

**B.A. JOURNALISM AND MASS COMMUNICATION****CHOICE BASED CREDIT SYSTEM – LEARNING OUTCOMESBASED
CURRICULUM FRAMEWORK (CBCS - LOCF)**

(Applicable to the candidates admitted from the academic year 2022-2023 onwards)

(NAAN MUDHALVAN SCHEME WAS IMPLEMENTED FROM 2nd SEMESTER TO 6th SEMESTER)

Sem.	Part	Courses	Title	Ins. Hrs.	Credits	Exam. Hours	Maximum Marks		
							Int.	Ext.	Total
I	I	Language Course - 1 (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-I		6	3	3	25	75	100
	III	Core Course – I (CC)	Introduction to Mass Communication	6	5	3	25	75	100
		Core Course-II (CC)	Fundamentals of Journalism	6	5	3	25	75	100
		First Allied Course-I (AC)	History of Journalism	4	3	3	25	75	100
	IV	Value Education	Value Education	2	2	3	25	75	100
	Total			30	21				600
II	I	Language Course - II (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-II		4	3	3	25	75	100
	III	Core Course – III (CC)	News Reporting	6	5	3	25	75	100
		Core Course-IV (CC)	News Editing	6	5	3	25	75	100
		First Allied Course-II (AC)	Socio Political Issues in India	4	3	3	25	75	100
		Add on Course- I ##	Professional English- I	6*	4	3	25	75	100
	IV	Environmental Studies	Environmental Studies	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@	Language Proficiency for Employability - Effective English	2	2	3	25	75	100
	Total			30 + 6 *	27				800

III	I	Language Course - III (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-III		6	3	3	25	75	100
	III	Core Course – V (CC)	Mass Media and Society	6	5	3	25	75	100
		Core Course-VI (CC)	Writing for Media	6	5	3	25	75	100
		Second Allied Course-I(AC)	Indian Constitution	4	3	3	25	75	100
		Add on Course- II ##	Professional English- II	*6	4	3	25	75	100
	IV	@ Non-Major Elective Course- I Those who choose Tamil in Part -I can choose a non-major elective course offered by other departments. Those who do not choose Tamil in Part- I must choose either a) Basic Tamil if Tamil language was not studied in school level (or) b) Special Tamil if Tamil language was studied upto 10 th & 12 th std.	Human Rights Reporting	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@	Digital Skills for Employability- Microsoft Digital Skills	--	2	--	25	75	100
	Total			30 +6 *	27				800
IV	I	Language Course - VI (Tamil \$/Other Languages +#)		6	3	3	25	75	100
	II	English Course-IV		6	3	3	25	75	100
	III	Core Course – VII (CC)	Press Laws and Ethics	6	5	3	25	75	100
		Core Course-VIII (CC)	Advertising and Public Relations	6	5	3	25	75	100
		Second Allied Course-II (AC)	Basic Photography	4	3	3	25	75	100
	IV	@ Non Major Elective Course-II (NME) Those who choose Tamil in Part-I can choose a non-major elective course offered by other departments. Those who do not choose Tamil in Part-I must choose either a) Basic Tamil if Tamil language was not studied in school level (or) b) Special Tamil if Tamil Language was studied upto 10 th & 12 th Std.	Photo Journalism	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme (NMS) @@	Employability Skills- Employability Skills	--	2	--	25	75	100
	Total			30	23				700

V	III	Core Course-IX (CC)	Mass Communication Models and Theories	5	5	3	25	75	100
		Core Course-X (CC)	Specialized Journalism	5	5	3	25	75	100
		Core Course-XI (CC)	Science Journalism	5	5	3	25	75	100
		Core Course-XII (CC)	Development Communication	5	5	3	25	75	100
		Major Based Elective Course-I (MBE)	1. Video Production (or) 2. Gender and Media	5	5	3	25	75	100
	IV	Skill Based Elective Course-I	Designing and Pagination	3	2	3	25	75	100
		Soft Skills Development	Soft Skills Development	2	2	3	25	75	100
	VI	Naan Mudhalvan Scheme(NMS) @@	Marketing and Design Tools-Digital Marketing	--	2	--	25	75	100
	Total			30	31				800
VI	III	Core Course- XIII (CC)	Media Management	5	5	3	25	75	100
		Core Course –XIV (CC)	Computer Application for Media	6	5	3	25	75	100
		Core Course-XV (CC)	Film appreciation	6	5	3	25	75	100
		Major Based Elective Course-II (MBE)	1. Modern Trends in Journalism (or) 2. Broadcast Journalism	5	5	3	25	75	100
		Project	Project	4	3		20	80	100
	IV	Skill Based Elective Course-II	Information and Communication Technology	3	2	3	25	75	100
	V	Gender Studies	Gender Studies	1	1	3	25	75	100
		Extension Activities **		--	1	--	--	--	--
	VI	Naan Mudhalvan Scheme(NMS) @@	Career Readiness Programme	--	2	--	25	75	100
	Total			30	29				800
	Grand Total			180 +12*	158				4500

- \$ For those who studied Tamil upto 10th +2 (Regular Stream)
- + Syllabus for other Languages should be on par with Tamil at degree level
- # Those who studied Tamil upto 10th +2 but opt for other languages in degree level under Part- I should study special Tamil in Part –IV
- ## The Professional English – Four Streams Course is offered in the 2nd and 3rd Semester (only for 2022-2023 Batch) in all UG Courses. It will be taught apart from the Existing hours of teaching/ additional hours of teaching (1 hour /day) as a 4 credit paper as an add on course on par with Major Paper and completion of the paper is must to continue his/her studies further. (As per G.O. No. 76, Higher Education (K2) Department dated: 18.07.2020)
- * The Extra 6 hrs/cycle as per the G.O. 76/2020 will be utilized for the Add on Professional English Course.
- ** Extension Activities shall be outside instruction hours.
- @ NCC Course is one of the Choices in Non-Major Elective Course. Only the NCC Cadets are eligible to choose this course. However, NCC Course is not a Compulsory Course for the NCC Cadets.
- @@ Naan Mudhalvan Scheme: As per Naan Mudhalvan Scheme instruction

SUMMARY OF CURRICULUM STRUCTURE OF UG PROGRAMMES – ARTS

Sl. No.	Part	Types of the Courses	No. of Courses	No. of Credits	Marks
1.	I	Language Courses	4	12	400
2.	II	English Courses	4	12	400
3.	III	Core Courses	15	75	1500
4.		Allied Courses - I & II	4	12	400
5.		Major Based Elective Courses	2	10	200
6.		Add on Course I & II	2	8	200
7.		Project	1	3	100
8.	IV	Non Major Elective Courses	2	4	200
9.		Skill Based Elective Courses	2	4	200
10.		Soft Skills Development	1	2	100
11.		Value Education	1	2	100
12.		Environmental Science	1	2	100
13.	V	Gender Studies	1	1	100
14.		Extension Activities	1	1	---
15.	VI	Naan Mudhalvan Scheme	5	10	500
		Total	46	158	4500

PROGRAMME OBJECTIVES :

The BA (Journalism and Mass Communication) programme will enable the learner to:

- be empowered with journalistic skills.
- be developed into a competitive journalist
- be imparted with the basic knowledge of media industry
- be trained in ethical and legal issues of regional and national media
- be imparted with journalistic competency

PROGRAMME OUTCOMES:

Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student shall:

- acquire skills of print media
- empower themselves with the techniques of editing
- gain the knowledge related to various avenues of broadcast media
- be trained enough to excel in news writing
- shall become ethically responsible communicators

PROGRAMME SPECIFIC OUTCOMES (PSOs):

Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student shall:

- acquire the understanding of team work in media industry
- have an understanding of legal issues related to journalism
- become ethically committed journalists
- acquire employability for Journalism
- be equipped with skills of communication

First Year

**CORE COURSE-I
INTRODUCTION TO MASS COMMUNICATION**

Semester- I

Code:

(Theory)

Credit: 5

OBJECTIVES:

- Introduce the basics of communication to the learner
- Inculcate the knowledge of different types of media
- Acquire them with the knowledge of various facets of media
- Enhance the understanding of the role of models of communication
- Enhance the knowledge of the various types of audience

UNIT-I COMMUNICATION:

Definitions, Scope and Purpose, Evolution of Communication – Sign, Symbols, Languages and Pictures. Types: Interpersonal, Intrapersonal, Group and Mass Communication. Forms: Verbal and Non-verbal Communication .

UNIT-II COMMUNICATION AS A PROCESS:

Message, Channel, Receiver, Sources, Feedback, Noise, Encoder Vs Decoder, Formal Vs Informal Channels of Communication. Effects of Mass Communications

UNIT-III CHARACTERISTICS AND FUNCTIONS OF MASS COMMUNICATIONS:

Information, Education, Entertainment, Surveillance, Correlation, Cultural transport, Marketing Mass Culture.

UNIT-IV TYPES OF MASS COMMUNICATION:

Print, radio, television, cinema, new media - Effects of Mass Communications – mass culture – popular culture.

UNIT-V UNDERSTANDING AUDIENCE:

Types of Audience – passive and active audience - spectators, viewers, listeners, readers, users, characteristics of mass audience.

UNIT-VI CURRENT CONTOURS : (For Continuous Internal Assessment only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quizz etc., related to this subject may be suggested by the teacher concerned.

REFERENCES:

1. Introduction to Mass Communication – Kevel J. Kumar
2. Mass Communication in India – Kevel J. Kumar
3. Communication Theories – Dennis Mc Quil
4. Introduction to Mass Communication, Edwin Emery and others

COURSE OUTCOMES: Upon successful completion of this course the students would be able to:

- remember and recall the basics of Communication
- remember the different types of media
- apply the skills needed to handle the various types of Media
- analyze the models of Communication while working in the media
- evaluate the nature of the various Media participants and audience in his /her profession in media.

First Year

**CORE COURSE-II
FUNDAMENTALS OF JOURNALISM
(Theory)**

Semester-I

Code:

Credit: 5

OBJECTIVES:

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

UNIT-I JOURNALISM:

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

UNIT-II KINDS OF JOURNALISM:

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

UNIT-III NEWS:

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

UNIT-IV ORGANIZATIONAL STRUCTURE OF A NEWSPAPER INDUSTRY:

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

UNIT-V NEWSPAPER AND PERIODICAL CONTENTS:

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

UNIT-VI CURRENT CONTOURS (For continuous internal assessment only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quizz etc., related to this subject may be suggested by the teacher concerned.

REFERENCES:

1. Parathasarathy, Basic Journalism
2. Bill Kovach & Tom Rosenstein, The elements of Journalism
3. Mridula menon, Basics of Journalism, Kaniska publications, 2020
4. Upendra Verma, Principles and issues in Modern Journalism, Rajat publications,
5. Virbala Aggarwal, Handbook of Journalism and Mass communication, concept publishing, 2012.
6. Lynette Sheridan Burns, Understanding Journalism
7. Helen Sissols, Practical Journalism: How to Write News?

COURSE OUTCOMES: **Upon successful completion of this course the students would be able to:**

- Remember the basics of Journalism
- Demonstrate the media skills of different types of newspaper industry
- To apply the important aspects of elements of news
- Be enhanced with the knowledge of the background of Tamil Journalism
- To understand the important aspects of history of Indian Journalism

First Year

**FIRST ALLIED COURSE-I
HISTORY OF JOURNALISM
(Theory)**

Semester-I

Code:

Credit: 3

OBJECTIVES:

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

UNIT-I THE INVENTION OF WRITING:

Functions of writing-early forms of writing materials-manuscripts print- Early printing in China, Arab and Europe etc.,

UNIT-II A BRIEF HISTORY OF THE GENESIS OF PRINTING:

Gutenberg age-The incunabula-Bible printing-William Coxton and his press- Modern publishing from 19th century to present-Joseph Pulitzer and new journalism

UNIT-III PRESS IN INDIA:

A brief review of the evolution of Indian Press - Early printing presses in India- with special reference to J.A.Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M.K.Gandhi, S.Sadanand, and B.G.Horniman - Christian missionaries and printing – Contribution of Ziegen - Balg and William Carey and other missionaries - Vernacular Press - News letters and early growth of journalism–East India Company and role of Newspapers and Indian Press in First World war .

UNIT-IV EARLY NEWSPAPERS IN INDIA:

The nationalist movement and the Emergence of journalism- Important newspapers in Indian print history - *Bengal gazette-Kesari*, etc., - Post independence years .

UNIT-V THE BEGINNINGS OF THE TAMIL PRESS:

Formative factors in the growth of Tamil press-Freedom movement and Tamil press- Press before and after independence- Sudhesa Mithran, India, Navasakthi etc.,- Christian, Dravidian, Communist and Tamil movements.

UNIT-VI CURRENT CONTOURS: (For continuous internal assessment only)

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quizz etc related to this subject may be suggested by the teacher concerned.

REFERENCES:

1. Nadig Krishnamoorthy, Indian Journalism
2. D.S. Metha, Mass Communication and Journalism in India
3. S. Nagarajan, A History of Press in India
4. Rangasamy Parthasarathy, Journalism in India
5. *The Press in India: A new history*, G.N.S. Raghavan, Gyan publishing house, 1995.
6. *History of Printing and Publishing in India*, Kesavan, B.S., Volume I, India: National Book Trust, 1997.
7. *History of Journalism*, Muniruddin, Anmol Publications, New Delhi, 2005.
8. *TamiI Olithaliyal Chuvadugal*, Sambanthan. Ma. Su, Tamilar Pathippagam, Chennai, 1990.
9. Aurabindo Mazumdar, *Indian Press and Freedom Struggle 1937- 42*, Orient Longman, Hyderabad, 1993
10. *Handbook of journalism and mass communication*, Virbala aggarwal & V.S. Guptaconcept publishing, 2012 .

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the origin of Journalism
- Demonstrate the growth of journalism
- Apply the important aspects of evolution of Indian Journalism
- Analyze the formative factors of Tamil Journalism
- Evaluate the important milestones of the history of international Journalism

First Year

**CORE COURSE-III
NEWS REPORTING
(Theory)**

Semester-II

Code:

Credit: 5

OBJECTIVES: The objectives of this course are to:

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

UNIT-I CONCEPT OF NEWS:

Definitions- Reporter – Definition and types of reporters – City reporter – Mofussil reporter – National Correspondent – Foreign correspondent – correspondent (vs) reporter – Lobby correspondent – special correspondent – interpretative reporter – expert reporter - Duties and responsibilities of a reporter – Attributes (Nose for news, Accuracy, speed, objectivity, facts, perserverence....etc) – tools of a reporter – ground rules of a reporter

UNIT-II BASIC STRUCTURE OF NEWS:

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

UNIT-III NEWS GATHERING:

Reporter as a participant – Beat news -News Sources - handout, news - conference, Press meet, Handouts, Press Note, Press release-leakages-business news –weather - news-covering politics-Assembly and Parliament-Disasters– events-strikes - international news agencies, Indian news agencies.

UNIT-IV INTERVIEW :

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

UNIT-V TYPES OF REPORTING:

Beat reporting – crime beat – Government – I and B Ministry - basics of covering accidents, deaths, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment; investigative reporting - Reporting science and environment

UNIT-VI CURRENT CONTOURS (For continuous internal assessment only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz etc., related to this subject may be suggested by the teacher concrneed

REFERENCES:

1. Melvin Mencher, News Reporting and Writing, New York, Oxford University Press, 2007
2. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press, 2008.
3. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
4. M.K. Verma, News reporting and editing, APH publishing corporation, 2012
5. Jan Johnson yopp, Beth A. Haller, An Introduction to News reporting: A bigging Journalist's guide, 2004.
6. Bruce D. Itule, Douglas A. Anderson, News writing and reporting for today's Media 2006.
7. Kelly leiter, Julian Harriss & Stanley Johnson The complete reporter fundamentals of news gathering and editing, 1999
8. Joan Clayton, Interviewing for Journalists, London: Piatkus Publishers, 1994
9. Straubhaar Larose, Media Now, New York: Thomson Wadsworth, 2000

COURSE OUTCOMES: Upon successful completion of this course the students would be able: To

- Remember the roles and responsibilities of a reporter.
- Demonstrate the fundamental structure of news.
- Apply the techniques needed for specialized reporting
- Analyse the skills of art, culture and sports reporting
- Evaluate the various avenues of different types of reporting for media

First Year

**CORE COURSE-IV
NEWS EDITING
(Theory)**

Semester- II

Code:

Credit: 5

OBJECTIVES:

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

UNIT-I QUALITIES AND RESPONSIBILITIES OF EDITOR:

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

UNIT-II FUNDAMENTALS OF EDITING:

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

UNIT-III HANDLING COPIES:

Handling Reporters’ and Correspondents’ Copies, News Agency Copies, Stringers’ and Agents’ Copies, Citizen Journalists’ Copies – Editing Handouts and Press Releases Trimming Human Interest Stories – Slashing the Roundup – Cutting the Straight News.

UNIT-IV HEADLINING :

Headline Functions – Headline Language -Types of Headlines – Pyramid, Inverted Pyramid, Flush Left , Flush Right, Waist Line, Hexagon, Streamer / Banner, Cross Line, Skyline, Kicker, Deck, Strapline, Label, Topical, Question, Quotation Headline Etc., Headlines for Editorial and Feature; Captions and Catch words; 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 – Tools for Editing: Dictionaries, Encyclopedias, GK Books, “Who Is Who?” Books, News Index, Pictures Etc.,- Proof Reading – Using Computer Softwares in Editing.

UNIT-VI CURRENT CONTOURS : (For continuous internal assessment only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz etc., related to this subject may be suggested by the teacher concerned.

REFERENCES:

1. Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
2. Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co, 1986
3. Sunil Saxena, Headline Writing, New Delhi: Sage Publications, 2006
4. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
5. K.V.Krishnaswamy, Writing and editing news, Orient Blackswan private limited, 2011
6. Kelly leiter, Julian Harriss & Stanley Johnson The complete reporter fundamentals of news gathering and editing, 1999
7. Dr.G.Anita, News editing principles and practices, Kaniska publications, 2013
8. Carl Sessions Stepp, Writing as Craft and Magic, New York: Oxford University press, 2007.

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the fundamentals of news room operation.
- Demonstrate the techniques needed for editing news.
- Apply the techniques in handling copies from different sources
- Evaluate the various avenues of headline writing in Tamil and English dailies
- Analyze the contents of the features and editorials.

First Year

**FIRST ALLIED COURSE-II
SOCIO POLITICAL ISSUES IN INDIA
(Theory)**

Semester-II

Code:

Credit:3

OBJECTIVES:

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

UNIT-I SOCIAL PROBLEMS IN INDIA:

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

UNIT-II COMMUNALISM & SECULARISM:

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

UNIT-III FAMILY ISSUES:

Women's Issues, Status – Empowerment, Widowhood – Employment – Issues of Drug Addiction – Juvenile Delinquency – Child Labour – Consumer Rights.

UNIT-IV HEALTH & ENVIRONMENTAL ISSUES:

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

UNIT-V POLITICAL ISSUES:

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

UNIT-VI CURRENT CONTOURS : (For continuous internal assessment only)

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quizz etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Dr. N.Jayapalan – Social History of India, Mohan Publications, Chennai
2. Dr.G. Venkatesan – History of Contemporary India, JJ Publications, Madurai
3. KL. Khurana – Modern India 1761 to Present Day, Lakshmi Narayan Agarwal Publications, Agra.
4. S.B. Battacherjee – Encyclopaedia of Indian Events and Dates, Sterling Publication Pvt., Ltd, New Delhi

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the social problems in India
- Demonstrate the techniques needed to address communalism and secularism.
- Apply the techniques in handling articles written about family issues
- Evaluate the various avenues of health and environmental issues
- Analyze the contents of the features and editorials addressing political issues.

Second Year

CORE COURSE-V
MASS MEDIA AND SOCIETY
(Theory)

Semester-III

Code:

Credit:5

OBJECTIVES: The objectives of this course are to:

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

UNIT-I MASS MEDIA:

Introduction – Print Media, Electronic media, History and Development – Functions – Usage of mass media by the people.

UNIT-II JOURNALS:

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

UNIT-III RADIO:

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

UNIT-IV TELEVISION AND FILMS:

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

UNIT-V MEDIA AND SOCIETY:

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

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Mass Communication and Society – David Clark & William Blanken Burg You and Media, New York, Canfield 1973
2. Towards a Sociology of Communication – Denis McQuail, Macmillan, London 1975
3. Broadcasting and the people – NBT, New Delhi, 1985

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the features of mass media.
- Demonstrate the types of journals
- Apply the techniques needed for producing radio news
- Analyse the contents of television and film
- Evaluate the various angles of impact of media on society

Second Year

**CORE COURSE-VI
WRITING FOR MEDIA
(Theory)**

Semester-III

Code:

Credit:5

OBJECTIVES: The objectives of this course are: To

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

UNIT-I RADIO – TV NEWS WRITING:

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

UNIT-II LEADS FOR TV / RADIO NEWS:

(Emphasis lead, Blanket lead, Narrative lead, Question lead, Vague or teaser leads) – Body – Ending – Actualities & Sound bites – Voices, Wraparounds & Packages.

UNIT-III WRITING FOR VIDEO:

Methods, Guidelines, Matching, Pauses – News cast Organisation – Formats, Transitions, Bumps, Toes, Teases, Headlines & Promos.

UNIT-IV WRITING FOR RADIO /TV WEBSITES:

Attribution, Numbers, Symbols, Time of Day, Abbreviations, Titles, Ages & addresses On – Air (v) Online – Style Concerns.

UNIT-V SCRIPT FORMATS:

Radio readers, Radio actuality, Radio Voice, Radio Wrap around – TV reader , Graphic , Voice over, Sound bite, TV VO/SOT, TV reporter Package introduction.

UNIT-VI CURRENT CONTOURS (For continuous internal assessment only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Radio/TV News writing (A Work book) second Edition , K-Tim Wulfemey Surjeet Publication, 7K Kolhapur Rd., Kamala Nagar, Delhi –110 007.
2. News reporting and Writing – 6th Ed. The Missouri Group, Brian S. Brooks George Kennedy Daryl R. Moen Don Ranly.

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the techniques of radio / TV News Writing
- Recall the types of leads for broadcast media
- Apply the skills needed for writing for media
- Analyse radio/TV content
- Evaluate the various script formats

Second Year

**SECOND ALLIED COURSE-I
INDIAN CONSTITUTION
(Theory)**

Semester-III

Code:

Credit:3

OBJECTIVES:

The objectives of this course are: To

- Help the learner to be familiar with the constitutional provisions
- Be familiar with the contents of the government of india act 1950
- Understand the powers of legislation
- Inculcate the knowledge of parliamentary provisions
- Be enriched with the knowledge of judiciary

UNIT-I MUTINY AND AFTER:

A brief history – circumstances leading to the enactment of various acts – 1892 Act- 1909 Act – provisions and contents-merits– Defects - 1919 Act –provisions and contents – Merits and Defects – Comments.

UNIT-II IMPORTANT ACTS:

Passing of the Government of India Act of 1935 – prelude to the Constitution of 1950 – Contents-Merits and Defects

UNIT-III CONSTITUTION OF 1950:

Circumstances – Nature - contents – Quasi–federal setup.

UNIT-IV LEGISLATION:

Parliament – Lok Sabha and Rajya sabha - Executive – President –Powers - Emergency powers – Implement - Prime minister-Cabinet –powers and functions

UNIT-V JUDICIARY:

Supreme Court-High Courts Constitution forms original Governor and the State Administration - Amendments-How the Amendment is made - List of Amendments-42nd and 44th amendments.

UNIT-VI CURRENT CONTOURS (For continuous internal assessment only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. D.D.Basu – Indian Constitution
2. Rout - Indian Constitution
3. Mukarjee – Constitutional History of India
4. Subasu Kashyup – The Indian Parliament
5. S.M.Slkri – Indian Constitution

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the constitutional provisions
- Recall the relevant acts related to media
- Apply the constitutional provisions
- Analyse the parliamentary provisions
- Evaluate the contemporary media scenario

Second Year

**NON MAJOR ELECTIVE COURSE-I
HUMAN RIGHTS REPORTING**

Semester-III

Code:

(Theory)

Credit:2

OBJECTIVES:

The objectives of this programme are: To

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

UNIT-I EVOLUTION OF HUMAN RIGHTS OVER THE CENTURIES:

Human life – enrichment of knowledge - Asserting rights.

UNIT-II GROWTH OF VARIOUS THEORIES OF HUMAN RIGHTS:

Nature's Theory –various philosophical thinkers

UNIT-III HUMAN RIGHTS DEVELOPMENT:

International and National – UNESCO Declaration of Human Rights – Human Rights violations in India and other nations

UNIT-IV GROWTH AND DEVELOPMENT OF VARIOUS RIGHTS:

Political rights – Economic rights –cultural and social rights – Abolition of child Labour – Rights of Women and Labours

UNIT-V HUMAN RIGHTS AND MASS MEDIA:

Development of awareness through mass media - print- Electronic Media – Radio and T.V.

UNIT-VI CURRENT CONTOURS (For continuous internal assessment only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quizz etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Raja Muthirulandi - Human Rights
2. Mrs. Thilagavathy Paramasivam - Human Rights in English and Tamil
3. C.S.Nirmal- Human Rights

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the evolution of human rights
- Recall the growth of various theories of human rights
- Apply human rights
- Analyse human rights in the context of mass media
- Evaluate the position of various rights

Second Year

**CORE COURSE-VII
PRESS LAWS AND ETHICS
(Theory)**

Semester-IV

Code:

Credit:5

OBJECTIVES:

The objectives of this course are: to

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

UNIT-I LAWS, REGULATIONS AND ETHICS IN INDIA:

Freedom of Press in India. Constraints Media, Indian penal code – Defamation – Defamation vs. Privacy - Code of Ethics for Indian Journalists Press Councils' guidelines – censorship – Normative theories

UNIT-II MEDIA LAWS:

Indian Telegraph Act -1885, Indian Post Office Act, 1898-The police (Incitement to Disaffection) Act 1922

UNIT-III THE SECURITY AND PUBLIC SAFETY ACTS

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

UNIT-IV VARIOUS ACT to safeguard the public

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

UNIT-V VARIOUS ACT to safeguard the journalist

Working Journalists and other Newspaper, Employers (Conditions of Service and miscellaneous Provisions) Act 1955, 56 – Prize competitions Act 1955 - Children Act 1960 – contempt of courts Act 1961 - Parliamentary privileges, Accuracy and Fairness – Rights to privacy – Recording interviews and phone conversations – Plagiarism –Prize chits and Money circulation schemes (Banning) Act, TADA, MRTPC, Limitations on Audio Media – case studies.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Principles and Ethics of Journalism and Mass Communication, Y.K. D.Souza, Commonwealth Publishers
2. S. G. Subramaniam, Indian constitution & Polity, Pearson publications, 2022.
3. Dr. B. R. Ambedkar, The constitution of India, Buddham publishers, 2019.
4. Austin Granville, The Indian constitution: Cornerstone of A Nation, Oxford publications, 1999.
5. Law of the Press, Acharya, Dr.Durga Das Basu, Wadhva and Company, Nagpur. Durga Das Basu, Constitutional law of writing
6. Ambrish Saxera, Right to Information and Freedom of Press Indian Press since 1955, S.C. Bhatt, Ministry of I & B, Government of India –New Delhi
7. Carter. Barton T, The First Amendment *and the Fourth Estate*, 7th Ed, Westbury, NY Foundation

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember and recall the legal provisions
- Demonstrate the skills of handling the different media with freedom of speech and expression
- Apply the security and public safety acts of various states
- Analyze the various acts related to publications
- Evaluate the scenario of working journalists in the context of legal provisions

Second Year

CORE COURSE-VIII
ADVERTISING AND PUBLIC RELATIONS
(Theory)

Semester-IV

Code:

Credit:5

OBJECTIVES:

The objectives of this course are: To

- Introduce the background of Advertising
- Inculcate the skills of creating advertisements
- Enable them to acquire the techniques of creating different types of advertising
- Enhance the understanding of Public Relations
- Enhance the knowledge of types of PR

UNIT-I ADVERTISING:

Definitions – History of advertising Early Forms – Effect of urban growth – Modern world advertising – Advertising in India

UNIT-II THE ADVERTISING DEPARTMENT:

Organisation – The ad. Manager – Other titles - Above the line & below the line – Appointing , Understanding , Working and supervising an agency – Below - the line – in – house responsibilities

UNIT-III LAYOUT AND TYPOGRAPHY:

Planning the ad – AIDCA – Stages in Design– the eight laws of design – Headlines – Typography - TV commercials

UNIT-IV PUBLIC RELATIONS:

PR & Advertising – Definitions - Publics – PR consultancies – types of consultancies – in – house PR

UNIT-V TYPES OF PR :

Pre advertising PR –coincidental PR – Post – advertising PR – continuous PR – Press Relations – Puff – News (vs) advertising – case studies

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, advertisements for print and audio visual media created by students, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Contemporary Advertising —William F. Arens& Courtland L. Bovee. Sydney:Irwin, 1994.
2. Dr. Ruchi Gupta, Advertising, Scholar tech press, 2017.
3. Tomojit Bhattacharjee, New Media in public relations: the evolving scenario in India, 2020.
4. P. P. Singh, Public relations management, Jnanada prakashan publications, 2017.
5. Allen H center, Public relations practices, Pearson publications, 2015
6. How Advertising Works And The People Who Make It Happen—Jan Greenberg. New York: Henry Holt, 1987.
7. Advertising & Sales Promotion —S.H.H. Kazmi & Satish K. Batra. New Delhi:Excel Books, 2006.
8. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M.Broom. Delhi: Pearson Education, 2006.

COURSE OUTCOMES:

- Upon successful completion of this course the students would be able: To
- Remember the major areas of advertising
- Demonstrate the techniques needed for advertising
- Apply the skills needed to create advertisements for different media
- Analyze the public relations scenario in various sector
- Evaluate the different types of pr

Second Year

SECOND ALLIED COURSE – II
BASIC PHOTOGRAPHY
(Theory)

Semester-IV

Code:

Credit:3

OBJECTIVES:

The objectives of this course are:

- To introduce the background of Photojournalism
- To inculcate the skills of handling camera
- To acquire them with the knowledge of handling digital camera
- To enhance the understanding of framing in photography
- To enhance the knowledge of digital photography

UNIT-I INTRODUCTION:

Types-Entertainment Photography and Professional Photography – How photo is recorded – lens, shutter, Aperture, diaphragm, latent image.

UNIT-II CAMERA:

Parts – lens – film – film knob – Shutter – Shutter button -Aperture Control – view finder – Focussing control – Different types of shots

UNIT-III FILM EXPOSURE:

Depth of field, Depth of focus, half – f – stop, Tips for good exposure

UNIT-IV USE OF FILTERS:

lenses – types of lens –Wide angle , normal- Maintaining lens – Use of lens hood, Camera case, tripod , Cable release, Zoom lens

UNIT-V DIFFERENT SCENES:

Passport, Portrait, Landscape Sceneries – Architecture, Still life, human beings, Action photos, Taking Children, Silhouettes, Trick shots –Digital Photography and its impacts

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, submission of photo album etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Martin Lister, The Photographic Image in Digital Culture, Routledge, 1995.
2. John Hedgecoe, John Hedgecoe's Basic Photography, Collins and Brown, 1993.
3. John Freeman, Practical Photography, Smith Mark, 1995.
4. Photography Techniques, Marshall Cavendish, 1992.
5. Practical Photography – S.Thiyagaraja
6. Learn about taking Photography – Colin Garratt, Lady bird books limited

COURSE OUTCOMES:

Upon successful completion of this course the students would be able to:

- Remember necessity of Photojournalism
- Demonstrate the techniques of handling the different types of cameras
- Apply the skills needed to use lens
- Analyze the contemporary Photo Journalism
- Evaluate the use of digital photography

Second Year

NON MAJOR ELECTIVE COURSE –II

Semester-IV

PHOTO JOURNALISM

Code:

(Theory)

Credit:2

OBJECTIVES:

The objectives of this course are:

- To introduce necessity of Photojournalism
- To inculcate the skills of handling photographic instruments
- To acquire them with the knowledge of handling different types of soft wares related to photography
- To enhance the understanding framing in photography
- To enhance the skills of digital photography

UNIT-I BACKGROUND OF PHOTOGRAPHY:

Early history - evolution of Photography and Photo Journalism - Photography types and techniques – Digitalization of Photojournalism – Journalistic uses of photography

UNIT-II INTRODUCTION TO PARTS OF A CAMERA:

Light meter and accessories- An Understanding of aperture/shutter/ISO relationships and their effect on the photographic image.

UNIT-III TYPES OF SHOTS:

Distance, angle, and movement. Picture format, resolution, aspect ratio, Pixels, DPI, and PPI - Digital image fundamentals- Rules and criteria for composition and aesthetics; visual elements and principles; timing and decisive moment

UNIT-IV UNDERSTANDING LENS:

Wide angle lenses, telephoto lenses, and macro lenses, image sensor: types of image sensors

UNIT-V NATURAL VS. ARTIFICIAL LIGHTING:

Light characteristics, colour temperature, light direction, intensity of light, hard and soft lighting, direct vs. diffused light, high key vs. low key lighting, inverse square law, 3-point lighting technique – Writing captions–credit line – legal issues: Privacy – libel – copyright

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Martin Lister, The Photographic Image in Digital Culture, Routledge, 1995.
2. JohnHedgecoe, John Hedgecoes, Basic Photography, Collins and Brown, 1993.
3. John Freeman, Practical Photography, Smithmark, 1995.
4. Photography Techniques, Marshall Cavendish,1992.

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the need of Photojournalism
- Demonstrate the importance of handling the different types of cameras
- Apply the skills needed to use the different varieties of accessories
- Analyze the present trends of photography
- Evaluate the application of digital photography

Third Year

**CORE COURSE – IX
MASS COMMUNICATION MODELS
AND THEORIES**

Semester-V

Code:

(Theory)

Credit:5

OBJECTIVES:

The objectives of this course are: To

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

UNIT-I CONCEPTS:

Communication models and theories – Basic concepts; Sender, Message, channel, receiver, feedback

UNIT-II TYPES OF MODELS:

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

UNIT-III GROWTH OF COMMUNICATION MODELS:

Lasswell's model, Berlo's SMCR model – Lasswell , Gerbner, Berlo's Contribution to models – Shannon and Weavers Mathematical model – Osgood and Schramm model

UNIT-IV MODELS AND THE SOCIAL SYSTEM:

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

UNIT-V PRESS THEORIES:

Bullet theory, Hypodermic needle theory – Agenda setting theory – McLuhan's theory – N-step flow theory.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Mass communication in India – Keval J.Kumar
2. Mass communication Models & Theories –Melvin Defluer
3. Mass communication Models & Theories – Uma Narula
4. Mass communication Models & Theories – Dennis MQuil

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the communication models
- Demonstrate the types of models
- Apply communication models
- Analyse the communication models in the social system
- Examine the press theories

Third Year

**CORE COURSE – X
SPECIALIZED JOURNALISM**

Semester-V

Code:

(Theory)

Credit:5

OBJECTIVES:

The objectives of this course are: To

- Introduce the importance of specialized journalism
- Inculcate the skills of creating specialized magazines
- Enhance the knowledge of the techniques of writing for specialized magazines
- Help them to acquire the skills page make up of specialized magazines
- Enhance the skills for applications of various software in creating a magazines

UNIT-I SPORTS REPORTING:

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

UNIT-II BUSINESS REPORTING:

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

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-covering the issues of marginalized groups

UNIT-IV SCIENCE AND TECHNOLOGY REPORTING:

Invention, Innovation, Discovery-Agriculture - Medical reporting –Environmental reporting etc.,

UNIT-V CULTURAL REPORTING:

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

UNIT-VI CURRENT CONTOURS (For continuous internal assessment only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quizz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. S. T. Kwame Boafo Module on specialized reporting-Volume 2 of Communication teaching and study materials. African Council for Communication Education, 1991.
2. M.K.Verma, News reporting and editing, APH publishing corporation, 2012
3. Jan Johnson yopp, Beth A.Haller, An Introduction to News reporting: A beginning Journalist's guide, 2004
4. Bruce D.Itule, Douglas A.Anderson, News writing and reporting for today's media, 2006
5. Kelly leiter, Julian Harriss & Stanley Johnson The complete reporter fundamentals of news gathering and editing, 1999
6. Curtis Daniel MacDougall, Robert Delaware Reid, Interpretative reporting,
7. Writing and reporting the news – (II edition) Gerald Lanson, Mitchell Stephens – Surjeet publications.
8. Editing Today – Ron F.Smith, Loraine M.O. Connell – Oxford University Press.
9. Sports Journalism, K.C. Thakur, Neha Publishers & Distributors,2010

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the fundamentals of specialized reporting
- Demonstrate the skills of creating specialized magazines
- Apply the skills of writing for magazines focusing on specialized groups
- Analyze the content of specialized pages of news papers
- Evaluate the way of writing for specialized magazines

Third Year

**CORE COURSE – XI
SCIENCE JOURNALISM
(Theory)**

Semester-V

Code:

Credit:5

OBJECTIVES:

The objectives of this course are: To

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

UNIT-I SCIENCE:

Definitions – Branches of science – Physical, Biological, Mathematical Sciences

UNIT-II MEDIA AND SCIENCE:

Science journalism – Researchers, Reporters and the public – Media a bridge which connects the lab to the layman – Role of science fictions in promoting science

UNIT-III SCIENCE PROMOTING ORGANIZATIONS:

DST – NCSTC – Vigyan Prasar - TNSF science through Newspapers – Children's magazines and science (Thulir) - Science & Technology news in dailies – Science magazines for the common man – Kalaikathir, Manjari, ArigaAriviyal etc.,

UNIT-IV SCIENCE PROGRAMMES IN RADIO:

For farmers, children, youth, students and the public - Health communication – Phone in programmes regarding Science in Radio & TV

UNIT-V SCIENCE THROUGH TELEVISION:

Modern Science programmes in television – 'Turning point' in Doordarshan – National Geographic, Animal planet & Discovery channels

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Popular Science through Mass Media – Mohan Sundar Rajan

COURSE OUTCOMES:

Upon successful completion of this course the students will be able: To

- Remember the tools and techniques of Science communication
- Demonstrate the skills of taking Science through media
- Apply the techniques of Science programmes through radio
- Analyse Science programmes in radio
- Examine televised Science programmes

Third Year

**CORE COURSE – XII
DEVELOPMENT COMMUNICATION
(Theory)**

Semester-V

Code:

Credit:5

OBJECTIVES:

The objectives of this course are: To

- Familiarize development journalism
- Enrich the learner with the knowledge of modernization
- Introduce the pioneers of development communication
- Inculcate the need for national and international regulations
- Understand the power of tv in bringing development

UNIT-I DEVELOPMENT:

Definitions – Concept – New dimensions of development – Economic growth – Rural development – Ecological dimension – cultural dimension

UNIT-II MODERNIZATION:

Under development – Impact of Colonial rule – MNCS - World bank – IMF – USAID – UNESCO etc., – Modern Technology (Cell Phones, internet, smart phones)

UNIT-III WILBUR SCHRAMM AND EVERETT ROGERS:

Daniel Learner – Mass media as ‘Magic multipliers’ – Agents of social change – Alternative approaches to development - Mass line communication

UNIT-IV NEED FOR NATIONAL AND INTERNATIONAL REGULATIONS:

Media , development and social change – Radio and TV in promoting literacy and social change

UNIT-V THE POWER OF TV:

SITE , Kheda, Radio rural forums – Rural Broadcasts- – Community radios – Radio , TV & Press as tools of development – Voluntary agencies – People’s Participation in development (SHGs, Micro finance etc.,)

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Srinivas Melkote: Communication for development in the third World : Theory and Practice.
2. Alan Chakle: Manual of Development Journalism.
3. Robertson: Communication and third World.
4. Hean Serraes: Participatory Communication for Social change.
5. E. M. Rogers & Arvind Singhal: India's Information Revolution
6. Mass communication in India – Keval J.Kumar.
7. Development Communication – Dr .T. Manonmani

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the importance of development communication
- Demonstrate the techniques of using media for development
- Apply the techniques with sufficient training over using media
- Analyze the role of media in bringing development
- Evaluate the success of using new media for development in rural areas

Third Year

MAJOR BASED ELECTIVE COURSE – I

Semester-V

1. VIDEO PRODUCTION

Code:

(Theory)

Credit:5

OBJECTIVES:

The objectives of this course are:

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

UNIT-I:

Video camera - Types – camera movements : (The pan, the tilt, Pedestal, Dolly or Track, Truck, crab, Arc, Tong, crane or Boom, Zoom) The lens, focal length, Angle of vision, Depth of field, Focussing, Taking care of lens.

UNIT-II:

Audio – Types of mikes – Pick up patterns: Omni directional, Unidirectional, Cardioid, Bi-directional, Operational characteristics, Mobile mikes- Lavalier, hand mikes, booms, wireless. (Desk mike, Stand mike, Hanging mike, Hidden mike, wireless mike) – Quality in recording – Sound balance – Music, Sound effect – Audio in Production – Music cues

UNIT-III:

Composition – Types of shots – The Ls, The Ms, The CU, Other types of shots:

ELS or XLS, LS, MS, MCU, CU, ECU, XCU, 2 –Shot, 3 – Shot, Bust, Knee Shot, O/S Shot –Frame cutting. Points for People – Head room – Lead room – Walking room – Picture balance –Symmetrical arrangement – Non – Symmetrical arrangement – Diagonal arrangement –Horizontal arrangement -Vertical arrangement – Synecdote- Things in the foreground – Angles –High angle, Normal angle, Low angle – Depth Composition

UNIT-IV:

Lighting – Kinds of illumination – Base light , Key light, Fill light , Back light, Back ground light –modern lights for videos –

UNIT-V:

Basic idea of video editing - Different stages of editing process – sorting, assembling, rough cut, final cut, export - Importance of continuity, cutaways, Filler, reaction shots -Introduction

to editing software- Basics of sound editing – apps in video editing – smart phones in video recording and editing – different types of apps

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, producing videos, e-quiz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

- Herbert Zettl, (2017), Video Basics, 8th Edition, Cengage Learning;
- Stockman, S. (2011). *How to Shoot Video That Doesn't Suck: Advice to Make Any Amateur Look Like a Pro*. United States: Workman Publishing Company.
- Carucci, J. (2013). *Digital SLR Video and Filmmaking For Dummies*. Germany: Wiley.
- Millerson, G. (2013). *Video Production Handbook*. United Kingdom: Taylor & Francis.
- First steps to TV video production – Sr. Mary Peter Claver Sr. Mary Jyosita

COURSE OUTCOMES:

On successful completion of the course the student would be able: To

- Remember the techniques needed for broadcast journalism
- Demonstrate the skills of videography
- Apply the principles of composition and aesthetics
- Analyse the modern trends of lighting
- Evaluate the impact of digital media in videography

Third Year

MAJOR BASED ELECTIVE COURSE – I

Semester-V

2. GENDER AND MEDIA

Code:

(Theory)

Credit:5

OBJECTIVES:

The objectives of this course are: To

- Familiarize the role of gender in media
- Enrich the knowledge about the role of social reformers in media
- Gain sufficient understanding of representation of weaker sections at various media
- Inculcate the students with the theoretical concepts of gender studies
- Enhance the learners with the successful case studies of gender and media

UNIT-I:

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

UNIT-II:

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

UNIT-III:

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

UNIT-IV:

Theoretical concepts - Male gaze – Visual Pleasure – Objectification - Body image disturbances and influence of media on women in society

UNIT-V:

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

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quizz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Bhasim K: Women and Media – Analysis alternatives and action, New Delhi
2. Butlet Matilda: Women and Mass Media, New York, Human Science Press, 1980
3. Unequal opportunities: the case of the women and Media, Paris, UNESCO, 1981, Gallagher – Margret
4. ICSSR: Status of women in India: A synopsis of the report of the National Committee on the status of women (1971-74), Allied publishers, 1975

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the influence of gender in media
- Recall the skills used for using media for weaker sections
- Apply the techniques writing for weaker sections
- Analyze the contemporary media scenario in the context of gender
- Evaluate the remarkable success stories of women in media

Third Year

SKILL BASED ELECTIVE COURSE – I

Semester-V

DESIGNING AND PAGINATION

Code:

(Theory)

Credit:2

OBJECTIVES:

The objectives of this course are: To

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

UNIT-I PAGINATION:

typography for legibility, harmony and white space; makeup versus design- principles of artistic design – balance, contrast, proportion, unity etc.,

UNIT-II PRINCIPLES OF PAGE MAKEUP:

Mechanics of dummies, positioning, vertical and horizontal makeup and flexibility - Dos and Don'ts of good layout

UNIT-III TRADITIONAL AND CONTEMPORARY MAKE-UP CONCEPTS:

Front page makeup; inside news page makeup; sports page makeup; edit-page makeup; lifestyle page makeup; special page makeup; Sunday magazine page makeup

UNIT-IV SPECIAL EFFECTS:

Wraparounds and skews, photo cut-outs, mortises and insets, screens and reverses, display headlines, colour, info-graphics, cartoons and caricatures

UNIT-V DESIGN AND PAGINATION SOFTWARES:

Quark Xpress (page design), Photoshop, Corel Draw, Illustrator and Indesign

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Floyd K. Baskette, The Art of Editing
2. Tim Harrower, The Newspaper Designer's Handbook, Mc GrawHill
3. Newspaper Layout and Design, Daryl R Moen
4. Prof. Satish Jain, Web designing and publishing, BPB publications, 2018.
5. The Best of Newspaper Design, The Society for News Design, Rockport Publishers
6. Contemporary Newspaper Design, John D. Berry(Ed.)
7. Elements of Newspaper Design, Steven E.Ames
8. News Editing, Bruce H. Westley, Houghton Mifflin

COURSE OUTCOMES:

On successful completion of the course, the student will be able to:

- Remember the importance of designing
- Understand the skills of designing magazines
- Apply the skills needed to plan magazines
- Analyze the existing soft ware's used in print media
- Evaluate the uses of various soft-wares used for print media

Third Year

CORE COURSE -XIII

Semester-VI

MEDIA MANAGEMENT

Code:

(Theory)

Credit:5

OBJECTIVES:

The objectives of this course are:

- To familiarize the principles of Management
- To train the learners in understanding the functions of media industry
- To enrich with the knowledge of sufficient guidelines
- To inculcate the knowledge of the organizational structure of media organizations
- To enhance the learner with the knowledge managing broadcasting

UNIT-I PRINCIPLES OF GOOD MANAGEMENT:

Newspaper Management – Various types of Press Ownership – The Making of a Newspaper – The policy of Newspaper organization.

UNIT-II PRESS REPORTER:

Qualification and duties of Journalist- Rights and responsibilities of Journalist.

UNIT-III STARTING OF NEW PUBLICATION:

Registrar of Newspapers for India (RNI) – legal and other statutory provisions – Starting of newspapers and periodicals in mofussil areas – Problems of small newspaper – how to make them self -supporting and successful.

UNIT-IV MAIN SECTIONS OF A NEWSPAPER ORGANIZATION:

Comprehensive picture of the functioning of different departments – Structure and Functions – Editorial Department, News room, Business Department, Advertising section, Marketing and Circulation – News Editor, Sub Editor, Responsibilities and duties.

UNIT-V THE ORGANIZATION AND ADVERTISING FUNCTIONS OF ADVERTISING DEPARTMENT OF A NEWSPAPER:

Various methods to selling journals – Organization of agent and hawker force pattern of agency and distribution.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Thayer, Newspaper Business Management
2. Keval J.Kumar, Mass Communication in India

COURSE OUTCOMES:

On successful completion of the course, the student will be able to:

- Remember the principles of Management
- Understand the techniques of leading media industry
- Apply the guidelines given by the State
- Analyze the organizational structure of Media industries
- Compare the opportunities available in the Government and private sector

Third Year

CORE COURSE -XIV

Semester-VI

COMPUTER APPLICATION FOR MEDIA

Code:

(Theory)

Credit:5

OBJECTIVES:

The objectives of this course: To

- Familiarize the basics of computers
- Train the skills needed to create documents for print media
- Be trained in communication skills
- Be inculcated with the skills of content creation for e-magazines
- Learn the different types online facilities used for creating magazines

UNIT-I FUNDAMENTALS OF COMPUTERS AND WINDOWS:

History of computers. Computer hardware. Central Processing Unit. Input devices. Output devices. Storage devices. Communication devices. Accessories. Computer software

UNIT-II WORD PROCESSOR BASICS:

New blank document and toolbars. Manipulation of the first document - Editing the document. Designing and redesigning the document. Working with graphs, pictures, audio, and video in documents. Records and mail merge

UNIT-III INTRODUCTION TO POWERPOINT:

Starting PowerPoint. Auto Content Wizard. Working with texts, graphs, pictures, audio, and video in slides. Design templates. Adding transition effects to slides. Adding animation in slides. Previewing the contents.

UNIT-IV MEANING AND SCOPE OF THE INTERNET:

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

UNIT-V PAGEMAKER:

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

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Learning to Use the Internet, Ernest Ackermann, BPB Publications
2. Elements of Computer Science, SatishRamaswami, Rajesh Ramaswami, Ashish Publishing Homes.
3. Priti sinha, Pradeep K.S., Computer fundamentals: Concepts, systems & Applications, BPB publications, 2004.
4. Sumita Arora, Computer applications, BPB publications,2020
5. Ashok Arora, Computer fundamentals and applications, Vikas Publishing house, 2015.
6. Computing System Hardware, M. Wells, CambridgeUniversity.
7. Page Maker, Vishnu Priya Singh, Meenakshi Singh, sianPublishers.
8. Multi Media: An Introduction, John Villamil – Casanova, Louis Molina, Macuillan Publishing.

COURSE OUTCOMES:

Upon successful completion of the course the student would be able to:

- Remember the basics of computers
- Demonstrate the means of designing magazines
- Apply ict skills for presentation
- Analyze the content of online journals
- Evaluate the designing and pagination of different types of magazines

Third Year

CORE COURSE -XV

Semester-VI

FILM APPRECIATION

Code:

(Theory)

Credit:5

OBJECTIVES:

The objectives of this course are: To

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

UNIT-I FILM REVIEWS FOR THE MASS AUDIENCE:

Critics & Reviewers – Film reviewing – Fan magazines – Current reviews as examples of the journalistic approach – Guidelines for writing film criticism – Cinema magazines - Supplementaries of newspapers on film and Cinema (Tamil & English)

UNIT-II BIRTH OF FILM AS AN ART:

The pioneers – The Lumiere Brothers – The coming of the ‘Talkies’ – The studio system – Satyajit Ray – The Golden Age: Sohrab Modi, Raj Kapoor and Guru Dutt – The Angry young Men

UNIT-III THE FILMS OF THE NEW WAVE:

Holly Wood, Boli Wood and Koli Wood –The ‘Middle’ Cinema

UNIT-IV FILMS IN INDIA:

Regional language cinema –South India (vs) North India

UNIT-V FILMS IN TN:

Nataraja Mudaliar – Raja ‘Harichandra’ – Kalidhas (1931) –‘Ramayan’ & ‘Harichandra’ (1932) – Srinivas cinetone – ‘Puranas’ & ‘Idhikasas’ (1938) – ‘Thiyagaboomi’ -1940 -2010 - Popular films recently released

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. An Introduction to film criticism: Major Critical Approaches to narrative film –Tim By Water (Dixie college) , Thomas sob Chack (Utah) , Pearson Education
2. Mass Communication in India – Keval J. Kumar – Jaico Publishing house.

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the guide lines of writing film reviews
- Demonstrate film as an art in film reviews
- Apply film as a successful medium
- Analyse the regional language cinema
- Examine film as a medium

Third Year

MAJOR BASED ELECTIVE COURSE – II

Semester-VI

1. MODERN TRENDS IN JOURNALISM

Code:

(Theory)

Credit:5

OBJECTIVES:

The objectives of this course are: To

- Familiarise the differences between traditional reporting and modern reporting
- Introduce cyber journalism
- Enrich the knowledge of investigative journalism
- Understand the online editions of Indian newspapers
- Inculcate the knowledge of civic journalism

UNIT-I TRADITIONAL REPORTING (VS) MODERN REPORTING:

Interviews, observations, looking through documents – Online reporting – Open source reporting –Distributed reporting

UNIT-II MODERN PRINT & BROADCAST JOURNALISM:

Cyber journalism-Sports journalism – Science journalism - Business journalism

UNIT-III INVESTIGATIVE JOURNALISM:

Interpretative journalism - Gonzo journalism –Celebrity or people journalism – Convergence journalism

UNIT-IV ONLINE EDITIONS OF INDIAN NEWS PAPERS (ENG & TAMIL):

The Hindu, Indian Exp, Dinamalar, Dinaharan , Dinathanthi-Dinamani - Online Only news papers –Web blogs

UNIT-V CIVIC JOURNALISM:

Citizen journalism –layers of citizen journalism –Pro+citizen journalism - Wiki journalism – Case studies, Ethics, Challenges, Avoiding Polarisation – Principles of Citizen journalism - Live Casting –Simplicity and Miniaturization of equipments

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Introduction to News reporting – Manoranjan Tripathy, Authors Press, E 35/103, Jawahar Park, Lakshmi Nagar, Delhi – 110032

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the differences between traditional reporting and modern reporting
- Recall the features of cyber journalism
- Apply the knowledge of investigative journalism
- Analyse the online editions of Indian newspapers
- Examine civic journalism

2. BROADCAST JOURNALISM**Code:****(Theory)****Credit:5****OBJECTIVES:**

The objectives of this course are: To

- Familiarise the history of radio and television in India
- Introduce sources of news
- Enrich the means of getting the story
- Be trained with the skills of news anchors and presenters
- Inculcate the knowledge of ENG and EFP

UNIT-I ORIGIN OF RADIO

Guglielmo Marconi - Brief history of radio and television in India

UNIT-II NEWS SOURCES:

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

UNIT-III GETTING THE STORY:

Newsroom conference, copy-tasting, Balance of news, visuals and actuality, the brief, the angle, chasing the contact, staged news conferences, beating the clock, Work to sequence, Don't panic - Golden Rules For Video Journalists.

UNIT-IV NEWS ANCHORS AND PRESENTERS:

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

UNIT-V ELECTRONIC NEWS GATHERING (ENG):

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

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Andrew Boyd. —Broadcast Journalism: Techniques of Radio and TV News|Focal Press. Oxford.1997
2. S. C. Bhatt, Broadcast Journalism: Basic principles, Har Anand Publications, 2007.
3. Charanjit Ahuja, Bharat Hiteshi, Print Journalism A complete book of Journalism, Partridge India publications, 2016.
4. Moen, Daryl. Newspaper Layout and Design. (4th edn.). Surjeet Publications, New Delhi, 2004.
5. Herbert Zettl. —Television Production Handbook. Thomson Wadsworth. Ninth Edition. Belmont. USA.2007
6. David Keith Cohler. —Broadcast Journalism: A guide for the presentation of Radio and Television News. Prentice-Hall, Inc., Englewood Cliffs, New Jersey. USA.1985

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the history of radio and television in India
- Recall the sources of news
- Apply the means of getting the story
- Analyse the skills of news anchors and presenters
- Examine the current trends of ENG and EFP

Third Year

PROJECT

Semester-VI

Code:

Credit: 3

The candidate shall be required to take up a Project Work by group *or individual* and submit it at the end of the final year. The Head of the Department shall assign the Guide who, in turn, will suggest the Project Work to the students in the beginning of the final year. A copy of the Project Report will be submitted to the University through the Head of the Department on or before the date fixed by the University.

The Project will be evaluated by an internal and an external examiner nominated by the University. The candidate concerned will have to defend his/her Project through a Viva-voce.

ASSESSMENT/EVALUATION/VIVA VOCE:

1. PROJECT REPORT EVALUATION (Both Internal & External)

I. Plan of the Project - 20 marks

II. Execution of the Plan/collection of Data / Organisation of Materials / Hypothesis, Testing etc and presentation of the report. - 45 marks

III. Individual initiative - 15 marks

2. Viva-Voce / Internal& External - 20 marks

TOTAL - 100 marks

PASSING MINIMUM:

Project	Vivo-Voce 20 Marks 40% out of 20 Marks (i.e. 8 Marks)	Dissertation 80 Marks 40% out of 80 marks(i.e. 32 marks)
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A candidate who gets less than 40% in the Project must resubmit the Project Report. Such candidates need to defend the resubmitted Project at the Viva-voce within a month. A maximum of 2 chances will be given to the candidate.

Third Year

SKILL BASED ELECTIVE COURSE – II

Semester-VI

**INFORMATION AND COMMUNICATION
TECHNOLOGY**

Code:

(Theory)

Credit:2

OBJECTIVES:

The objectives of this course are to

- Familiarize information technology
- Introduce information superhighway
- Enrich the knowledge of creating web pages
- Train with the skills of writing for the web
- Understand the impact of smart phones in journalism

UNIT-I INFORMATION TECHNOLOGY:

A brief History in India – National Telecommunication policies –Developments in Indian Telecom – The information Revolution

UNIT-II THE INFORMATION SUPER HIGHWAY:

Globalization – National Task Force on IT – Social and cultural implications – Development communication.

UNIT-III WEB PAGE:

Meaning – WWW - Activity – Hyperlinks. Activity, Interactivity –Website; updated activity – Online Newspapers – blogs –social media – U tube

UNIT-IV WEB ACTIVITY:

Writings for the web, activity – Building a web site activity – strengthening Social networks – News Portals – Convergence of Media –social media – U-tube- Blogs - Vlogs

UNIT-V SMART PHONE:

Smart phone – Internet through smart phone – Recording voice and photos in Cell –2G,3G, spectrum – Cybercrimes – pros and cons of cell / smart phones.

UNIT-VI CURRENT CONTOURS (For Continuous Internal Assessment Only):

Presentation through PPT, Webinars, Seminars, U-tube videos, e-quiz, etc., related to this subject may be suggested by the teacher concerned

REFERENCES:

1. Understanding News Media : I. Arul Aram and Nirmala Dasan, Vijay Nicole Imprints Pvt. Ltd., Chennai 29
2. Mass Communication in India: Keval J. Kumar, Jaico Publications, Mumbai
3. Electronic Media and the Internet – D ‘SOUZA, Dominant Publishers, New Delhi
4. Communication and Media in India Today – Srampickal Media House – New Delhi.

COURSE OUTCOMES:

Upon successful completion of this course the students would be able: To

- Remember the features of information technology
- Recall the features of information superhighway
- Apply the skills of creating web pages
- Analyze the web content
- Examine the impact of smart phones in journalism
