Films – Indian Newsreel - Film Division – Film Censorship – films in U –tube

Unit V**12 Hours**

Media and Society: Effects of journals on Society – Effects of Media on Education, Indian family, children and younger Generation – Violence in the Media and Violence in Society – Impact of Radio, TV and Cinema on society – change of culture by Media - new media and its impact on society

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Media & Society challenges and Opportunities	Vir bala aggarwal	Concept Publishing company	2002

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Understanding Media and Culture: An Introduction to Mass Communication	Jack Lule	Flat world knowledge	2019

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	S
CO2	S	M	S	M	S
CO3	M	S	M	S	M
CO4	S	M	S	M	S
CO5	M	M	S	M	M

S- Strong; M-Medium

SEMESTER- II

Generic Elective II	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGEPI	EDITORIAL PRACTICES PRACTICAL	Contact hours per week: 4

Objectives

- To introduce students about the basic design and structure of a daily newspaper.
- To inculcate knowledge about various formats of story writing techniques in print Journalism.
- To acquaint them with important aspects of news writing, reporting and interview techniques and types.
- To develop their knowledge in writing the news report in various formats of media such as print, television, radio and online.
- To enhance their journalistic skills to handle news in various media.

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Administer news outputs generated by print media for patterns in news Formation.	K1
CO2	Discover different kinds of information found in the newspaper.	K2
CO3	Express vocabulary related to newspapers	K3
CO4	Assemble the details of newspaper production: format, story responsibility, Deadlines.	K4
CO5	Analyses the importance of the structure of a newspaper and improve their news writing skills.	K4

1. Students have to identify any major event in and around your institution and file a detailed news report on it
2. Interview news story
3. Report and analyze various following news items already published in different newspapers (Identify multiple reports of the same event in that field and do a comparative analysis of the various units)
4. Write any one article
5. Write a movie review.
6. Write an Editorial for current affairs
7. Designing a Dummy newspaper and special pages
8. Photo selection, Cropping and captions
9. Preparation of different headlines
10. Preparation of news report for Radio / Television

SEMESTER- II

SEC II (NME)	B.A. Journalism and Mass Communication	Credits: 2
Course Code: M23UJMS01	HUMAN RIGHTS REPORTING	Contact hours per week: 2

Objectives

- To Familiarize the learner with the understanding of evolution of human rights
- To Be enriched with the knowledge of various theories of human rights
- To Know the development of human rights
- To Inculcate the learner with the knowledge of various rights
- To Be enriched with the knowledge of influence of human rights on mass media

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the evolution of human rights	K1
CO2	Recall the growth of various theories of human rights	K2
CO3	Apply human rights	K3
CO4	Analyses human rights in the context of mass media	K4
CO5	Evaluate the position of various rights	K4

Unit I

6 Hours

Evolution of Human Rights over the centuries: Human life – enrichment of knowledge - Asserting rights.

Unit II

6 Hours

Growth of various theories of Human Rights: Nature's Theory –various philosophical thinkers

Unit III

6 Hours

Human Rights Development: International and National – UNESCO, NHRC, SHRC- Declaration of Human Rights – Human Rights violations in India and other nation

Unit IV**6 Hours**

Growth and Development of various Rights: Political rights – Economic rights – cultural rights, religious rights & social rights – Abolition of child Labour – Rights of Women and Labours

Unit V**6 Hours**

Human Rights and Mass Media: Development of awareness through mass media - print- Electronic Media – Radio and T.V., Human rights advocacy & Media advocacy.

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Reporting Human Rights: An Anthology of Coverage from Around the World	David Dadge, Elizabeth Stanley, and Gudrun Henne	Routledge	2018

REFERENCE BOOKS: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Covering Human Rights: A Handbook for Journalists	Mark Hunter	Commonwealth Secretariat	2011
2.	Human Rights in English and Tamil	Thilagavathy Paramasivam	Saga Publication	2014

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	M
CO2	S	S	S	M	M
CO3	M	S	M	S	S
CO4	M	M	S	M	S
CO5	M	M	S	M	S

S- Strong; M-Medium.

SEMESTER- II

SEC II (NME)	B.A. Journalism and Mass Communication	Credits: 2
Course Code: M23UJMN02	JOURNALISTIC SKILLS	Contact hours per week: 2

Objectives

- To familiarize the learner with the understanding of journalism
- To be enriched with the knowledge of elements of news story
- To know how to write a feature
- To inculcate the learner with the knowledge of writing opinion pieces
- To be enriched with the knowledge of headline writing

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember what is journalism	K1
CO2	Recall the elements of news story	K2
CO3	Apply the skills of feature writing	K3
CO4	Analyses opinion pieces published in today's dailies	K4
CO5	Evaluate the writing methods of headlines	K4

Unit I

6 Hours

Journalism: Definitions–concept of news–News values, Structure of a news story.

Unit II

6 Hours

Element of news story: 5Ws&H–leads–types of leads–the body–language of news – style of writing – news release – Timing.

Unit III

6 Hours

Features: feature writing – Difference between feature, News story and articles – types of features– features in newspapers, Radio, TV etc.,

Unit IV**6 Hours****Opinion Pieces:** Editorial-Review Articles-Middle-Letter to the Editor – column**Unit V****6 Hours**

Headline writing: Tenses–Voices–Verbs–Words–Grammar–Spelling–selection of ‘action words’ (words which occupy less space Ex: Search–raid, enquiry–probe) - types of headlines – types of layout - principles of design - typography

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	The Language of Journalism: A Multi-genre Perspective	Angela Smith	Routledge	2021

REFERENCE BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Language and Journalism: An Overview"	Mary Louise Pratt.	Indiana University	2011

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	S	M	S	M	M
C02	S	S	S	M	M
C03	M	S	M	S	S
C04	M	M	S	M	M
C05	M	M	S	M	S

S- Strong; M-Medium

SEMESTER- III

Core - V	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM05	COMMUNICATION MODELS AND THEORIES	Contact hours per week: 6

Objectives

- Familiarise the learner with communication models
- Enrich the learner with the knowledge of types of models
- Inculcate the knowledge of the development of Communication models
- now the applications of models in the social system
- Understand the press theories

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the communication models	K1
CO2	Demonstrate the types of models	K2
CO3	Apply Communication models	K3
CO4	Analyse the communication models in the social system	K4
CO5	Examine the press theories	K4

Unit I

18 hours

Communication models and theories: Need for theories and models - Basic concepts; Sender, Message, channel, receiver, feedback

Unit II

18 hours

Types of models: Hanneman's classification: Symbolic models- Verbal models - Diagrammatic or Graphic models - Mathematical models - Physical models - Iconic models - Analogue mode

Unit III

18 hours

Growth of Communication models: Aristotle model, Lasswell's model, Berlo's SMCR model - Gerbner, Newcomb, -Shannon and Weavers Mathematical model - Osgood and Schramm model - Social media models.

Unit IV**18 hours**

Models and the social system: Relay's model – Melvin DeFluer's model of Mass communication system – Diffusion of innovations – Everett M. Rogers and Fleud Shoemakers model of diffusion – Decision making – communication effects on individuals.

Unit V**18 hours**

Press theories: Bullet theory, Hypodermic needle theory – Agenda setting theory – McLuhan's theory – N-step flow theory – Introduction of new media theories.

TEXT BOOKS:

S. No	Title of the Book	Author	Publisher	Year of Publication
1	Communication Models	John M. Lannon	Kendall Hunt Publishing	2017

REFERENCE BOOKS: -

S. No	Title of the Book	Author	Publisher	Year of Publication
1	Communication and Media Theory: Selected Readings	David M. Barlow	Cognella Academic Publishing	2019
2	Media and Communication Theories	Michael Pickering DeGruyter	Oxford University Press	2018

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	S
CO2	S	M	S	M	M
CO3	M	S	M	S	S
CO4	S	M	S	M	M
CO5	M	M	S	M	M

S-Strong; M-Medium

SEMESTER- III

Core – VI	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM06	WRITNG FOR MEDIA	Contact hours per week: 6

Objectives

- Be familiar with radio TV news writing
- Understand the types of leads for broadcast media
- Inculcate the knowledge of writing for video
- Be trained with the skills of writing for radio / TV web sites
- Be familiar with various script formats

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the techniques of radio / TV News Writing	K1
CO2	Recall the types of leads for broadcast media	K2
CO3	Apply the skills needed for writing for media	K3
CO4	Analyse radio/TV content	K4
CO5	Evaluate the various script formats	K4

Unit I

18 hours

Radio – TV News writing: Rewriting – Make it interesting & simple –Rhythmic writing – writing tightly – Names (First & last) – Attribution – Quotes –Verbs – Tense – Numbers. (Approximation, translate numbers, Fractions & decimals etc.) – symbols, Abbreviations, Grammar, Spelling & Punctuation, Editing

Unit II

18 hours

Writing Radio news: Leads - (Emphasis lead, Blanket lead, Narrative lead, Question lead, Vague or teaser leads) – Body – Ending – Actualities & Sound bites – Voices, Wraparounds & Packages.

Unit III

18 hours

Writing for Video: Methods, Guidelines, Matching, Pauses – News cast Organization – Formats, Transitions, Bumps, Toes, Teases, Headlines & Promos.

Unit IV**18 hours**

Approach to Digital Journalism -Mobile Journalism (Mojo): Tools & Operating Systems, Convergence & Citizen Journalism, Online magazines, Webzine Conferences, Webinars, Video, Conferencing, blogging, social media apps, Authenticity of online news

Unit V**18 hours**

Web Journalism - Components of a website, Different types of websites, Web layout: Design, layout, color, graphics, visual information, Interactivity of form and content in new media, Linear writing (vs.) interactive writing.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Radio/TV News writing (A Work book) 2 ND Edition	Lee Salter, Janet Jones	K-Tim Wulfemey Surjeet Publication	2011
2.	Writing for the Mass Media	James Glen Stovall	Routledge	2020

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1	News Writing and Reporting for Today's Media	Douglas A. Anderson and Penny Muse Abernathy	Oxford University Press	2019

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	M	S	M	M
C02	M	S	M	S	M
C03	S	M	S	M	S
C04	M	S	M	S	S
C05	M	S	S	M	M

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

SEMESTER- III

GENERIC ELECTIVE III	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGEP2	DESIGNING AND LAYOUT (PRACTICAL)	Contact hours per week: 4

Objectives

- Familiarize the background of pagination
- Enrich the knowledge of techniques of designing
- Understand the skills needed to plan layout
- Inculcate the existing software used to create magazines
- Understand the uses of various soft-wares of designing

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 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. Visiting card – 3
3. Letter head – 2
4. Magazine cover – 2
5. Poster – Department advertising 2
6. Menu card – 1
7. Advertisement Copy Layout – 1
8. Logo Designing – 1
9. Tamil Journal – 1
10. English Journal - 1

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	The Art of Editing	Floyd K. Baskette	Author Pres Publisher	2006

REFERENCE BOOKS: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Designing for Newspapers and Magazines	Chris Frost	Routledge	2011
2.	The Non-Designer's Design Book	Robin Williams	Peachpit Press	2014

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	S	M	M
CO2	S	M	M	S	S
CO3	S	S	S	M	M
CO4	M	S	S	M	M
CO5	S	S	M	M	S

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

SEMESTER- III

GENERIC ELECTIVE III	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGE2A	PRINT PRODUCTION	Contact hours per week: 4

Objectives

- To introduce the background of Printing Technology
- To inculcate the skills of applying software in prepress
- To acquire them with the knowledge of color processing
- To enhance the understanding of the different types of press
- To enhance the knowledge of the various avenues of packaging industry

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the background of Printing Technology	K1
CO2	Understand the required skills of handling the various soft-wares in prepress	K2
CO3	Apply the skills needed to handle the different types of colour processing	K3
CO4	Analyze the processes of different types of printing press	K4
CO5	Evaluate the knowledge of the various avenues of packaging industry	K4

Unit I

12 hours

Background of printing technology: Basic principles of graphic reproduction processes – Brief know-how of early printing systems: Relief process- Letter Press: Platen, Flat bed Cylinder, Rotary. Typography: Type characteristics – Type classifications – Type measurement – Spacing

Unit II

12 hours

Prepress: Design and Layout – Software application: Corel Draw – InDesign – PhotoShop – Quark Express - Scanning: Methods – Tones: Line and Halftone.

Unit III

12 hours

Colour processing: Colour Theory – Colour Psychology – Colour Printing: Colour

Scanning – Colour Separation: Additive and Subtractive Processes–Colour Printing: RGB and CMYK

Unit IV

12 hours

Printing: Offset Printing Process: Plate to Print – Sheet-fed and Web-fed press.Gravure Printing Process: Plate making process – printing -Flexography Printing: Process -Digital Printing Processes

Unit V

12 hours

Packaging: Design: Functions and Characteristics – Concept – Shape and Proportion – Elements: Types – Logo – Illustrations: Quality: Grams Per Square Meter (GSM) –Packaging Media: Types – Shipping and Retail Packaging – Primary and Secondary Packaging

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	N.N.Art and Print Production	Sarkar	Oxford University Press, New Delhi	2008

REFERENCE BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	The Designer's Guide to Print Production: The Essential Reference for Print Design, Production, and Pre-press	Marina Joyce	Simon & Schuster	2020

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M
CO2	M	S	S	M	S
CO3	S	M	S	M	S
CO4	M	M	M	S	M
CO5	M	S	M	M	S

S- Strong; M-Medium.

SEMESTER- III

GENERIC ELECTIVE III	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGEP2B	MS OFFICE PACKAGE	Contact hours per week: 4

Objectives

- To know how to use the most common Microsoft office programmes
- To be able to create documents for printing and sharing
- To be able to create and share presentations
- To be able to manage and store data in a spreadsheet.

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Performing basic editing functions, formatting text, copy and moving objects and text	K1
CO2	Formatting techniques and presentation styles	K2
CO3	Integrating information from other Microsoft programmes into a power point presentation	K3
CO4	Develop simple, multiple – criteria, calculated fields, parameter, totaling and action – based queries	K4
CO5	Adding pictures and images to your publications and using various tools to format and fine tune their appearance	K4

Unit I

MS Word

12 hours

Creating, editing, saving and printing text documents – Font and paragraph formatting – Simple character formatting – Inserting tables, Smart art, Page breaks- using lists and styles – working with images – using spelling and grammar check, understanding document properties – Mail merge

Unit II

12 hours

MS Excel

Spread sheet basics – creating, Editing, Saving and printing spreadsheets – Working with functions and formulas – Modifying worksheets with color and autoformats – Graphically representing data: Charts & Graphs

Unit III**12 hours****Speeding Data Entry**

Using data forms – Analyzing data: Data Menu – Subtotal – Filtering data – Formatting Worksheets – Securing & Protecting Spreadsheets

Unit IV**12 hours****MS Power point**

Opening, Viewing, Creating, and Printing Slides – applying auto layouts – adding custom animation – using slide transitions – graphically representing data: Charts and graphs – creating professional slide for presentation.

Unit V**12 hours****Internet**

Understanding how to search / Google – Book marking and going to a specific website – copy and paste internet content into your word file and E-Mails – understanding social media platforms such as facebook and many more.

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Microsoft office outlook (Illustrated essentials)	Rachel biheller bunin	Oxford University Press, New Delhi	2013

REFERENCE BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Office made easy (Increase your productivity)	James bernstein	Simon & Schuster	2018

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	S	M	S	M
C02	M	S	S	M	S
C03	S	M	S	M	S
C04	M	M	M	S	M
C05	M	S	M	M	S

S- Strong; **M-**Medium

SEMESTER- III

SEC IV	B.A. Journalism and Mass Communication	Credits: 2
Course Code: M23UJMS02	BASIC PHOTOGRAPHY	Contact hours per week: 2

Objectives

- To introduce the background and necessity of Photojournalism in news media
- To inculcate the skills of handling the different types of camera
- To acquire them with the knowledge of handling different types of lens
- To enhance the understanding of composition and framing in photography
- To enhance the knowledge of digital photography and the various soft-wares used in photo editing as a profession

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the history and necessity of Photojournalism	K1
CO2	Understand the need and necessity of handling the different types of cameras	K2
CO3	Apply the skills needed to use the different types of lens	K3
CO4	Analyze the principles of composition and framing in contemporary Photo Journalism	K4
CO5	Evaluate the use of digital photography and the various soft-wares used in photo editing as a profession	K4

Unit I

6 Hours

Background: Early history- and evolution of digital photography - Photography types and techniques

Unit II

6 Hours

Components of a camera: Basic parts of the camera, Image sensor: Size and types of image sensors, storage Device, Exposure Techniques: an understanding of aperture / shutter / ISO relationships, Light meter and accessories - Understanding lenses: Normal Lens, wide angle lenses, telephoto lenses, and macro lenses, Depth of Field.

Unit III**6 Hours**

Picture Composition: Aspect ratio, Framing, types of shots – Format, distance, angle, and movement - Picture format and resolution: Mega Pixels, DPI, and PPI - Rule of Third, other composition rules - Digital Photo editing Techniques: Editing Software, Cropping, Blue matte, retouching and Colour Correction - timing and decisive moment

Unit IV**6 Hours**

Understanding Lighting: Natural vs. artificial lighting, characteristics of lighting: Intensity, Colour temperature, light direction, Intro to Studio Lighting Equipment- hard and soft lighting, direct vs. diffused light, high key vs. low key lighting, inverse square law 3-point lighting technique

Unit V**6 Hours**

Application of Photography - Nature - Architecture-Life - Landscape- Wildlife - Sports - Advertising - Portraits – Travel – Fashion-Industrial- Product - News photography

TEXT BOOK:

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 Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	M
CO2	M	S	S	M	S
CO3	S	M	M	S	M
CO4	S	S	S	S	M
CO5	M	M	S	M	S

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

SEMESTER- IV

Core VII	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM07	Media law & Ethics	Contact hours per week: 6

Objectives

- Introduce the fundamentals of the legal provisions guaranteed in Indian constitution for a journalist
- Inculcate the knowledge of rights offered through freedom of speech and expression
- Familiarize the different Acts related to Broadcast media
- Enhance the understanding of acts related to harmful publications
- Enhance the knowledge of rights to privacy

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember and recall the legal provisions	K1
CO2	Demonstrate the skills of handling the different media with freedom of speech and expression	K2
CO3	Apply the security and public safety Acts of various states	K3
CO4	Analyze the various acts related to publications	K4
CO5	valuate the scenario of working journalists in the context of legal provisions	K4

Unit I

18 Hours

Laws, Regulations and Ethics in India: Freedom of Press in India- fundamental duties and rights – Freedom of speech and expression -article 19 (1) a – Indian penal code – Defamation vs. Privacy - Code of Ethics for Indian Journalists Press Councils' guidelines – censorship – Normative theories

Unit II

18 Hours

Important Acts: Indian Telegraph Act -1885, Indian Post Office Act, 1898, The police (Incitement to Disaffection) Act 1922 – Cinematography act – Regulating OTT Platforms in India.

Unit III

18 Hours

Official Secrets Act 1923 – The security and public safety Acts of the various states. The Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954- the criminal procedure code 1973.

Unit IV**18 Hours**

The young persons (Harmful publications) Act- 1956, Contempt of courts Act 1971, The copyright Act 1957, How to Register Papers/Periodicals etc. – Emblems and Names (Prevention of Improper use) Act 1950-RTI

Unit V**18 Hours**

Working Journalists and other Newspaper, Employers (Conditions of Service and miscellaneous Provisions) Act 1955, 56 – Prize competitions Act 1955 - Children Act 1960 – contempt of courts Act 1961 –Parliamentary privileges, Accuracy and Fairness–Rights to privacy – Recording interviews and phone conversations–Plagiarism– Hackers, cyber terrorism, Cyber stalking, spamming cryptography and digital signature, Computer viruses, Ombudsman.

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.	Indian constitution & Polity	S. G. Subramaniam	Pearson publications	2022

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	Juhip.pat hak	Shipra Publications	2014

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	S	M	S	S	M
C02	S	S	S	M	M
C03	M	S	M	S	S
C04	S	M	M	S	S
C05	M	M	S	M	M

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

SEMESTER- IV

Core VIII	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM08	ADVERTISING	Contact hours per week: 6

Objectives

- To introduce the background and importance of Advertising
- To inculcate the skills of designing advertisements with the foreknowledge of their impacts
- To acquire them with the knowledge of different types of advertising and their relevance
- To enhance the understanding of utilizing the different types of appeals in advertising
- To enhance the knowledge of advertising in creating career opportunities

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the major areas of advertising	K1
CO2	Demonstrate the techniques needed for advertising	K2
CO3	Apply the skills needed to create advertisements for different media	K3
CO4	Analyze the advertising scenario in various media	K4
CO5	Evaluate the different types advertising techniques	K4

Unit I

18 Hours

Introduction: Definitions of advertising - History of advertising - advertising in India - objectives, principles and elements of advertising

Unit II

18 Hours

Functions of advertising: Economic impact — Informative function — Persuasive function — Billiard-Ball principle — Abundance principle —AIDA / AIDCA model.

Unit III

18 Hours

Types of advertising: classification by target audience— by geographic area—by medium —by purpose—advertising as process - Components of an advertisement (Heading, sub heading, slogan, logo / mascot / name plate), Positioning and segmentation

Unit IV**18 Hours**

Appeals in advertising: Significance – negative emotional appeal – positive emotional appeal – Fear appeal – market segmentation-Media planning - Media selection –Scheduling –Advertising Campaign –Types of ad agencies, selection of vehicle.

Unit V**18 Hours**

Structure of an advertising agency: Careers in advertising – advertising in digital era through social media, U-tube – Advertorial and Paid advertorial Media.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Advertising & Sales Promotion	S.H.H. Kazmi & Satish K. Batra	Excel Books	2006
2.	Mass Communication and Journalism in India (2 nd Edition)	D.S. Mehta	Allied Publisher Limited	1979

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 Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	S	S
CO2	M	S	S	M	M
CO3	S	M	M	M	M
CO4	S	M	M	S	M
CO5	S	M	S	M	S

S- Strong; M-Medium.

SEMESTER- IV

GENERIC ELECTIVE IV	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGEP3	VIDEO PRODUCTION	Contact hours per week: 4

Objectives

- To gain knowledge over the importance of television in Journalism
- To train the learners in handling video camera
- To gain sufficient training in applying the principles broadcast journalism
- To help them to know the creative means of lighting
- To enhance the learners with the digital world of video production.

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the techniques needed for broadcast journalism	K1
CO2	Demonstrate the skills of videography	K2
CO3	Apply the principles of composition and aesthetics	K3
CO4	Analyse the modern trends of lighting	K4
CO5	Evaluate the impact of digital media in videography	K4

1. Framing
2. Camera angles
3. Camera movements
4. Hand Held shots
5. 3 Point Lighting
6. Chroma Keying
7. Story Board to Screen
8. Voice over / Narration
9. Function Coverage
10. Produce 30 Sec Advertisement PSA or Commercial

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age"	Steven Ascher and Edward Pincus	Plume Publisher	2021
2.	Video Production Handbook	Gerald Millerson	Routledge	2021

REFERENCE BOOKS: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Introduction to Video Production: Studio Field and Beyond	by Ronald Compesi and Jaime S. Gomez	Routledge	2019
2.	Mastering Film: Digital Filmmaking Handbook	Mike Figgis	Faber & Faber	2020

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	S	M
CO2	M	S	S	M	M
CO3	S	M	M	M	S
CO4	S	M	M	S	M
CO5	M	M	S	M	M

S- Strong; M-Medium.

SEMESTER- IV

Generic Elective -IV	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGEP3A	GENDER AND MEDIA	Contact hours per week: 4

Objectives

- familiarize the role of gender in media
- enrich the knowledge about the role of social reformers in media
- gain sufficient understanding of representation of weaker sections at various media
- inculcate the students with the theoretical concepts of gender studies
- enhance the learners with the successful case studies of Gender and Media

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the influence of gender in media	K1
CO2	Recall the skills used for using media for weaker sections	K2
CO3	Apply the techniques writing for weaker sections	K3
CO4	Analyze the contemporary media scenario in the context of gender	K4
CO5	Evaluate the remarkable success stories of women in media	K5

Unit I

12 Hours

Understanding gender: social construction of gender – its implications – gender-based discrimination- gender equality and development – The Status of women in India changing dimension from ancient- to modern times

Unit II

12 Hours

Role of Social Reformers in Women Development: Women Leaders in Pre and Post Independent India – Women Development Schemes

Unit III

12 Hours

Women in media: representation of media at different levels – Tele-serials – advertisements - cartoon and women Magazines and supplements –stereotypical portrayal

Unit IV**12 Hours**

Theoretical concepts: Male gaze – Visual Pleasure – Objectification - Body image disturbances and influence of media on women in society Times (London), The Economic Times, The Financial Express, Business Line, Economist, Fortune, Outlook Money, Outlook Business, Business Today, Business World and Business India.

Unit V**12 Hours**

Women in mass media: Women directors – women journalists – contributions – challenges.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Gender and the Media	Rosalind Gill	Polity Press	2016
2.	Women and Media: A Critical Introduction	Carolyn M. Byerly and Karen Ross	Wiley-Blackwell	2018

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Gender and Journalism	Cynthia Carter, Linda Steiner, and Stuart Allan	Routledge	2020

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	M
CO2	M	S	S	S	S
CO3	M	M	M	S	S
CO4	M	M	S	M	M
CO5	S	M	M	S	S

S- Strong; M-Medium.

SEMESTER- IV

Generic Elective - IV	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMGEP3B	DIGITAL MEDIA CONTENT	Contact hours per week: 4

Objectives

- To introduce the basic of digital media and its characteristics
- To explain the internet as a medium and its practices
- To introduce students to the digital audiences and its type
- To describe about digital media design and its techniques

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the introduction of digital media	K1
CO2	Recall the Digital media characteristics	K2
CO3	Understand what social media is, the various channels through which it operates, and its role in marketing strategy.	K3
CO4	Analyze the content of various types of Digital audiences	K4
CO5	Evaluate the content of Digital media designs	K4

Unit I

12 Hours

Introduction to the digital media

Understanding digital media: Evolution and development – digital media and its computer components – Digital media application software: word processing, spreadsheet, Image editing – digital media revolution: Mass media adaptation, trends, Revolution – Digital media effects: Cyber Crime, Privacy, Hate speech, surveillance.

Unit II

12 Hours

Digital Media Characteristics

Characteristics of digital media: digital, Interactive, Hypertext, Virtual, Dispersion, Tele Presence – Understanding credibility of digital media – Credibility building process – Net neutrality – Mobile revolution – Digital Literacy – Convergence – Digital Divide – Revolution in communication – Language barriers

Unit III**12 Hours****Internet as a medium**

Basics of Internet and its characteristics – Journalistic uses of internet: E-mail, Search, Video Conferencing, Web Casting, Pod Casting, Photo Sharing – Streaming Servers: News aggregators & SEO

Unit IV**12 Hours****Digital Audiences**

Understanding audiences: Difference between Public, Crowd, Group, Mass & Audiences – Characteristics of Audiences, Types of Audiences, Passive, Active and Participatory audience – Digital audience analytics

Unit V**12 Hours****Digital Media Design**

Essential of Digital Media Designs – Design blue print, digital illustrations, UI & UX – Photographic Imaging process – Data Visualization, Moving Image and motion graphics – Animation – App Design, 3D animation – 360 Advertising campaign.

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Digital Media and Society: An Introduction	John wiley & Sons	Routledge	2013

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Digital Media Hand book	Dewdney	Routledge	2006

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	S	M	M	M
CO2	M	S	S	S	S
CO3	M	M	M	S	S
CO4	M	M	S	M	M
CO5	S	M	M	S	S

S- Strong; M-Medium.

SEMESTER- IV

SEC VII	B.A. Journalism and Mass Communication	Credits: 2
Course Code: M23UJMS03	INTRODUCTION TO CINEMA	Contact hours per week: 2

Objectives

- Familiarize the guidelines of writing film reviews
- Introduce film as an art
- Understand film as new wave
- Enrich the knowledge of regional language cinema
- Understand film as a mass medium

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 types and new frontiers of Tamil Cinema	K4
CO5	Analyze who are the frontiers and backbone of Indian cinema	K4

Unit I

6 Hours

Introduction to cinema, Origin and growth of cinema, Role of cinema in society, Cinema in Digital Era

Unit II

6 Hours

Elements of Film, Mise – en – Scene – Cinematography (Shots, Angle and Screen Composition), Linear and Non – Linear Editing

Unit III

6 Hours

History of sound in film – Narrative (Story, Script, Story Board), Movie Genres, Documentary (Fiction and Non-Fiction)

Unit IV**6 Hours**

Experimental Film, Art film, Fetish Films, Review about the cinemas

Unit V**6 Hours**

V.Shantaram (1901 – 1990), Mehboob Khan (1906 – 1964), Shrab Modi (1897 – 1984) – Ranagaswamy Nataraja Mulaliar, T.R Sundaram, S.S Vasan, Satyajit Ray, Alfred Hitchcock

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1	The Film studies – An Introduction (Film and Culture series)	Ed Sikov	Columbia University Press	2009
2	Introduction to film studies	Jilnelmes	Routledge	2011

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Film Studies for dummies	James Cateridge	Wiley	2015

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	S	M	S	M	M
C02	M	S	M	S	S
C03	M	S	S	M	S
C04	S	M	S	M	S
C05	S	M	S	M	M

S- Strong; M-Medium.

SEMESTER- V

CORE IX	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM09	MEDIA CULTURE AND SOCIETY	Contact hours per week: 6

Objectives

- To introduce the importance of socio-cultural and socio-political aspects of Indian society in the context of Indian Media scenario
- To inculcate the skills of applying the knowledge of media effects, media uses etc.,
- To enhance the understanding of media framing, media representation, media conflict etc., as a growing media professional
- To acquire them with the knowledge of media and Indian families and their impact in planning the content for TV, Radio and Print media
- To enhance the knowledge of Audience positioning, Subjectivity, Pleasure etc., and their impact in media content

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Recall and remember what he learnt about socio-cultural and socio-political aspects of Indian society in the context of Indian Media scenario	K1
CO2	Understand the necessity of handling the different media by applying the knowledge of media effects, media uses etc.,	K2
CO3	Apply the needed media skills with the knowledge of media in Indian families and their impact in planning the content for TV, Radio and Print media	K3
CO4	Analyze media framing, media representation, media conflict etc., as a growing media professional	K4
CO5	Examine the knowledge and skills of Audience positioning, Subjectivity, Pleasure etc., and their impact in programming the media content	K4

Unit I**18Hours**

Understanding sociopolitical, social and cultural aspects of Indian Society:
Sociological Perspectives of Mass Media–Cultural perspective of mass media – mass culture – popular culture–Mediated reality-reality(vs)mediated reality

Unit II**18 Hours**

Media Determinants: Owners patterns and Media Institutions - media effects – media uses –Theories of media Effects –Reinforcement – Limited effects theory - Media self-regulation and control, Economic determinants –Advertisers, Audiences, Media personnel, Sources.

Unit III**18 Hours**

Media Framing, Media Representation (Class, gender, religion etc.):
Identities, Constructivism–Social constructivism–Cultural Constructivism-Media Conflict–Media Power (Power of Mass Media) –Public opinion–Public sphere

Unit IV**18 Hours**

Media and Indian Families: Cultivation–Cultural indication–Uses and Gratification Effects – Technological Effects – McLuhan’s Perspective – Media Ideology: Defining ideology, Ideology in the classroom

Unit V**18 Hours**

Audience Relationship: Problematizing audiences, Audient repositioning, Subjectivity, Pleasure –Violence in the media and society – media and Pandemic

TEXT BOOKS:

S. No	Title of the Book	Author	Publisher	Year of Publication
1.	Media& Society – Challenges and Opportunities	Vir bala aggarwal	Concept Publishing Company	2002
2.	Key concepts in communication, cultural & Media studies (3 rd Editon)	John Hartley	Routledge	2007

REFERENCE BOOKS: -

S. No	Title of the Book	Author	Publisher	Year of Publication
1.	Media, Communication, Culture - A Global Approach	James Lull	Polity Press	2000
2.	Culture, Society, and the Media	Ed. Michael Gurevitch	Routledge	1988

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	M	S	S
CO2	S	S	S	M	M
CO3	M	M	M	S	S
CO4	S	S	S	M	M
CO5	S	S	S	M	S

S- Strong; M-Medium.

SEMESTER- V

Core - X	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM10	RADIO JOURNALISM	Contact hours per week: 5

Objectives

- To introduce the importance of understanding radio as a medium and its transmission technology
- To inculcate the skills of reporting, writing and editing for radio news programmes
- To enhance the knowledge of the techniques of radio writing style, especially presenting in a simple and conversational style
- To help them to acquire the skills and talents of writing for different types of radio news programmes with the knowledge of sequencing, updating etc.,
- To enhance the skills for arranging different types of radio interviews and planning the pre-production

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember radio as a medium and its transmission technology	K1
CO2	Understand the needed skills of reporting, writing and editing for radio news programmes	K2
CO3	Apply the techniques of radio writing style, especially presenting in a simple and conversational style	K3
CO4	Analyze the skills and talents of writing for different types of radio news programmes with the knowledge of sequencing, updating etc.	K4
CO5	Evaluate the different types of radio interviews and planning the pre-production	K4

Unit I

15 Hours

Understanding the medium: Invention and development; strengths and weaknesses of the medium; transmission technology. History of radio journalism in India – Community Radio-Web Radio-Ham Radio, Digital Technology in radio – AM -FM

Unit II**15 Hours**

Radio news reporting: skills of a radio news reporter: developing sources, gathering news, giving voice-cast, anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation.

Unit III**15 Hours**

Characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, and numerals etc., writing radio news: editing news, types of leads; function of headlines in a news bulletin, writing headlines.

Unit IV**15 Hours**

Compiling bulletin: types of bulletins: local to international, editing news for different bulletins; using voice-dispatches and other elements in a bulletin; sequencing, updating etc., news updates, news reports and newsreel.

Unit V**15 Hours**

Radio interview: types: vox-pop-structured interview programmes: personality, informative, issue based, emotional interview –Vox Pop – Studio (vs) Outside interviews – telephone interview – Live (vs) Prerecorded interview – Sound bites - skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Basic Radio Journalism	Paul chantler & Peter stewart	Focal Press	2003

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 Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M
CO2	S	M	S	M	S
CO3	M	S	M	S	S
CO4	S	M	S	M	M
CO5	S	S	M	M	S

S- Strong; M-Medium.

SEMESTER- V

CORE XI	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM11	TAMIL JOURNALISM	Contact hours per week: 5

Objectives

- To introduce the importance of understanding media in their vernacular context
- To inculcate the skills of reporting, writing and editing for Tamil news programmes
- To enhance the knowledge of the techniques of writing and presenting news in a simple and conversational style in their regional language – Tamil through various media
- To help them to acquire the skills and talents of writing for different types of features and editorials in regional language
- To enhance the skills for following the styles of popular Tamil writers and to learn from their creations

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember and understand the skills needed to seek a profession in media in their vernacular context	K1
CO2	Understand the techniques of reporting, writing and editing for Tamil dailies and periodicals	K2
CO3	Apply the principles of writing and presenting news in a simple and conversational style in their regional language – Tamil through various broadcast media	K3
CO4	Analyze methods of writing for different types of features and editorials in regional language	K4
CO5	Examine the styles of popular Tamil writers and to learn from their creations	K4

Unit I

15 Hours

Origin of Tamil press: 2000 years old literature, Palm leaves, Missionaries and printing press, Christian missionary and propaganda, First printed Tamil book, Madras School Books Society, Religious Tract Society, TamilMagazine, Rajyavarthini Bodhini, Dinavarthamani, American Mission Press

Unit II**15 Hours**

Freedom movement and Tamil Press: Swadesamitran, India, Desabhaktan, Navasakthi, Jayabarathi, Development of style in the language, Tamil Nadu, one-paise paper Jayabharati, Free Press of India, Dinamani, Contribution of T.S. Chockalingam for Tamil journalism, Kudiyarasu, Viduthalai, Janasakthi (Communist), Subramanya Bharathi and India, Senthamizh, Swatantra Sanghu, Gandhi, Thiru V Ka, Varadharaj, Manikodi - Tamil Magazines: Ananda Vikadan, Kalki, Kalaimagal, Tamil Nadu newspaper.

Unit III**15 Hours**

Post-Independence Era: Dinasari, Daily Thanthi saga, Dinamalar, Contribution of C.P Adithnar and T.V Ramasubbaiyer, Dinakaran, Murasoli, Thennagam, Theekathir, Role of Tamilweeklies in Journalism, Sitrithazgal (Small Magazines), Non-Brahmin movement - Role of Tamilweeklies in journalism

Unit IV**15 Hours**

Trends in contemporary Tamil journalism: Popular Tamil Newspapers – Magazines – Online Editions – Web portals – Web editions – e newspapers – e magazines - Portrayal of Women Children, Dalits and other marginalized communities in the Tamil Media

Unit V**15 Hours**

Writings of Popular writers: Bharathiyar - Bharathidasan, Periyar, Annadurai, M. Karunanithi and Dravidian Leaders and freedom fighters.

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	21st Century Journalism in India	Rajan, Nalini	Sage Publicatios	2006

REFERENCE BOOKS: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Tamil Media Ethics: A Guidebook	K. Srinivasan	Kalaiganan Pathippagam	2018
2.	Ethics in Tamil Journalism	S. Rajkumar	Sage Publicatios	2019

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	M	S	M	S
C02	S	M	M	S	M
C03	S	S	S	M	S
C04	M	S	S	M	S
C05	M	S	S	M	S

S- Strong; M-Medium.

SEMESTER- V

Discipline Specific Elective I	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSE1	SPORTS JOURNALISM	Contact hours per week: 5

Objectives

- to introduce need of Sports Journalism
- to train them with the skills of reporting sports news
- to enhance the knowledge of the techniques of editing sports news
- to help them to acquire the skills of sports writing for TV and Radio
- to enhance the skills for sports marketing and PR

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the techniques of sports journalism	K1
CO2	Recall the skills of reporting, writing and editing sports news	K2
CO3	Apply the techniques of writing sports stories narratively	K3
CO4	Analyze the content of sports news of various news papers	K4
CO5	Evaluate the styles of popular sports magazines	K4

Unit I

15 Hours

History and Traditions: Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports.

Unit II

15 Hours

Sports Reporting and Writing: Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews.

Unit III**15 Hours**

Sports Editing: Sports Style Guide: AP, Reuters. Working on a sports desk; Editing sports stories; Translation of sports stories; Objective, but passionate language, more style; Use of photos: action photos, photo-editing and writing captions. Use of archives and reference section. Sports columns by experts.

Unit IV**15 Hours**

Sports writing for print, radio, TV, online and multi-media: Radio commentaries; live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases

Unit V**15 Hours**

Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales. Future of sports journalism, career opportunities.

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Sports Journalism	K.C. Thakur	Neha Publishers & Distributors	2010

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Sports Journalism: An Introduction to Reporting and Writing	Kathryn T. Stofer, James R. Schaffer, and Brian A. Rosenthal	Routledge	2014

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	M	S	M	S
CO2	S	M	M	S	M
CO3	S	S	S	M	S
CO4	M	S	S	M	S
CO5	M	S	S	M	S

S- Strong; M-Medium.

SEMESTER- V

Discipline Specific Elective I	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSE2	PHOTO JOURNALISM	Contact hours per week: 5

Objectives

- To introduce the importance of photo Journalism
- To train them with the skills of news worthy photographs
- To enhance the skills of writing captions
- To help them to acquire the skills of acting photographs
- To enhance the skills for becoming a successful photo journalist

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the need of Photojournalism	K1
CO2	Demonstrate the importance of handling the different types of cameras	K2
CO3	Apply the skills needed to use the different varieties of accessories	K3
CO4	Analyze the present trends of photography	K4
CO5	Evaluate the application of digital photography	K4

Unit I

15 Hours

Photojournalism: Definition – Journalistic uses of photography.

Unit II

15 Hours

Needed equipment's: Cameras, lenses, light controlling systems, meters, electronic flash, filters, steadying aids, digitalization of photography

Unit III

15 Hours

Light and colour: Fundamentals of light and colour – using light-picture taking considerations

Unit IV

15 Hours

Gathering information: information for caption – categories of information – spot news – general news – features – sports action – sports features – portrait/personality-pictorial-illustration

Unit V**15 Hours**

Major forms: The single picture – picture groups – picture sequence – picture series – photo essays and picture stories – design- 21st century photography – war photography – Press photographers associations – popular press photographers

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Photo Journalism: An introduction	Fred S. Parrish	Pearson publisher	2012

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1	The Photographic Image in Digital Culture	Martin Lister	Routledge	1995

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	S	M	S	S	S
C02	S	S	S	M	S
C03	M	S	M	S	M
C04	S	M	M	S	S
C05	M	S	S	M	S

S- Strong; M-Medium.

SEMESTER- V

Discipline Specific Elective I	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSEP1	SCRIPT WRITING PRACTICAL	Contact hours per week: 5

Objectives

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 scripts	K1
CO2	Demonstrate the radio talk and short films Script	K2
CO3	Illustrates script for television documentary and social advertisement	K3
CO4	Apply their view in talk show and script for web portal	K4
CO5	Understanding the radio news reel	K5

1. Write a script for 5 Minute radio news bulletin / television
2. Two-minute radio social advertisement
3. Five-minute talk show and discussion
4. Write a script for documentary on social theme
5. Write a script for short film
6. Two-minute TV Commercial ad and PSA with story board.
7. Adopt any scene you know into a favorite film. Let the length of the screen play not exceed 7 minutes

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	S	S
CO2	S	S	S	M	S
CO3	M	S	M	S	M
CO4	S	M	M	S	S
CO5	M	S	S	M	S

S- Strong; M-Medium.

SEMESTER- V

Discipline Specific Elective II	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSE3	SCIENCE COMMUNICATION	Contact hours per week: 5

Objectives

- Familiarize Science communication
- Enrich the knowledge of media and Science
- Understand Science promoting organizations
- Inculcate the knowledge of science promoting organizations
- Train the student to communicate Science from the laboratory to the layman

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the tools and techniques of Science communication	K1
CO2	Demonstrate the skills of taking Science through media	K2
CO3	Apply the techniques of Science programmes through radio	K3
CO4	Analyse Science programmes in radio	K4
CO5	Examine televised Science programmes	K4

Unit I

15 Hours

Relevance of Science journalism-growth of science journalism- qualities of science reporter – science reporting – social role of the science communicator–illustrations

Unit II

15 Hours

Use of scientific data-accuracy in reporting S&T – Interpretation of scientific data information on science and technology for common man– science journalism in a developing count

Unit III

15 Hours

Rewriting scientific information- features on S&T – ethics in science reporting - Science news defined – Nature of science news –news values and science news – human interest in science news.

Unit IV

15 Hours

Specialized reporting – environmental journalism – reporting agriculture, medicine, information technology, bio technology etc. Science journalism for special target groups – for children: use of magazines, pictures posters, banners, age related tracts – field testing

language and style – entertainmentwitheducation.

Unit V

15 Hours

Popular science movements – KSSP – TNSF and others – sciences and technology Institutions of India – National council for science and technology communication – Its role in promoting science communication.

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Writing science for mass media	Burkett D.W	Routledge	1998
2.	Science communication and development	Vilanilam J.V	Routledge	1992

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Science in marketing	Hildenbrand and Joel	Routledge	1995

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
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	S	M	S	S

S- Strong; M-Medium.

SEMESTER- V

Discipline Specific Elective II	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSE4	DIGITAL MEDIA LITRACY	Contact hours per week: 5

Objectives

- familiarize digital media literacy
- enrich the knowledge of the dangers of online activities
- understand the importance of filtering fact from fake from the frame
- inculcate the knowledge of cyber security
- train the student to be aware of the rights of intellectual properties

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the need for digital media literacy	K1
CO2	Demonstrate the skills teaching media literacy	K2
CO3	Apply the techniques of social media literacy	K3
CO4	Analyse the content of digital media	K4
CO5	Examine the content of social networking sites	K4

Unit I

15 Hours

Digital media literacy – definitions – reasons for media literacy – media education – key concepts – core competencies – digital media literacy framework – digital citizenship – infusion – digital media literacy across the curriculum – social networking – WhatsApp – U tube

Unit II

15 Hours

Online hate, casual prejudice, dehumanization and digital citizenship-emotionally safe for students – filtering fake from fact from the frame – scientific detectives over advertising - self-representation, body image and gender standards, and learn about “photoshopping” images – cyber bullying and civic participation

Unit III

15 Hours

Reality check – fact checking sites – internet – mobile – journalism – digital health – digital stress – promotion of self-violence by fashion industry – gender stereotypes – superficial and real coolness – calling out vs calling in

Unit IV**15 Hours**

Cyber security – privacy – crossing the ethical boundary – media constructs in politics – violence in sports – video games

Unit V**15 Hours**

Intellectual property – copy right – trade mark – understanding cyber bulleying – virtual (vs) physical worlds – learning to recognize logical fallacies -how online platforms collect data about their users – dangers of sharing private content, cyberstalking, harassment and abuse of trust – ethics for social media.

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Digital Journalism	Ramachandra Durai	Authors Press	2006

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Media Literacy in the Information Age: Current Perspectives	Kathleen Tyner	Harper One	2014

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
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	S	M	S	S

S- Strong; M-Medium.

SEMESTER- V

Discipline Specific Elective II	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSEP2	ANCHORING AND COMPERING PRACTICAL	Contact hours per week: 5

Objectives

- Familiarize the guidelines of Anchoring
- Understand the Voice Modulation, Live news anchoring and Field Reporting
- Enrich the knowledge of Techniques of compering
- Qualities needed in compering
- Understanding the role and importance of Anchoring

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Understand the Anchoring techniques	K1
CO2	Remember the anchoring techniques, Familiarization with camera	K2
CO3	Apply the interview skills	K3
CO4	Analyze the Voice narration	K4
CO5	Evaluate the scope and new trends in news casting	K4

1. Produce a One Minute compering video for Commercial programme
2. Produce a One-minute Video for Field Reporting.
3. Produce a Five-minute interview programme video (Current affairs Programme)
4. Produce a story telling video for youtube
5. Produce a News Reading video for 3 to 5 minutes.

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	M
CO2	M	S	M	S	S
CO3	M	S	S	M	S
CO4	S	M	S	M	S
CO5	S	M	S	M	M

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

SEMESTER- V

SEC VII	B.A. Journalism and Mass Communication	Credits: 2
Course Code: M23UJMS04	WRITING FILM APPRECIATION AND REVIEWS	Contact hours per week: 2

Objectives

- Familiarize the guidelines of writing film reviews
- Introduce film as an art
- Understand film as new wave
- Enrich the knowledge of regional language cinema
- Understand film as a mass medium

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the guide lines of writing film reviews	K1
CO2	Demonstrate film as an art in film reviews	K2
CO3	Apply film as a successful medium	K3
CO4	Analyse the regional language cinema	K4
CO5	Examine film as a medium	K4

Unit I

6 Hours

Film reviews for the mass audience: Critics & Reviewers–Filmreviewing – Fan magazines – Current reviews as examples of the journalistic approach – Guidelines for writing film criticism – Cinema magazines - Supplementary of newspapers on film and Cinema (Tamil & English) – impact of social media & U-tube on films

Unit II

6 Hours

Birth of film: The pioneers– The Lumiere Brothers–Thecoming of the ‘Talkies’ – The studio system – Satyajit Ray – The Golden Age: Sohrab Modi, Raj Kapoor and Guru Dutt.

Unit III

6 Hours

The films of the New Wave: Holly Wood, Boli Wood and Koli Wood –The ‘Middle ‘Cinema.

Unit IV**6 Hours**

Films in India: Regionallanguagecinema –South India (vs) North India, Silent movie, religious movie, Dravidian movies, subeltn narratives, various film genres

Unit V**6 Hours**

Ancient Films in TN: Nataraja Mudaliar – Raja ‘Harichandra’ – Kalidhas (1931) –‘Ramayan’ & ‘Harichandra’ (1932) – Srinivas cinetone – ‘Purasas’ & ‘Idhikasas’ (1938) – ‘Thiyagaboomi’ -1940 -2010, Ratha kanneer, Parasakthi.

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1	The Film Experience: An Introduction	Timothy Corrigan and Patricia White	Bedford/St. Martin's	2021

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Film Criticism: A Counter Theory	Paul Coates	Rutgers University Press	2011

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	S	M	S	M	M
C02	M	S	M	S	S
C03	M	S	S	M	S
C04	S	M	S	M	S
C05	S	M	S	M	M

S- Strong; M-Medium.

SEMESTER- V

Core Project 1	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJMIS01	INTERNSHIP	-

Objectives

Students should go for an internship for one month, after the IV 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

Viva Voce - 40 Marks

100

Vive voce Examination will be conducted at the end of V Semester

SEMESTER- VI

Core XII	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM12	ONLINE JOURNALISM	Contact hours per week: 5

Objectives

- To introduce the importance of understanding new media for Journalism
- To inculcate the skills of reporting, writing and editing for online news content
- To enhance the knowledge of the techniques of writing in the relevant style suitable for online media
- To help them to acquire the skills and talents of writing for radio, TV, websites, e journals, e-dailies etc., which are online
- To enhance the skills for following the styles of popular online content and to learn from them

Course outcomes:

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

CO	Statement	Knowledge level
CO1	Remember the inherited knowledge of understanding new media for Journalism	K1
CO2	Understand the skills of reporting, writing and editing for online news content	K2
CO3	Apply them with the techniques of writing in the relevant style suitable for online media	K3
CO4	Analyze the skills and talents of writing for radio, TV, websites, e journals, e-dailies etc., which are online	K4
CO5	Evaluate the styles of popular online content	K4

Unit I

15Hours

Definition and meaning: The changing landscape - Online Journalism in India, Digital medium and opportunities – Introduction to multimedia

Unit II

15Hours

Features of online journalism: Web Browsers an introduction, Newspaper Websites: International & National, News Portals News Websites of Major Electronic Media Houses, Independent News Websites, News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components

Unit III**15Hours**

Elementsofmultimediaandonlinejournalism: Video, Audio, Podcasts, Headlines Texts, Animation, Maps, still photos, Graphics, Slideshows, Online gaming, Interactivity, Hyperlinks.

Unit IV**15Hours**

Citizen and Participatory Journalism: Hyper local Journalism – Blogging – Crowd sourcing, Researching a story – techniques and tools - Writing for online media - Introduction toWordPress

Unit V**15Hours**

Internet and convergence: culture, subjectivity and net; Cybercrime and regulations-Fake news, misinformation, dis information and the trust crisis in journalism, Digital Gossip, lies,slander, Introduction to IT Act 2000 - Social Networking Sites (SNS) – Information sharing in SNS. Credibility and sources – Micro blogging in Facebook, twitter – MOJO - Mobi sites

TEXT BOOK:

S.No	Title ofthe book	Author	Publishers	Year of Publication
1.	JournalismOnli ne	Mike Ward	Foxal Press, Oxford	2002

REFERENCE BOOK:

S. No	Title of the book	Author	Publishers	Year of Publication
1.	TheNewMedia Handbook	AndrewDewdney and Peter Ride	Routledge	2002

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	S
CO2	S	M	S	M	M
CO3	M	S	M	S	S
CO4	S	M	S	M	M
CO5	S	M	S	M	S

S- Strong; M-Medium.

SEMESTER- VI

CORE: XIII	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM13	DEVELOPMENT COMMUNICATION	Contact hours per week: 5

Objectives

- To gain knowledge over the importance of understanding development journalism in Indian context, as India is a developing nation
- To train the learners with the skills of using media for development in collaboration with various NGOs along with the Government
- To gain sufficient training over using media for community development
- To help them to acquire the knowledge in seeking the help of various funding agencies
- To enhance the learners with the success and failure of using media for development by analyzing various case studies

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the importance of understanding development journalism in Indian context as India is a developing nation, as a growing media professional	K1
CO2	Understand the skills of using media for development in collaboration with various NGOs along with the Government	K2
CO3	Apply the skills with sufficient training over using media for community development	K3
CO4	Analyze the knowledge in seeking the help of various funding agencies	K4
CO5	Evaluate the success and failure of using media for development by analyzing various case studies and the resultant impact in their community for development	K4

Unit I

15Hours

Development Communication: History of Development Journalism–Purpose–Target Audience –Selection of Medium –Style of Writing–Format –Development Support Communication - Nehruvin Model, Gandhian Model, Panchyatraj. Communication for social Change.

Unit II

15Hours

Role of Media in development: Programmes of AIR and DDin development–Private

Satellite Channels & Mainstream media in development–Weblogs –Digital India – Digital Media for Development – E governance – Weblogs.

Unit III

15Hours

Status of Community media in India: DDS – Video -, SITE, KHEDA and SEWA – Community Radio in India - Nammadhwani – Community Newspapers – Janavani – Khabar Lehariya – Navodhayam –Pratibadh

Unit IV

15Hours

Role of NGOs, International agencies: UNDP, UNESCO, UNFPA, UNICEF and WHO - Educational Institutions and Social Activists in development – Sundarlal Bahuguna – Medha Patkar - Anil Agrawal - Vandana Shiva etc.,

Unit V

15Hours

Case Studies: Down-to-earth–Sanctuary–Vigyanpragati–ActionGanga–Krishi Darshan – green revolution - Grassroots - Narmada Bachao Andolan.

TEXT BOOK:

S. No	Title of the Book	Author	Publisher	Year of Publication
1.	Mass Communication in India	Kevel J.kumar	Jaico Publishing house	2002

REFERENCE BOOK: -

S. No	Title of the Book	Author	Publisher	Year of Publication
1.	Manual of Development Journalism	Alan Chakraborty	PHI Publisher	2011.

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	M	M	S	S
C02	S	S	S	M	S
C03	M	M	M	S	M
C04	S	S	S	M	M
C05	S	S	M	S	S

S- Strong; M-Medium

SEMESTER- VI

Core XIV	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJM14	MEDIA MANAGEMENT	Contact hours per week: 5

Objectives

- to gain knowledge over the importance of following various principles of Management
- to train the learners in understanding the functions of various departments of media industry
- to gain sufficient guidelines from the State about managing Advertising and Media industry
- to help them to know the organizational structure of Government Media industries
- to enhance the learners with the opportunities available in the Government media industries which come under the control of I & B Ministry

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember the importance of following the various principles of Management in Indian context	K1
CO2	Understand the techniques of leading and managing various departments of media industry	K2
CO3	Apply the guidelines given by the State about managing Advertising and Media industry	K3
CO4	Analyse the organizational structure of Government Media industries	K4
CO5	Compare the opportunities available in the Government media industries which come under the control of I & B Ministry	K4

Unit I

15Hours

Principles of Management (14): Concept, nature, significance and scope – Planning, Organizing, Directing and Control –Types of organization– newspaper departments–editorial–circulation–advertising production – types of ownership pattern – advantages and disadvantages.

Unit II

15Hours

Types of media ownership: Newspaper finance and control –newspaper registration- RNI–Recruitment policy–training–wage policy–wage boards–readership surveys – ABC

Unit III**15Hours**

Press Commission's Recommendations regarding media industry: Advertising policy- MRTPC – ASCI - Press council of India –structure – composition–guidelines – Functions.

Unit IV**15Hours**

All India Radio and Doordarshan: Prasar Bharathi –organizational structure – Cable TV in India with structure and functions.

Unit V**15Hours**

Ministry of I&B : PIB, Central Bureau of Communication, EMMC, IIMC, New Media Wing, PCI, RNI, Publication Division Reports of different Committees – Chanda – Vergheese – Joshi – Vardhan - Different departments of the I & B- Field Publicity, Photo Division ,PTI, PIB etc., - IIS- IIMC – Managing online media platforms like Web pages, U-Tubes, online broadcasting, e – journals etc, Convergence of Media

TEXT BOOK:

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 Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	S	M	S	S	M
C02	S	S	S	M	S
C03	M	S	M	S	S
C04	S	M	M	S	M
C05	S	M	M	S	S

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

SEMESTER-VI

CORE PROJECT I	B.A. Journalism and Mass Communication	Credits: 5
Course Code: M23UJMPR1	LAB JOURNAL	Contact hours per week: 5

Objectives

Students 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.

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

SEMESTER- VI

Discipline Specific Elective III	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSE5	BROADCAST JOURNALISM	Contact hours per week: 4

Objectives

- To introduce the background and importance of Broadcast Journalism as a profession
- To inculcate the skills needed for Television and Radio Journalism
- To acquire them with the knowledge of editing skills for broadcast news desk
- To enhance the understanding of utilizing the radio and TV for journalism
- To enhance the knowledge of practicing the skills needed for EFP and ENG

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember and recall the background and importance of Broadcast Journalism as a profession	K1
CO2	Understand Television and Radio Journalism with their impacts	K2
CO3	Apply the skills needed to create and produce different types of news programmes	K3
CO4	Analyse the existing techniques for broadcast news desk	K4
CO5	Evaluate the existing conditions of EFP and ENG	K4

Unit I

12Hours

Brief History of Radio and Television: Origin, Growth, Development to present status – Objectives and Policies of A.I.R – Committees on Broadcasting: Chanda Committee, Varghese Committee. Prasar Bharti Act – Brief History & Characteristics of Television Broadcasting in India and the world, Early Indian experiment-expansion reach: Doordarshan-Private Channels

UnitII

12Hours

News Sources: Reporters, contacts, Newsroom diary, Files, Check calls, Emergency services radio, Politicians, Pressure groups – Staged events: The protest, the announcement, the set place, News releases, Syndicated tapes, Freelancers, duties of the reporters and stringers, Tip-offs, Hoaxes, Wire services and news agencies, The network, Other news media

Unit III

12Hours

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, Work to sequence, don't panic - Golden Rules for Video Journalists

UNIT IV

12Hours

News anchors and presenters: The talent, anchor versus newsreaders, Qualities of a newscaster, Women newscasters, more than just a news reader, professionalism. Costume and make up for television

Unit V

12Hours

Electronic News Gathering (ENG): ENG - Electronic Field Production (EFP): Preproduction –Production -Equipment Check–Setup–Rehearsals –Videotaping –Strike–Postproduction

TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Broadcast Journalism in the 21 st century	K.M. Shrivastave	Down Press Group	2005
2.	Broadcast Journalism basic principles	S C Bhatt	Har Anand Publications	2007

REFERENCE BOOKS: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Newspaper Layout and Design	Moen, Daryl	Surjeet Publications	2004
2.	Broadcast Journalism: Techniques of Radio and Television News	Andrew Boyd	Routledge	2020

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S	M	S	M	M
CO2	S	M	S	M	S
CO3	M	S	M	S	M
CO4	S	M	S	M	S
CO5	S	M	M	M	S

S- Strong; M-Medium

SEMESTER- VI

Discipline Specific Elective III	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSE6	MEDIA ENTREPRENEURSHIP	Contact hours per week: 4

Objectives

- To introduce need and scope for media entrepreneurship
- To inculcate the skills needed for identifying opportunities
- To acquire them with the knowledge of developing a business plan
- To enhance the understanding of utilizing the sources of funding
- To enhance the knowledge of marketing and legal considerations

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember and recall the background and importance of media entrepreneurship	K1
CO2	Recall the techniques of identifying opportunities	K2
CO3	Apply the skills needed to create business plans for media	K3
CO4	Analyze the existing sources of funding	K4
CO5	Evaluate the marketing and legal considerations	K4

Unit I

12Hours

Media entrepreneurship: Introduction to Media Entrepreneurship Definition and scope of media entrepreneurship; Types of media businesses; Characteristics of successful media entrepreneurs - inspirational texts – finance – marketing – law – human resource management – competition

Unit II

12Hours

Opportunity Identification and Evaluation: Identifying opportunities in the media industry; Assessing feasibility of media business ideas; Conducting market research

Unit III

12Hours

Developing a Business Plan: Elements of a business plan; Financial projections and management; Pitching the business plan

Unit IV**12Hours**

Funding and Financial Management: Sources of funding for media entrepreneurship; Financial management and accounting for media businesses.

Unit V**12Hours**

Marketing and Legal Considerations: Developing a marketing plan for a media business; Intellectual property and legal considerations in media entrepreneurship

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Media Entrepreneurship: Creativity and Opportunity in the Digital Age	Michelle Ferrier and Elizabeth Mays	Focal Press. Oxford	2015

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Entrepreneurship and Innovation Toolkit	Moen, Daryl	Surjeet Publications	2004

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	S	M	S	M	M
C02	S	M	S	M	S
C03	M	S	M	S	M
C04	S	M	S	M	S
C05	S	M	M	M	S

S- Strong; M-Medium

SEMESTER- VI

Discipline Specific Elective III	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSE7	DIGITAL MEDIA MARKETING	Contact hours per week: 4

Objectives

- To introduce need and scope for Digital Marketing
- To inculcate the skills needed
- for identifying opportunities
- To acquire them with the knowledge of developing a Digital Marketing
- To enhance the understanding of utilizing the sources of Social Marketing
- To enhance the knowledge of marketing and legal considerations

Course Outcomes

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

CO	Statement	Knowledge Level
CO1	Remember and recall the Digital Marketing	K1
CO2	Recall the techniques of Website planning and creation	K2
CO3	Apply the skills needed to create business plans for social networking sites	K3
CO4	Analyze the Search Engine Optimization	K4
CO5	Evaluate the marketing and legal considerations	K4

Unit I

12Hours

Introduction to Digital Marketing:

What is digital marketing? – Importance of digital Marketing – Difference between traditional and Digital marketing – Recent trends and current scenario of the digital marketing

Unit II

12Hours

Website Planning and Creation

Understanding the functionality of word press – how to develop a website – how to incorporate different design elements into your website – how to add content – install and activate plugins – the functionality of different plugins.

Unit III

12Hours

Search engine optimization (SEO) Introduction to search engine optimization – how does search engine work – on – Page SEO – concepts like content research, keyword research, of a web page

Unit IV

12Hours

Search engine marketing

Features of the google ads platform and its algorithm – creating campaigns – search volume – google AdWords – ad creation – site & keyword targeting – CPC, CPA and CPM – based accounts – Google keyword planner – concept of CPM, CLV and other search metrics

Unit V

12Hours

Social Media Marketing

Understanding how SMM works and how business leverage social platforms – Targeting demographics through social media – Metrics like cost – per – click (CPC) , cost – per – view (CPV), cost – per – impression (CPM) – Social media analytics – Social Media Advertising.

TEXT BOOK:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Digital Marketing (Essential you always wanted to know	Jamie turner	Vibrant Publishers	2015

REFERENCE BOOK: -

S.No	Title of the Book	Author	Publisher	Year of Publication
1	Digital Marketing	Amresh bharti	Invincible publishers and Marketers	2014

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	S	M	S	M	M
C02	S	M	S	M	S
C03	M	S	M	S	M
C04	S	M	S	M	S
C05	S	M	M	M	S

S- Strong; M-Medium

SEMESTER- VI

Discipline Specific Elective IV	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSE8	PUBLIC RELATIONS	Contact hours per week: 4

Objectives

- To introduce the background and importance of PR
- To inculcate the skills needed for PR
- To acquire them with the knowledge of practicing PR
- To enhance the understanding of utilizing media for successful PR
- To enhance the knowledge of practicing the skills PROs to work in various sectors

COURSE OUTCOMES:

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

CO	Statement	Knowledge level
CO1	Remember and recall the techniques of PR	K1
CO2	Recall the organizing PR events	K2
CO3	Apply the skills needed to create house journals	K3
CO4	Analyze the existing sources of funding PR consultancy services	K4
CO5	Evaluate the process of advertising and PR together	K4

Unit I

12Hours

PR: Definitions- PR & Propaganda – Objectives and planning – dual function of PR – Codes of professional conduct – training and qualification – PR consultants – Advertising and PR

Unit II

12Hours

Methods of PR: Press relations – basis – the Press officer – publics – news and advertising compared - puff – press releases – press conferences-photographs – exhibitions – trade fairs filmradio-TV-hospitality – social media and

Unit III**12Hours**

PR consultancy services: Consultancies in the UK – types of consultancies – use of consultancies – cost – advantages of consultancies.

Unit IV**12Hours**

In house public relations: Position in company – advantages of in-house PRO – house journal-direct mail, Corporate Communication, PR Practices in MNC's

Unit V**12Hours**

PR and advertising: Value of PR to advertising – PR transfer process – Pre-advertising PR – Coincidental PR – Post advertising PR – Continuous PR – Case studies.

TEXT BOOKS

S.No	Title of the book	Author	Publishers	Year of Publication
1.	Management of Public Relations	S. Sengupta	Vikas Publishing House	2005
2.	Effective Public Relations & Media Strategies (2 nd Edition)	C.V. Narasimha Reddi	PH Learning Private Limited	2014

REFERENCE BOOKS

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 Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
C01	M	S	M	S	M
C02	S	M	S	M	M
C03	M	S	M	S	M
C04	S	M	S	M	S
C05	S	M	S	M	S

S- Strong; M-Medium.

SEMESTER- VI

Discipline Specific Elective IV	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSE9	SPEACIALISED JOURNALISM	Contact hours per week: 4

Objective:

- to introduce the importance of understanding journalism with its specialization in various areas
- to inculcate the skills of reporting, writing and editing for specialized magazines
- to enhance the knowledge of the techniques of writing in the relevant style suitable for specialized magazines
- to help them to acquire the skills and talents of designing and page make up of specialized magazines
- to enhance the skills for following the styles of various specialized magazines and applications of various software in creating a magazine

COURSE OUTCOMES:

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

CO	Statement	Knowledge level
CO1	Remember the basic rules of specialized reporting	K1
CO2	Understand the skills of reporting, writing and editing for specialized magazines	K2
CO3	Apply the techniques of writing in the relevant style suitable for magazines focusing on targeted groups like children, women and youth	K3
CO4	Analyses the content of popular specialized magazines	K4
CO5	Evaluate the applications of various software in creating such magazines with further improvement	K4

Unit I

12Hours

Sports reporting: Definition - basic rules of sports reporting - requirements for sports reporting - various games and its reporting styles – live and exclusive – running commentaries. Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Use of photos: action photos, photo-editing and writing captions

Unit II**12Hours**

Business reporting: product introduction-share market-various kinds of markets-Variou Business Newspapers- Reporting industries- Important Terminologies of business industry: Sensex, BSE, CSE, Stock market etc.,

Unit III**12Hours**

Rural reporting: Socio - economic structure of villages, social change in village community, Impact of globalization and urbanization on villages, Problems of rural society-covering the issues of marginalized groups

Unit IV**12Hours**

Science and Technology Reporting: Invention, Innovation, Discovery-Agriculture-Medical reporting –Environmental reporting etc.

Unit V**12Hours**

Cultural reporting: Film reviews – weather reporting-lifestyle-fashion Costumes-Travel and Food – Political Reporting-Covering election campaigns – citizen Journalism – conflicts – war-current affairs – Conflict reporting –Human rights issues

TEXT BOOK

S.No	Title of the book	Author	Publishers	Year of Publication
1.	News reporting and editing,	M.K. Verma	APH publishing corporation	2012

REFERENCE TEXT

S.No	Title of the book	Author	Publishers	Year of Publication
1.	News writing and reporting for today's media	Bruce D.Itule, Douglas A.Anderson	Allied Publishers (p) Ltd NewDelhi.	2006

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M
CO2	S	M	S	M	M
CO3	M	S	M	S	M
CO4	S	M	S	M	S
CO5	S	M	S	M	S

S- Strong; M-Medium.

SEMESTER- VI

Discipline Specific Elective IV	B.A. Journalism and Mass Communication	Credits: 3
Course Code: M23UJMDSEP3	SHORT FILM / DOCUMENTARY PRACTICAL	Contact hours per week: 4

Objective:

This course will provide an overview of various aspects of the production of documentary or short film story telling.

DOCUMENTARY

Pre-Production
Production
Post Production
Screening
Documentary Review

SHORT FILM

Pre-Production
Production
Post Production
Screening
Analysis

Note:

Students will plan 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

SEC VIII	B.A. Journalism and Mass Communication	Credits: 2
Course Code: M23UJMS05	UNDERSTANDING CINEMA	Contact hours per week: 2

Objectives

- To Enable students to appreciate film in a more informed manner
- To introduce early films history
- To Elucidate the process of film making through cinematography
- To identify genres and their structure
- To Provide a general introduction to the concept of film as art and the role the Auteur

COURSE OUTCOMES:

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

CO	Statement	Knowledge level
CO1	To be able to demonstrate a more-than-average level of proficiency in writing about film in a more informed manner	K1
CO2	To have some level of expertise in identifying film vocabulary, technical of film making, styles	K2
CO3	To show some ability to appreciate innovations in cinematography, multi linear narratives and other contemporary styles	K3
CO4	To appreciate the role of film as a powerful visual medium in shaping our personal and cultural identity	K4
CO5	To demonstrate some knowledge of film history and the process of film making	K5

Unit I

6Hours

History of world cinema

Brief history of cinema, Pioneers in the field of earlier cinema: Lumiere brothers, George Melies, Edwin S Porter, D.W. Griffith, G.D Phalke, Robert Flaherty, Charlie chaplin, Alan Crosland, Sergei Eisenstein

Unit II

6Hours

Contemporary world cinema

Cinema from the communist world, the third world, world cinema and nation film movement, German expressionism, Italian neo realism soviet montage, French new wave, Italian new wave, Japanese, Hong Kong, Korean, Chinese&Iranian cinemas.

Unit III**6Hours**

3 Act structure, Award winning Indian regional films and film maker, Emergence of film studios: New theatres, Bombay talkies, Imperiel theatre, RK Studio, Prasath studio.

Unit IV**6Hours****Trade bodies and their importance**

IFTDA, SWA, FMJC, WICA, UNIC, FEFSI

Unit V**6Hours****Understanding the business of cinema**

Understanding the business of cinema from financing, Production, Distribution, Exhibition, Branding, Promotion, Corporatization and Marketing of Films.

TEXT BOOKS

S.No	Title of the book	Author	Publishers	Year of Publication
1.	Introduction to Film Studies (5 th Edition)	Jill nelmes	Routledge	2011
2.	Cinematography theory & Practice (3 rd Edition)	Blain brown	Routledge	2016

REFERENCE BOOK:

S.No	Title of the book	Author	Publishers	Year of Publication
1.	Cinema Speculation	Quentin Tarantino	Routledge	2022

Mapping with Program Specific Outcomes

COS	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	S	M	S	M
CO2	S	M	S	M	M
CO3	M	S	M	S	M
CO4	S	M	S	M	S
CO5	S	M	S	M	S

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