



# 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 – 637 501, Namakkal (Dt), Tamil Nadu.

## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Number of Courses Focusing on Employability/ Entrepreneurship/ Skill Development

Programme : B.A. Journalism and Mass Communication

S.No.	Year	Total No. of Courses	Employability (1)	Entrepreneurship (2)	Skill development (3)	Total No. of Courses (1+2+3)
1	2020-2021	30	5	3	8	16
2	2019-2020	41	11	7	8	26
3	2018-2019	41	11	8	7	26
4	2017-2018	29	6	3	5	14
5	2016-2017	15	3	1	3	7

Head of the Department

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JOURNALISM AND MASS COMMUNICATION  
MAHENDRA ARTS & SCIENCE COLLEGE  
(AUTONOMOUS) KALIPPATTI - 637 501.  
T. CODE, NAMAKKAL (Dt).

PRINCIPAL

MAHENDRA ARTS & SCIENCE COLLEGE  
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Kalippatti (PO) - 637 501, Namakkal (Dt)

Principal

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## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

### List of Courses Focusing on Employability/ Entrepreneurship/ Skill Development (Regulations - 2019)

Programme : B.A. Journalism and Mass Communication

S.No	Course Name	Course Code	Employability	Entrepreneurship	Skill Development
1.	Core - I - Introduction to Communication	M19UJM01			✓
2.	Core - II - Media & Indian Society	M19UJM02	✓		
3.	Allied - I - Writing Skills	M19UJMA01			✓
4.	Core - III - News Reporting	M19UJM03	✓		
5.	Core - IV - News Editing	M19UJM04	✓		
6.	Allied - II - Writing for Media	M19UJMA02		✓	
7.	Core Practical - I - Script Writing	M19UJMP01			✓
8.	Core - V - Radio Programme Production	M19UJM05	✓		
9.	Core - VI - Online Journalism	M19UJM06			✓
10.	Allied - III - Basics of photography	M19UJMA03			✓
11.	Core Practical - II - Layout Design	M19UJMP02		✓	
12.	SEC - I - Campaign Planning	M19UJMS01			✓
13.	Core Practical - VII - Television Programme Production	M19UJM07	✓		
14.	Allied - IV - Practical - I - Translation for Media	M19UJMAP01			✓
15.	Core Practical - III - Photography	M19UJMP03		✓	
16.	SEC - II - Basic of Videography	M19UJMS02			✓
17.	Core - VIII - Media Law & Ethics	M19UJM08	✓		
18.	Core - IX - Advertising	M19UJM09	✓		
19.	Core - X - Introduction to Film Appreciation	M19UJM10		✓	

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S.No	Course Name	Course Code	Employability	Entrepreneurship	Skill Development
20.	Elective - I - Introduction To New Media	M19UJME01	✓		
21.	Elective - II - Media & Human Rights	M19UJME02	✓		
22.	Elective - III - Specialized Reporting	M19UJME03		✓	
23.	Core Practical - IV - Videography	M19UJMP04		✓	
24.	Project - I - Internship	M19UJMPR1	✓		
25.	SEC - III - Anchoring & News Casting	M19UJMS03			✓
26.	Core - XI - Public Relation	M19UJM11	✓		
27.	Core - XII - Media Management	M19UJM12		✓	
28.	Elective - IV - Understanding Cinema	M19UJME04	✓		
29.	Elective - V - Mass Media & Society	M19UJME05			✓
30.	Elective - VI - Broadcast Journalism	M19UJME06	✓		
31.	Project - II - Documentary / Short film Production	M19UJMPR2		✓	
32.	Project - III - Lab Journal	M19UJMPR3	✓		
33.	SEC - IV - Communication for Development	M19UJMS04			✓
34.	NMEC - I - Mass Communication	M19NJM01			✓
35.	NMEC - II - Freelance Journalism	M19NJM02		✓	
36.	NMEC - III - Photojournalism	M19NJM03		✓	
37.	NMEC - IV - Tamil Journalism	M19NJM04	✓		

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## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

### List of Courses Focusing on Employability/ Entrepreneurship/ Skill Development (Regulations – 2019)

#### Programme : B.A. Journalism and Mass Communication

S.No	Name of the Course	Course Code	Employability/ Entrepreneurship/ Skill development	Year of introduction (during the last five years)
1.	Introduction to Communication	M19UJM01	Skill Development	2019 - 2020
2.	Media & Indian Society	M19UJM02	Employability	2019 - 2020
3.	Writing Skills	M19UJMA01	Skill Development	2019 - 2020
4.	News Reporting	M19UJM03	Employability	2019 - 2020
5.	News Editing	M19UJM04	Employability	2019 - 2020
6.	Writing for Media	M19UJMA02	Entrepreneurship	2019 - 2020
7.	Script Writing	M19UJMP01	Skill Development	2019 - 2020
8.	Radio Programme Production	M19UJM05	Employability	2019 - 2020
9.	Online Journalism	M19UJM06	Skill Development	2019 - 2020
10.	Basics of photography	M19UJMA03	Skill Development	2019 - 2020
11.	Layout Design	M19UJMP02	Entrepreneurship	2019 - 2020
12.	Campaign Planning	M19UJMS01	Skill Development	2019 - 2020
13.	Television Programme Production	M19UJM07	Employability	2019 - 2020
14.	Translation for Media	M19UJMAP01	Skill Development	2019 - 2020
15.	Photography	M19UJMP03	Entrepreneurship	2019 - 2020
16.	Basic of Videography	M19UJMS02	Skill Development	2019 - 2020
17.	Media Law & Ethics	M19UJM08	Employability	2019 - 2020
18.	Advertising	M19UJM09	Employability	2019 - 2020
19.	Introduction to Film Appreciation	M19UJM10	Skill Development	2019 - 2020
20.	Introduction To New Media	M19UJME01	Entrepreneurship	2019 - 2020
21.	Media & Human Rights	M19UJME02	Employability	2019 - 2020
22.	Specialized Reporting	M19UJME03	Skill Development	2019 - 2020
23.	Videography	M19UJMP04	Skill Development	2019 - 2020
24.	Internship	M19UJMPR1	Employability	2019 - 2020



S.No	Name of the Course	Course Code	Employability/ Entrepreneurship/ Skill development	Year of introduction (during the last five years)
25.	Anchoring & News Casting	M19UJMS03	Skill Development	2019 - 2020
26.	Public Relation	M19UJM11	Employability	2019 - 2020
27.	Media Management	M19UJM12	Entrepreneurship	2019 - 2020
28.	Understanding Cinema	M19UJME04	Skill Development	2019 - 2020
29.	Mass Media & Society	M19UJME05	Employability	2019 - 2020
30.	Broadcast Journalism	M19UJME06	Skill Development	2019 - 2020
31.	Documentary / Short film Production	M19UJMPR2	Entrepreneurship	2019 - 2020
32.	Lab Journal	M19UJMPR3	Employability	2019 - 2020
33.	Communication for Development	M19UJMS04	Skill Development	2019 - 2020
34.	NMEC - I - Mass Communication	M19NJM01	Skill Development	2019 - 2020
35.	NMEC - II - Freelance Journalism	M19NJM02	Entrepreneurship	2019 - 2020
36.	NMEC - III - Photojournalism	M19NJM03	Entrepreneurship	2019 - 2020
37.	NMEC - IV - Tamil Journalism	M19NJM04	Employability	2019 - 2020



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## **BACHELOR OF ARTS**

### **SYLLABUS FOR B.A. JOURNALISM & MASS COMMUNICATION**

### **OUTCOME BASED EDUCATION - CHOICE BASED CREDIT SYSTEM**

**For the students  
admitted from the  
Academic Year 2019-2020 onwards**

  
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**(Affiliated to Periyar University)**

**Department of Journalism and Mass Communication**

## **B.A. JOURNALISM & MASS COMMUNICATION**

### **PREAMBLE:**

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

### **I – PROGRAMME EDUCATIONAL OBJECTIVES:**

- ❖ To provide students a well-grounded education in communication studies.
- ❖ To provide structured curricula which support the academic development of students.
- ❖ To acquire an all-round perspective and clarity of understanding in the discriminative and effective use and design of audio - visual, film and journalistic media for communication.
- ❖ To provide and adapt curricular that prepares our graduates for employment and further study as communication scholars.
- ❖ To provide the students with the opportunity to pursue courses that emphasize theoretical and practical aspects of mass communication;
- ❖ To provide programmes that allows the students to choose from a wide range of communication streams.

## **II – PROGRAMME OUTCOMES:**

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

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

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

## **III -REGULATIONS**

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

### **1. Objectives of the Course:**

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



communication, for the benefit of their local community.

## **2. Eligibility for Admission:**

Eligibility for admission, norms for admission and reservation of seats for various undergraduate programmes shall be according to the regulations framed/orders issued by the university in this regard, from time to time.

## **3. Duration of the Course:**

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

## **4. Course of Study:**

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

Part I : Tamil / Other Languages.

Part II : English Language.

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

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

Part V : Value added Courses and Extension Activity.

## **5. Examinations**

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

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

## 6. Structure of the Programme:

### SEMESTER: I

Part	Course Category	Title of the Course	Course Code	Hrs/ Week		No. of Credits	Max. Mark		
				L	P		Int.	Ext.	Total
Part –I	Language Course-I	Tamil-I / French- I/ Hindi-I/ Telugu – I	M19UFTA01/ M19UFR01/ M19UFHI01/ M19UFTE01	5	-	3	25	75	100
Part –II	Language Course-II	English – I	M19UFEN01	5	-	3	25	75	100
Part –III	Core Course-I	Introduction to Communication	M19UJM01	6	-	4	25	75	100
	Core Course-II	Media & Indian Society	M19UJM02	6	-	4	25	75	100
	Allied Course-I	Allied-I - Writing Skills	M19UJMA01	4	-	4	25	75	100
Part- IV	Enhancement compulsory Course I	Value Education- Yoga	M19UVE01	2	-	2	25	75	100
Part –V	VAC I	Communicative English	M19UENVA01	2	-	1	100	-	100
<b>Total</b>				<b>30</b>	<b>-</b>	<b>21</b>	<b>250</b>	<b>450</b>	<b>700</b>

### SEMESTER: II

Part	Course Category	Title of the Course	Course Code	Hrs / Week		No. of Credits	Max. Mark		
				L	P		Int.	Ext.	Total
Part – I	Language Course-I	Tamil-II / French- II/ Hindi-II / Telugu - II	M19UFTA02 M19UFR02 M19UFHI02 M19UFTE02	5	-	3	25	75	100
Part –II	Language Course-II	English – II	M19UFEN02	5	-	3	25	75	100
Part-III	Core Course -III	News Reporting	M19UJM03	5	-	4	25	75	100
	Core Course-IV	News Editing	M19UJM04	5	-	4	25	75	100
	Allied Course-II	Allied-II - Writing for Media	M19UJMA02	4	-	4	40	60	100
	Core Practical-I	Practical – I - Script Writing	M19UJMP01	-	2	2	40	60	100
Part-IV	Enhancement compulsory Course- II	Environmental Studies	M19UES01	2	-	2	25	75	100
Part –V	VAC II	Business English	M19UENVA02	2	-	1	100	-	100
<b>Total</b>				<b>28</b>	<b>2</b>	<b>23</b>	<b>280</b>	<b>420</b>	<b>800</b>

**SEMESTER: III**

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

**SEMESTER: IV**

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



**SEMESTER: V**

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

**SEMESTER: VI**

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

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

### Summary of Credits, Hours and Mark Distribution for Theory Paper

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

**ALLIED SUBJECTS FOR B.A. JMC STUDENTS:**

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

**SKILL ENHANCEMENT COURSES:**

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

**ELECTIVE COURSE:**

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

**NON - MAJOR ELECTIVE COURSES:[ FOR OTHER DEPARTMENTS]**

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

**VALUE ADDED COURSES:**

Semester	Course Title	Course Code
<b>I</b>	<b>VAC -I</b> - Communicative English	M19UENVA01
<b>II</b>	<b>VAC -II</b> - Business English	M19UENVA02



#### IV SCHEME OF EXAMINATION:

##### 1. Question Paper Pattern for Theory Papers

Time: Three Hours

Maximum Marks: 75

**Part A: (10 x 1 = 10)**

Answer ALL Questions  
(Objective Type - Two Questions from each unit)

**Part B: (5 x 2 = 10)**

Answer ALL Questions  
(One Question from each unit)

**Part C: (5 x 5 = 25)**

Answer ALL Questions  
(One Question from each unit with internal choice)

**Part D: (3 x 10 = 30)**

Answer Any Three out of Five Questions  
(One Question from each unit)

##### 2. Question Paper Pattern for Practical Papers

EXTERNAL MARK: 60

INTERNAL MARK: 40

##### QUESTION PATTERN

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

##### 3. Distribution of Marks:

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

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

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

## **THEORY**

### **EVALUATION OF INTERNAL ASSESSMENT**

Test1	: 15 Marks
Assignment	: 05 Marks
Attendance	: 05 Marks
-----	
Total	: 25 Marks
-----	

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

## **PRACTICAL**

### **EVALUATION OF INTERNAL ASSESSMENT**

Test1	: 15 Marks
Test2	: 15 Marks
Record	: 10 Marks
-----	
Total	: 40 Marks
-----	

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

## **PROJECT**

### **EVALUATION OF INTERNAL ASSESSMENT**

Review 1	: 10 Marks
Review 2	: 10 Marks
Review 3	: 10 Marks
Pre – Viva	: 10 Marks
-----	
Total	: 40 Marks
-----	

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

#### **4. Passing Minimum:**

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

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

## **5. Submission of Record Note Books for Practical Examinations**

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

## **6. Project**

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

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

## **7. Note**

### **SWAYAM / MOOC – Free Online Education**

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

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



## SEMESTER I

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

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER I

<b>Core – II</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code:</b> <b>M19UJM02</b>	<b>Media &amp; Indian Society</b>	
<b>Credit: 4</b>		

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER I

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

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### REFERENCE BOOKS:

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



## SEMESTER II

<b>Core – III</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJM03</b>	<b>News Reporting</b>	
<b>Credit: 4</b>		

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER II

<b>Core – IV</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJM04</b>	<b>News Editing</b>	
<b>Credit: 4</b>		

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER II

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

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER II

<b>Core Practical – I</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 – 2020</b>
<b>Code: M19UJMP01</b>	<b>Practical - I - Script Writing</b>	
<b>Credit: 2</b>		

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

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



## SEMESTER III

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

### Unit I

#### Introduction of Radio:

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

### Unit II

#### Writing for Radio:

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

### Unit III

#### Radio Programme Formats:

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

### Unit IV

#### Radio Program Production Process:

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

### Unit V

#### Radio Transmission:

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

### TEXT BOOKS:

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

### SEMESTER III

<b>Core– VI</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code:M19UJM06</b>	<b>Online Journalism</b>	
<b>Credit: 5</b>		

#### Unit I

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

#### Unit II

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

#### Unit III

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

#### Unit IV

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

#### Unit V

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

#### TEXT BOOKS:

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

### SEMESTER III

<b>Allied Course –III</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJMA03</b>	<b>Allied - III – Basics of Photography</b>	
<b>Credit: 4</b>		

#### Unit I

History of photography. Structure and functions of camera.–types of cameras. Lens, types-usage, lights- types-usage, characteristics of light.

Filters – types- usage. Light meter- usage. Flash- types

#### Unit II

Shot composition, aperture- shutter speed, usage. Depth of field. Focal length, rule of third. Basic lighting- key light- fill light, low key and high key picture. Color – shape – form – texture – pattern – depth – format – angles – frame –movement.

#### Unit III

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

#### Unit IV

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

#### Unit V

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

#### TEXT BOOKS:

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

### SEMESTER III

<b>Core Practical -II</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJMP02</b>	<b>Practical - II - Layout &amp; Design</b>	
<b>Credit: 2</b>		

1. Tamil Unicode 99 Key layout Keyboard

2. VisitingCard

3. Letterhead

4. Magazine Cover

5. Poster – Department Advertising

6. MenuCard

7. Advertisement Copy Layout

8. LogoDesigning

9. TamilJournal

10. EnglishJournal

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### SEMESTER III

<b>SEC – I</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJMS01</b>	<b>SEC – I - Campaign Planning</b>	
<b>Credit: 2</b>		

#### Unit I

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

#### Unit II

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

#### Unit III

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

#### Unit IV

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

#### Unit V

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

#### TEXT BOOKS:

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

## SEMESTER IV

<b>Core – VII</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJM07</b>	<b>Television Programme Production</b>	
<b>Credit: 5</b>		

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

S.No	Title of the Book	Author	Publisher	Year of Publication
1.	Electronic Media	Rashmi Sharma	Regal Publisher	2007

## SEMESTER IV

<b>Allied Course-IV (Practical)</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJMAP01</b>	<b>Allied – IV - (Practical) Translation for Media</b>	
<b>Credit: 4</b>		

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

## SEMESTER IV

<b>Core Practical–III</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJMP03</b>	<b>Practical - III - Photography</b>	
<b>Credit: 2</b>		

1. Still life Photography

2. Lighting: Indoor (Key Light, Fill Light, Rim Lighting, Side Lighting)

3. Architecture Photography

4. Advertising product Photography

5. Photographs on Human Interest

6. Freeze frame/Time Lapse

7. Texture & Pattern

8. Sports Photography

9. News Photography

10. Travel Photography

11. Monochrome

12. Flora & Fauna

13. Festival

14. Reflection

15. Street photography



## SEMESTER IV

<b>SEC – II</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJMS02</b>	<b>SEC – II - Basics of Videography</b>	
<b>Credit: 2</b>		

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER V

<b>Core VIII</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJM08</b>	<b>Media Law &amp; Ethics</b>	
<b>Credit: 5</b>		

### Unit I

Nature and principles of constitution of India (a) fundamental rights (b) rights to information (c) freedom of expression (d) and freedom of press in various political setup.

### Unit II

Constitutional restrictions on media – privileges of media personnel – the Indian penal code, Indian evidence act 1872 – libel – slander – defamation – contempt of court, cable television act 1995.

### Unit III

The press registration of books act 1867 – copy right act – periodical changes – post and telegraph act 1885 – official secrets act of 1923, advertising standards – advertising councils.

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER V

<b>Core – IX</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJM09</b>	<b>Advertising</b>	
<b>Credit: 5</b>		

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER V

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

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

Film festival - Film awards - Film institute's censorship certification - Cinema theatres and Projections

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER V

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

### Unit I

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

### Unit II

Imports of web journalism, news and entertainment on web, preparation and presentation of web content, digital news media, trends and technologies in digital new media

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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



## SEMESTER V

<b>EC – I</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 – 2020</b>
<b>Code: M19UJME02</b>	<b>Elective – I - Media &amp; Human Rights</b>	
<b>Credit: 4</b>		

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER V

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

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER V

<b>Core Practical -IV</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJMP04</b>	<b>Practical – IV - Videography</b>	
<b>Credit: 4</b>		

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

### TEXT BOOKS:

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

## SEMESTER V

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

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

### Scheme of Marks

Report & Work Diary- 60 Marks

VivaVoce - 40Marks

**100**

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

## SEMESTER V

<b>SEC – III</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJMS03</b>	<b>SEC – III – Anchoring &amp; News Casting</b>	
<b>Credit: 2</b>		

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER VI

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

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS

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

## SEMESTER VI

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

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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



## SEMESTER VI

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

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER VI

<b>EC –II</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJME05</b>	<b>Elective –II - Mass Media &amp; Society</b>	
<b>Credit: 4</b>		

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER VI

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

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER VI

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

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

### DOCUMENTARY

Pre-Production

Production Post

Production

Screening

Documentary Review

### SHORT FILM

Pre-Production

Production Post

Production

Screening

Analysis

#### Note:

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

## SEMESTER VI

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

Student should produce a bilingual lab journal

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

VivaVoce	- 60Marks
LabJournal	- 40 Marks
	<hr/>
	100Marks

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

## SEMESTER VI

<b>SEC – IV</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19UJMS04</b>	<b>SEC – IV - Communication for Development</b>	
<b>Credit: 2</b>		

### Unit I

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

### Unit II

Communication Model – Definition, SMCR model, Lasswell model, Osgood model, Shannon and Weaver model and Newcomb's model of communication.

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

### SEMESTER III

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

#### Unit I

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

#### Unit II

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

#### Unit III

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

#### Unit IV

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

#### Unit V

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

#### TEXT BOOKS:

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



### SEMESTER III

<b>NMEC - I</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19NJM02</b>	<b>NMEC – I - Freelance Journalism</b>	
<b>Credit: 2</b>		

#### Unit I

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

#### Unit II

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

#### Unit III

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

#### Unit IV

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

#### Unit V

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

#### TEXT BOOKS:

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

## SEMESTER IV

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

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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

## SEMESTER IV

<b>NMEC-II</b>	<b>B.A. Journalism and Mass Communication</b>	<b>2019 - 2020</b>
<b>Code: M19NJM04</b>	<b>NMEC – II - Tamil Journalism</b>	
<b>Credit: 2</b>		

### Unit I

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

### Unit II

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

### Unit III

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

### Unit IV

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

### Unit V

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

### TEXT BOOKS:

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



# 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 – 637 501, Namakkal (Dt), Tamil Nadu.

## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

### List of Courses Focusing on Employability/ Entrepreneurship/ Skill Development (Regulations – 2016)

Programme : B.A. Journalism and Mass Communication

S.No	Name of the Course	Course Code	Employability/ Entrepreneurship/ Skill development	Year of introduction (during the last five years)
1	Introduction to Communication	M16UJM01	Skill Development	2016 - 2017
2	Fundamental of Journalism	M16UJM02	Employability	2016 - 2017
3	Writing Skills	M16UJMA01	Skill Development	2016 - 2017
4	Reporting For Print Media	M16UJM03	Entrepreneurship	2016 - 2017
5	Reporting For Electronic Media	M16UJM04	Employability	2016 - 2017
6	Writing For Print Media	M16UJMP01	Skill Development	2016 - 2017
7	Writing For Electronic Media	M16UJMP02	Employability	2016 - 2017
8	Editing For Print Media	M16UJM05	Employability	2016 - 2017
9	Editing for Electronic Media	M16UJM06	Employability	2016 - 2017
10	Layout & Design	M16UJMP03	Entrepreneurship	2016 - 2017
11	Anchoring & News Casting	M16UJMS01	Skill Development	2016 - 2017
12	Radio Program Production	M16UJM07	Entrepreneurship	2016 - 2017
13	Television Program Production	M16UJM08	Entrepreneurship	2016 - 2017
14	Photography	M16UJMA02	Skill Development	2016 - 2017
15	Media Law & Ethics	M16UJM09	Employability	2016 - 2017
16	Introduction to New Media	M16UJM10	Entrepreneurship	2016 - 2017
17	Advertising & Public Relations	M16UJM11	Employability	2016 - 2017
18	Blog Production	M16UJMP04	Entrepreneurship	2016 - 2017
19	Internship Report	M16UJMPR1	Employability	2016 - 2017
20	Campaign Planning	M16UJMS03	Skill Development	2016 - 2017

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S.No	Name of the Course	Course Code	Employability/ Entrepreneurship/ Skill development	Year of introduction (during the last five years)
21	Communication for Development	M16UJMS04	Skill Development	2016 - 2017
22	Indian Society & Media	M16UJM12	Employability	2016 - 2017
23	Understanding Cinema	M16UJM13	Entrepreneurship	2016 - 2017
24	Media Management	M16UJM14	Entrepreneurship	2016 - 2017
25	Documentary / Short Film Production	M16UJMPR2	Entrepreneurship	2016 - 2017
26	Lab Journal	M16UJMPR3	Employability	2016 - 2017



**Head of the Department**

**HEAD OF THE DEPARTMENT**  
JOURNALISM AND MASS COMMUNICATION  
MAHENDRA ARTS & SCIENCE COLLEGE  
(AUTONOMOUS) KALIPPATTI - 637 501  
T. CODE, NAMAKKAL (Dt).



**Principal**

**PRINCIPAL**  
MAHENDRA ARTS & SCIENCE COLLEGE  
(Autonomous)  
Kalippatti (PO) - 637 501, Namakkal (Dt)



**PRINCIPAL**  
MAHENDRA ARTS & SCIENCE COLLEGE  
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Programme : B.A. Journalism and Mass Communication

S.No	Course Name	Course Code	Employability	Entrepreneurship	Skill Development
1	Core - I - Introduction to Communication	M16UJM01			✓
2	Core - II - Fundamental of Journalism	M16UJM02	✓		
3	Allied - I - Writing Skills	M16UJMA01			✓
4	Core - III - Reporting For Print Media	M16UJM03		✓	
5	Core - IV - Reporting For Electronic Media	M16UJM04	✓		
6	Core Practical - I - Writing For Print Media	M16UJMP01			✓
7	Core Practical - II - Writing For Electronic Media	M16UJMP02	✓		
8	Core - V - Editing For Print Media	M16UJM05	✓		
9	Core - VI - Editing for Electronic Media	M16UJM06	✓		
10	Core Practical - III - Layout & Design	M16UJMP03		✓	
11	SBEC - I - Anchoring & News Casting	M16UJMS01			✓
12	Core - VII - Radio Program Production	M16UJM07		✓	
13	Core - VIII - Television Program Production	M16UJM08		✓	
14	Allied - II - Photography	M16UJMA02			✓
15	Core - IX - Media Law & Ethics	M16UJM09	✓		
16	Core - X - Introduction to New Media	M16UJM10		✓	
17	Core - XI - Advertising & Public Relations	M16UJM11	✓		
18	Core Practical - Blog Production	M16UJMP04			
19	Project - I - Internship Report	M16UJMPR1	✓		
20	SBEC - III - Campaign Planning	M16UJMS03			✓

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S.No	Course Name	Course Code	Employability	Entrepreneurship	Skill Development
21	SBEC - IV - Communication for Development	M16UJMS04			✓
22	Core - XII - Indian Society & Media	M16UJM12	✓		
23	Core - XIII - Understanding Cinema	M16UJM13		✓	
24	Core - XIV - Media Management	M16UJM14		✓	
25	Project - II - Documentary / Short Film Production	M16UJMPR2		✓	
26	Project - III - Lab Journal	M16UJMPR3	✓		



**Head of the Department**

**HEAD OF THE DEPARTMENT**  
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MAHENDRA ARTS & SCIENCE COLLEGE  
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T. CODE, NAMAKKAL (Dt).



**Principal**

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**Kalippatti – 637 501, Namakkal (Dt), Tamil Nadu.**



## **BACHELOR OF ARTS**

### **CHOICE BASED CREDIT SYSTEM**

#### **SYLLABUS FOR B.A. JOURNALISM & MASS COMMUNICATION**

**For the students  
admitted from the  
Academic Year 2016-2017 onwards**

**PRINCIPAL**

**MAHENDRA ARTS & SCIENCE COLLEGE  
(Autonomous)**

**Kalippatti (PO) - 637 501, Namakkal (DT)**

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

**AIMS AND OBJECTIVES OF THE PROGRAMME**

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

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

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

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

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

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

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

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

**2.ELIGIBILITY:**

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

**3.COURSE DESIGN: Journalism**

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

#### **4. DURATION OF THE COURSE**

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

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

#### **5. COURSE OF STUDY**

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

#### **6. EXAMINATIONS**

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

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

##### **Question Paper Pattern for Core Paper (Theory):**

**Time: Three hours Maximum Marks: 75**

Part - A ( $10 \times 2 = 20$ )

Answer ALL questions

(Two questions from each unit)

Part - B ( $5 \times 5 = 25$ )

Answer ALL questions

(One question from each unit with internal choice)

Part - C ( $3 \times 10 = 30$ )

Answer any THREE questions out of FIVE questions

(One question from each unit)

### **Evaluation of Continuous Internal Assessment (CIA)**

The components for continuous internal assessment (CIA) are

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

### **Question Paper Pattern for Core & Allied Practical**

Time: Three hours Maximum:60 marks

Answer Any THREE questions out of FIVE questions

(One question from each unit)

### **Distribution of Marks for Core and Allied Practical:**

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

### **Evaluation of Continuous Internal Assessment (CIA)**

The components for continuous internal assessment (CIA) are

Record	- 25 marks
Test	- 10 marks
Attendance	- 5 marks
Total	40 marks

### **PASSING MINIMUM**

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

For the Practical paper, a minimum of 24 marks (out of 60) in the University Examination (UE. and 16 marks (out of 40) in the Continuous Internal Assessment (CIA) is required to pass the examination. The CIA of each practical paper includes evaluation of record. However submission of record for the University Practical Examination is mandatory.

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

### **CLASSIFICATION OF SUCCESSFUL CANDIDATES**

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

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

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

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

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

### **3. Marks and Grades:**

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

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

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

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

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

#### **8. COMMENCEMENT OF THIS REGULATION:**

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

#### **9. TRANSITARY PROVISION**

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

**Mahendra Arts & Science College (Autonomous)**

**Kalippatti**

**Department Of Journalism and Mass Communication**

**B.A. Journalism and Mass Communication**

**Course Structure**

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



## SEMESTER - II

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

## SEMESTER - III

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

### SEMESTER - IV

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

### SEMESTER - V

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

## SEMESTER - VI

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

**Total Maximum Marks: 4100**

**Over All Credits: 141**

**B.A. JOURNALISM AND MASS COMMUNICATION  
SYLLABUS – 2016 - 2017**

**SEMESTER : I**

**M16UJM01**

**INTRODUCTION TO COMMUNICATION**

**Unit-1**

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

**Unit-2**

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

**Unit-3**

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

**Unit-4**

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

**Unit-5**

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

**References:**

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

## **SEMESTER : I**

**M16UJM02**

### **FUNDAMENTAL OF JOURNALISM**

#### **UNIT-1**

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

#### **UNIT-2**

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

#### **UNIT-3**

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

#### **UNIT-4**

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

#### **UNIT-5**

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

#### **Reference**

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

**M16UJMA01**

**WRITING SKILLS**

**Unit I**

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

**Unit II**

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

**Unit III**

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

**Unit IV**

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

**Unit V**

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

**Reference :**

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

**M16UJM03**

**REPORTING FOR PRINT MEDIA**

**UNIT -I**

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

**UNIT –II**

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

**UNIT- III**

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

**UNIT- IV**

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

**UNIT- V**

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

**References:**

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

**M16UJM04**

**REPORTING FOR ELECTRONIC MEDIA**

**Unit – I**

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

**Unit – II**

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

**Unit - III**

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

**UNIT -IV**

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

**Unit - V**

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

**Reference**

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

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

Frieman, writing for visual media, Focal press.

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

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



**M16UJMP01**

**WRITING FOR PRINT MEDIA-(PRACTICAL)**

**List of Practical**

1. Words-100 dictionary meaning
2. Sentence construction: 100 error correction
3. Tense exercises: 100 tense error correction
4. **News leads:**

**(i) single incident 3 pastes and write**

**(ii) Multiple incident 3 paste and write**

5. Development journalism

6. **Sports reporting:**

**10 single column stories paste and write.**

**5 multi column stories paste and write**

7. **Editorial Writing:**

**5 Editorials paste and write**

8. **Interview Stories:**

**5 paste Interview stories and write**

9. **Column Writing:**

**2 stories paste and write**

10. **Financial reporting:**

**5 stories paste and write**

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

**M16UJMP02**

**WRITING FOR ELECTRONIC MEDIA-(PRACTICAL)**

**Radio**

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

**Television**

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

**New Media**

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

Screen shots and work sheet with ten updates.

**M16UJM05**

**EDITING FOR PRINT MEDIA**

**UNIT I**

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

**UNIT II**

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

**UNIT III**

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

**UNIT IV**

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

**UNIT V**

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

**Reference books**

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

## **SEMESTER: III**

**M16UJM06**

### **EDITING FOR ELECTRONIC MEDIA**

#### **Unit I**

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

#### **Unit II**

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

#### **Unit III**

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

#### **Unit IV**

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

#### **Unit V**

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

#### **Reference Books:**

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

**M16UJMS01**

**ANCHORING & NEWS CASTING**

**UNIT I**

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

**UNIT II**

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

**Unit III**

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

**Unit IV**

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

**Unit V**

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

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

**Reference**

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

M16UJM07

## RADIO PROGRAMME PRODUCTION

### UNIT 1

#### Introduction of Radio:

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

### UNIT 2

#### Writing for Radio:

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

### UNIT 3

#### Radio Programme Formats:

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

### UNIT 4

#### Radio Program Production Process:

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

### UNIT 5

#### Radio Transmission:

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

#### REFERENCE BOOK:

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

**M16UJM08**

**TELEVISION PROGRAMME PRODUCTION**

**UNIT - 1**

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

**UNIT - 2**

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

**UNIT - 3**

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

**UNIT - 4**

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

**UNIT - 5**

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

**REFERENCES:**

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



**M16UJMA02**

**BASIC PHOTOGRAPHY**

**UNIT 1**

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

**UNIT 2**

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

**UNIT 3**

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

**UNIT 4**

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

**UNIT 5**

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

**REFERENCE BOOKS:**

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

**SEMESTER: IV**

**M16UJMS02**

**VIDEOGRAPHY**

**UNIT – 1 :**

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

**UNIT – 2 :**

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

**UNIT – 3 :**

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

**UNIT – 4 :**

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

**Unit – 5 :**

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

**REFERENCE :**

Single Camera Video Production : Robert B.Musburger

Film Directing Shot by Shot : Steven D.Katz

**M16UJM09**

**MEDIA LAW & ETHICS**

**UNIT - 1**

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

**UNIT – 2**

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

**UNIT – 3**

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

**UNIT – 4**

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

**UNIT – 5**

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

Reference Book:

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

**M16UJM10**

**INTRODUCTION TO NEW MEDIA**

**UNIT – 1**

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

**UNIT – 2**

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

**UNIT – 3**

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

**UNIT – 4**

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

**UNIT – 5**

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

Reference Book:

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

**SEMESTER: V**

**M16UJM11**

**ADVERTISING AND PUBLIC RELATIONS**

**UNIT – 1**

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

**UNIT – 2**

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

**UNIT – 3**

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

**UNIT – 4**

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

**UNIT – 5**

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

Reference Book:

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

**M16UJMP04**

**BLOG PRODUCTION**

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

**SEMESTER: V**

**M16UJMPR1**

**INTERNSHP**

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

Report & Work Diary - 75Marks

Viva Voce - 25Marks

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100 Marks

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



**M16UJMS03**

**CAMPAIGN PLANNING**

**UNIT – 1**

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

**UNIT – 2**

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

**UNIT – 3**

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

**UNIT – 4**

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

**UNIT – 5**

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

**Reference Book:**

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

**M16UJMS04**

**COMMUNICATION FOR DEVELOPMENT**

**UNIT – 1**

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

**UNIT – 2**

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

**UNIT – 3**

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

**UNIT – 4**

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

**UNIT – 5**

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

**Reference Book:**

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

**M16UJM12**

**INDIAN SOCIETY AND MEDIA**

**UNIT – 1**

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

**UNIT – 2**

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

**UNIT – 3**

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

**UNIT – 4**

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

**UNIT – 5**

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

**Reference Book:**

The language of Communication, George N Gordon, Hastings Hower, 1969

Theory of Information Society, France Webster, Routledge, 1997

Mass Mediated Culture, Michael R. Real, Prentice Hall, 1977

## **SEMESTER: VI**

**M16UJM13**

### **UNDERSTANDING CINEMA**

#### **UNIT – 1**

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

#### **UNIT – 2**

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

#### **UNIT – 3**

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

#### **UNIT – 4**

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

#### **UNIT – 5**

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

## **SEMESTER: VI**

**M16UJM14**

### **MEDIA MANAGEMENT**

#### **UNIT – 1**

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

#### **UNIT – 2**

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

#### **UNIT – 3**

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

#### **UNIT – 4**

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

#### **UNIT – 5**

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

#### **Reference Book:**

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

Ardyth Broadrick Sohn, 1998. Media Management

Kohli, Vanitha, The Indian Media Business

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

Chirayeer, Avinash. Electronic Media Management

**M16UJMPR2**

**DOCUMENTARY/ SHORT FILM (ANY ONE)**

**DOCUMENTARY**

**UNIT – 1**

**Pre-Production**

**UNIT – 2**

**Production**

**UNIT – 3**

**Post Production**

**UNIT – 4**

Screening

**UNIT – 5**

Documentary Review

**SHORT FILM**

**UNIT – 1**

**Pre-Production**

**UNIT – 2**

**Production**

**UNIT – 3**

**Post Production**

**UNIT – 4**

Screening

**UNIT – 5**

Analysis

Note:

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

**M16UJMPR3**

**LAB JOURNAL**

Student should Produce a bilingual lab journal

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

Lab Journal                      - 50 Marks

Viva Voce                        - 50 Marks

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100 Marks

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