|  |
| --- |
| **B.A.,**  **JOURNALISM**  **&**  **MASS COMMUNICATION** |
|  |
|  |
| **SYLLABUS** |
|  |
|  |
|  |
| **FROM THE ACADEMIC YEAR**  **2023-2024** |
|  |
|  |
|  |
|  |
| **TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION, CHENNAI – 600 005** |
|  |

**Contents**

1. PO and PSO Description
2. UG – Template
3. Methods of Evaluation & Methods of Assessment
4. Semester Index.
5. Subjects – Core, Elective, Nonmajor, Skill Enhanced, Ability Enhanced, Extension Activity, Environment, Professional Competency
6. *Course Lesson Box*
7. *Course Objectives*
8. *Units*
9. *Learning Outcome*
10. *Reference and Text Books*
11. *Web Sources*
12. *PO & PSO Mapping tables*

|  |  |
| --- | --- |
| **TANSCHE REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR UNDER GRADUATE PROGRAMME** | |
| **Programme:** | **B.A., Journalism and Mass Communication** |
| **Programme Code:** |  |
| **Duration:** | **UG - 3 Years** |
| **Programme Outcomes:** | **PO1: Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study  **PO2: Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one’s views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.  **PO3: Critical thinking:** Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.  **PO4: Problem solving: Capacity** to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one’s learning to real life situations.  **PO5: Analytical reasoning**: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.  **PO6: Research-related skills**: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation  **PO7: Cooperation/Team work:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team  **PO8: Scientific reasoning**: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.  **PO9: Reflective thinking**: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.  **PO10 Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.  **PO 11 Self-directed learning**: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.  **PO 12 Multicultural competence:** Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.  **PO 13: Moral and ethical awareness/reasoning**: Ability toembrace moral/ethical values in conducting one’s life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstratingthe ability to identify ethical issues related to one‟s work, avoid unethical behaviour such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.  **PO 14: Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.  **PO 15: Lifelong learning:** Ability to acquire knowledge and skills, including „learning how to learn‟, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling. |

|  |  |
| --- | --- |
| **Programme Specific Outcomes:** | **PSO1 – Placement:**  To prepare the students who will demonstrate respectful engagement with others’ ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions.  **PSO 2 - Entrepreneur:**  To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations  **PSO3 – Research and Development:**  Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development.  **PSO4 – Contribution to Business World:**  To produce employable, ethical and innovative professionals to sustain in the dynamic business world.  **PSO 5 – Contribution to the Society:**  To contribute to the development of the society by collaborating with stakeholders for mutual benefit |

**Highlights of the Revamped Curriculum**:

* Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
* The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
* The General Studies and Mathematics based problem solving skills are included as mandatory components in the ‘Training for Competitive Examinations’ course at the final semester, a first of its kind.
* The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
* The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
* The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
* Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
* State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

**Value additions in the Revamped Curriculum:**

|  |  |  |
| --- | --- | --- |
| **Semester** | **Newly introduced Components** | **Outcome / Benefits** |
| **I** | **Foundation Course**  To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens  gives rise to a new perspective. | * Instill confidence among students * Create interest for the subject |
| **I, II, III, IV** | **Skill Enhancement papers** (Discipline centric / Generic / Entrepreneurial) | * Industry ready graduates * Skilled human resource * Students are equipped with essential skills to   make them employable |
| * Training on language and communication skills enable the students gain   knowledge and  exposure in the competitive world. |
| * Discipline centric skill will improve the Technical knowhow of solving real life   problems. |
| **III, IV, V & VI** | Elective papers | * Strengthening the domain knowledge * Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature * Emerging topics in higher education/ industry/ communication network / health sector etc. are introduced with   hands-on-training. |

|  |  |  |  |
| --- | --- | --- | --- |
| **IV** | Elective Papers | | * Exposure to industry moulds students into solution providers * Generates Industry ready graduates * Employment opportunities enhanced |
| **V Semester** | Elective papers | | * Self-learning is enhanced * Application of the concept to real situation is conceived resulting   in tangible outcome |
| **VI Semester** | Elective papers | | * Enriches the study beyond the course. * Developing a research framework and   presenting their  independent and  intellectual ideas effectively. |
| **Extra Credits:**  **For Advanced Learners / Honors degree** | | | * To cater to the needs of peer learners / research   aspirants |
| **Skills acquired from the Courses** | | Knowledge, Problem Solving, Analytical  ability, Professional Competency, Professional Communication and Transferrable Skill | |

**Credit Distribution for UG Programmes**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Sem I** | **Credit** | **H** | **Sem II** | **Credit** | **H** | **Sem III** | **Credit** | **H** | **Sem IV** | **Credit** | **H** | **Sem V** | **Credit** | **H** | **Sem VI** | **Credit** | **H** |
| Part 1. Language – Tamil | 3 | 6 | Part..1. Language – Tamil | 3 | 6 | Part..1. Language – Tamil | 3 | 6 | Part..1. Language – Tamil | 3 | 6 | 5.1 Core Course –\CC IX | 4 | 5 | 6.1 Core Course –  CC XIII | 4 | 6 |
| Part.2 English | 3 | 6 | Part..2 English | 3 | 6 | Part..2 English | 3 | 6 | Part..2 English | 3 | 6 | 5.2 Core Course – CC X | 4 | 5 | 6.2 Core Course –  CC XIV | 4 | 6 |
| 1.3 Core Course – CC I | 5 | 5 | 2..3 Core Course – CC III | 5 | 5 | 3.3 Core Course – CC V | 5 | 5 | 4.3 Core Course – CC VII  Core Industry Module | 5 | 5 | 5. 3.Core Course CC -XI | 4 | 5 | 6.3 Core Course –  CC XV | 4 | 6 |
| 1.4 Core Course – CC II | 5 | 5 | 2.4 Core Course – CC IV | 5 | 5 | 3.4 Core Course – CC VI | 5 | 5 | 4.4 Core Course –  CC VIII | 5 | 5 | 5. 4.Core Course –/ Project with viva- voce  CC -XII | 4 | 5 | 6.4 Elective -VII Generic/ Discipline Specific | 3 | 5 |
| 1.5 Elective I Generic/ Discipline Specific | 3 | 4 | 2.5 Elective II Generic/ Discipline Specific | 3 | 4 | 3.5 Elective III Generic/ Discipline Specific | 3 | 4 | 4.5 Elective IV Generic/ Discipline Specific | 3 | 3 | 5.5 Elective V Generic/ Discipline Specific | 3 | 4 | 6.5 Elective VIII  Generic/ Discipline Specific | 3 | 5 |
| 1.6 Skill Enhancement Course SEC-1 | 2 | 2 | 2.6 Skill Enhancement Course SEC-2 | 2 | 2 | 3.6 Skill Enhancement Course SEC-4,  (Entrepreneurial Skill) | 1 | 1 | 4.6 Skill Enhancement Course SEC-6 | 2 | 2 | 5.6 Elective VI Generic/ Discipline Specific | 3 | 4 | 6.6 Extension Activity | 1 | - |
| 1.7 Skill Enhancement -(Foundation Course) | 2 | 2 | 2.7 Skill Enhancement Course –SEC-3 | 2 | 2 | 3.7 Skill Enhancement Course SEC-5 | 2 | 2 | 4.7 Skill Enhancement Course SEC-7 | 2 | 2 | 5.7 Value Education | 2 | 2 | 6.7 Professional Competency Skill | 2 | 2 |
|  |  |  |  |  |  | 3.8 E.V.S. | - | 1 | 4.8 E.V.S | 2 | 1 | 5.8 Summer Internship /Industrial Training | 2 |  |  |  |  |
|  | **23** | **30** |  | **23** | **30** |  | **22** | **30** |  | **25** | **30** |  | **26** | **30** |  | **21** | **30** |
| **Total – 140 Credits** | | | | | | | | | | | | | | | | | |

**Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System**

**for all UG courses including Lab Hours**

**First Year – Semester-I**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language – Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses [in Total] | 13 | 14 |
| Part-4 | Skill Enhancement Course SEC-1 | 2 | 2 |
| Foundation Course | 2 | 2 |
|  |  | **23** | **30** |

**Semester-II**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language – Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses including laboratory [in Total] | 13 | 14 |
| Part-4 | Skill Enhancement Course -SEC-2 | 2 | 2 |
| Skill Enhancement Course -SEC-3 (Discipline / Subject Specific) | 2 | 2 |
|  |  | **23** | **30** |

**Second Year – Semester-III**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language - Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses including laboratory [in Total] | 13 | 14 |
| Part-4 | Skill Enhancement Course -SEC-4 (Entrepreneurial Based) | 1 | 1 |
| Skill Enhancement Course -SEC-5 (Discipline / Subject Specific) | 2 | 2 |
| E.V.S | - | 1 |
|  |  | **22** | **30** |

**Semester-IV**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| Part-1 | Language - Tamil | 3 | 6 |
| Part-2 | English | 3 | 6 |
| Part-3 | Core Courses & Elective Courses including laboratory [in Total] | 13 | 13 |
| Part-4 | Skill Enhancement Course -SEC-6 (Discipline / Subject Specific) | 2 | 2 |
| Skill Enhancement Course -SEC-7 (Discipline / Subject Specific) | 2 | 2 |
| E.V.S | 2 | 1 |
|  |  | **25** | **30** |

**Third Year**

**Semester-V**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| **Part-3** | Core Courses including Project / Elective Based | 22 | 26 |
| **Part-4** | Value Education | 2 | 2 |
| Internship / Industrial Visit / Field Visit | 2 | 2 |
|  |  | **26** | **30** |

**Semester-VI**

|  |  |  |  |
| --- | --- | --- | --- |
| **Part** | **List of Courses** | **Credit** | **No. of Hours** |
| **Part-3** | Core Courses including Project / Elective Based & LAB | 18 | 28 |
| **Part-4** | Extension Activity | 1 | - |
| Professional Competency Skill | 2 | 2 |
|  |  | **21** | **30** |

**Consolidated Semester wise and Component wise Credit distribution**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Parts** | **Sem I** | **Sem II** | **Sem III** | **Sem IV** | **Sem V** | **Sem VI** | **Total Credits** |
| **Part I** | 3 | 3 | 3 | 3 | - | - | 12 |
| **Part II** | 3 | 3 | 3 | 3 | - | - | 12 |
| **Part III** | 13 | 13 | 13 | 13 | 22 | 18 | 92 |
| **Part IV** | 4 | 4 | 3 | 6 | 4 | 1 | 22 |
| **Part V** | - | - | - | - | - | 2 | 2 |
| **Total** | 23 | 23 | 22 | 25 | 26 | 21 | **140** |

**\*Part I. II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

**B.A., JOURNALISM & MASS COMMUNICATION CREDIT DISTRIBUTION**

|  |  |  |  |
| --- | --- | --- | --- |
| First Year – Semester – I | | | |
| Part | List of courses | Credits | No. of Hrs |
| Part I | Language – Tamil | 3 | 6 |
| Part II | English | 3 | 6 |
| Part-III | Core Course- I Introduction to Mass Communication | 5 | 5 |
| Core Course – II Fundamentals of Journalism | 5 | 5 |
| Generic Elective I  1. History of Journalism (OR)  2. Socio Political Issues in India | 3 | 4 |
| Part-IV | Skill Enhancement Course SEC-I (NME)- Basic Writing Skills | 2 | 2 |
|  |  |  |
| Skill Enhancement Foundation Course-Presentation Skills | 2 | 2 |
| TOTAL |  | 23 | 30 |
| First Year – Semester – II | | | |
|  | | | |
| Part | List of courses | Credits | No. of Hrs |
| Part I | Language – Tamil | 3 | 6 |
| Part II | English | 3 | 6 |
| Part III | Core Course III –News Reporting | 5 | 5 |
| Core Course IV –News Editing | 5 | 5 |
| Generic Elective II  1. Basic Computer Application for Media (or)  2. Mass Media and Society | 3 | 4 |
| Part IV | Skill Enhancement Course SEC 2 (NME)- Human Rights Reporting | 2 | 2 |
| Skill Enhancement Course SEC-3 (NME)-Journalistic skills | 2 | 2 |
|  |  |  |
| TOTAL |  | 23 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| Second Year – Semester – III | | | |
|  | | | |
| Part | List of Courses | Credits | No. of Hrs |
| Part I | Language – Tamil | 3 | 6 |
| Part II | English | 3 | 6 |
| Part III | Core Course –V Communication Models and Theories | 5 | 5 |
| Core Course –VI Writing for Media | 5 | 5 |
| Generic Elective III  1. Designing and Layout (OR)  2. Print Production | 3 | 4 |
| Part IV | Skill Enhancement Course SEC 4  Mobile Photography | 1 | 1 |
| Skill Enhancement Course SEC 5  Basic Photography | 2 | 2 |
|  |  |  |
|  | EVS | - | 1 |
| TOTAL |  | 23 | 30 |
| Second Year – Semester – IV | | | |
|  | | | |
| Part | List of Courses | Credits | No. of Hrs |
| Part I | Language – Tamil | 3 | 6 |
| Part II | English | 3 | 6 |
| Part III | Core Course –VII Media Law and Ethics |  |  |
| 5 | 5 |
| Core Course –VIII Advertising | 5 | 5 |
| Generic Elective IV  1.Video Production(OR)  2. Gender and Media | 3 | 3 |
| Part IV | Skill Enhancement Course SEC 6  Business Journalism | 2 | 2 |
| Skill Enhancement Course SEC 7  Writing film appreciation and Reviews | 2 | 2 |
| Ability Enhancement Compulsory Course (AECC) -Soft Skill 4 | 2 | 2 |
|  | EVS | 2 | 1 |
| TOTAL |  | 24 | 30 |

|  |  |  |  |
| --- | --- | --- | --- |
| Third Year – Semester – V | | | |
| Part | List of Courses | Credits | No.of Hours |
| Part III | Core Course IX Media, Culture and Society | 4 | 5 |
| Core Course X Radio Journalism | 4 | 5 |
| Core Course XI Tamil Journalism | 4 | 5 |
| Core Course / Project with Viva Voce CC- XII  1. Magazine Journalism (OR)  2. Project (Individual) /Creating a lab journal / U-tube video news presentation etc., | 4 | 5 |
| Discipline Specific Elective- V  1. Sports Journalism (OR)  2. Photo Journalism | 3 | 5 |
| Discipline Specific Elective- VI  1. Science communication  2. Digital Media Literacy | 3 | 5 |
| Part IV | Value Education | 2 | 2 |
| Summer Internship/Industrial Training | 2 | - |
| TOTAL |  | 26 | 30 |
| Third Year – Semester – VI | | | |
|  | | | |
| Part | List of Courses | Credits | No. of Hrs |
| Part III | Core Course XIII Online Journalism | 4 | 6 |
| Core Course XIV Development Communication | 4 | 6 |
| Core Course XV Media Management | 4 | 6 |
| Discipline Specific Elective - VII  1. Broadcast Journalism (OR)  2. media entrepreneurship | 3 | 5 |
| Discipline Specific Elective -VIII  1.Practical Public Relations (OR)  2. Specialized Journalism | 3 | 5 |
| Part IV | Extension Activity | 1 | - |
| Professional Competency Skill  General Studies for Competitive Examinations | 2 | 2 |
| TOTAL |  | 21 | 30 |

**FIRST YEAR –SEMESTER- I**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | | Introduction to Mass Communication | **Core -I** |  |  |  |  | 4 | 5 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:  • to introduce the fundamentals of Mass Communication to the learners  • to inculcate the knowledge of different types of Communication  • to help them to acquire the knowledge of various avenues of Mass Media  • to enhance the understanding of the role of theories of Mass Communication  • to enhance the knowledge of the various Mass Media audiences | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | | | **No. of Hours** |
| I | **Communication:** Definition, Nature, Scope and Purpose – Communication as a process: Sender, Message, channel, receiver and feedback as basic concepts - Functions of Communication - Uses of Communication – barriers of Communication - models and theories of communication – Lasswell’s model, Berlo’s SMCR model –Shannon and Weaver’s Mathematical model – Osgood and Schramm model | | | | | | | | | | | 15 |
| II | **Kinds / Types of Communication:** Intra-personal, Interpersonal, Group, Mass Communication etc., - Forms of Communication: Oral, Verbal, Para Language etc. | | | | | | | | | | | 18 |
| III | **Mass Media**: Print Media: Newspaper, Magazines and other types of periodicals – Broadcast Media / Electronic media: Television and Radio – Folk media - New Media: Internet, www, mobile, radio and television and journals (e journals) through internet and smart phones, social networking (Facebook, Orkud, twitter, LinkedIn, InstaGram etc.,) - Characteristics of different media, their Advantages and Disadvantages, Roles and Functions of various media. | | | | | | | | | | | 15 |
| IV | **Basic theories of Communication:** Marshall McLuhan’s Approach: "Medium is the Message" - Raymond Williams Approach - Characteristics of Mass Society - Sociological Theories: Agenda Setting, Uses and Gratification Theory - An Introduction to Indian Perspectives of communication | | | | | | | | | | | 15 |
| V | **Mass media audience**: Definition, understanding of audience, active and passive audience, types of audience-spectators, viewers, listeners, readers, users, characteristics of mass audience-active and passive audience – characteristics of mass society | | | | | | | | | | | 12 |
|  | **Total** | | | | | | | | | | | **75** |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  CO 1: recall the skills of fundamentals of Mass Communication  CO 2: remember the various avenues of different types of Communication  CO 3: acquire the skills needed to handle the various avenues of Mass Media  CO 4: utilize the knowledge of theories of Mass Communication while handling the mass media  CO 5: apply the knowledge of the various Mass Media audiences in his /her profession in media |
| **References with e links** |
| 1. Denis McQuail, Mass Communication theory, 1997., Sage Publication, NewDelhi. 2. Understanding Mass Communication, Melvin.L. Defluer, Publishers Distributors, Delhi. 3. Understanding of Media : The Extension of Man, Marshall McLuhan. 4. Abhay chawla, Introduction to Mass communication, Pearson publications,2021. 5. Kevel J.Kumar, Mass communication in India, Jaico publications, 1994. 6. Seema Hasan, Mass communication, principles and concepts, CBS Publishers, 2020. 7. "Media and Society: Production, Content and Participation" by Nicholas Carah and Eric Louw (2020, SAGE Publications) - <https://www.amazon.com/Media-Society-Production-Content-Participation/dp/1526468736> 8. "Mass Communication: Living in a Media World" by Ralph E. Hanson (2021, Cengage Learning) - <https://www.amazon.com/Mass-Communication-Living-Media-World/dp/0357363627> 9. "Understanding Media and Culture: An Introduction to Mass Communication" by Jack Lule (2021, Flat World Knowledge) - <https://catalog.flatworldknowledge.com/bookhub/reader/234275> 10. "Media Today: An Introduction to Mass Communication" by Joseph Turow (2021, Routledge) - <https://www.amazon.com/Media-Today-Introduction-Mass-Communication/dp/0367208427> 11. "Introduction to Media and Journalism: Concepts and Practices" by Nalini Rajan and Sujata Madhok (2021, SAGE Publications) - <https://www.amazon.com/Introduction-Media-Journalism-Concepts-Practices/dp/9353286004> 12. "The Media Studies Reader" edited by Tim O'Sullivan, Yvonne Jewkes, and Sonia Livingstone (2018, Routledge) - <https://www.taylorfrancis.com/books/9781317485551> 13. "Media and Communication Studies: Introducing the Key Concepts" by John Hartley, Jean Burgess, and Axel Bruns (2021, Routledge) - <https://www.taylorfrancis.com/books/9780367646693> 14. "Media and Culture: An Introduction to Mass Communication" by Richard Campbell and Christopher Martin (2017, Bedford/St. Martin's) - <https://www.macmillanlearning.com/college/us/product/Media-and-Culture-An-Introduction-to-Mass-Communication/p/1319058515> 15. "Journalism in the Digital Age" by John V. Pavlik (2017, Columbia University Press) - <https://cup.columbia.edu/book/journalism-in-the-digital-age/9780231177719> 16. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel (2021, Crown) - <https://www.amazon.com/Elements-Journalism-Newspeople-Should-Expect/dp/0804136785> |

**MAPPING:**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: INTRODUCTION TO MASS COMMUNICATION (……………….) | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 4 | 5 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1 - Weekly correlated 0-No correlation

**FIRST YEAR –SEMESTER- I**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | | **Fundamentals of Journalism** | **Core-II** |  |  |  |  | 4 | 5 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this are: To   * 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** | **Contents** | | | | | | | | | | | **No. of Hours** |
| 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 | | | | | | | | | | | 15 |
| 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 | | | | | | | | | | | 15 |
| 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., | | | | | | | | | | | 15 |
| 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. | | | | | | | | | | | 15 |
| 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 | | | | | | | | | | | 15 |
|  | **Total** | | | | | | | | | | | **75** |
| **Course Outcomes:** | | | | | | | | | | | | |
| Upon successful completion of this course the students would be able to:   * CO 1: remember the basics of Journalism * CO 2: demonstrate the media skills of different types of newspaper industry * CO 3: apply the important aspects of elements of news * CO 4: be enhanced with the knowledge of the background of Tamil Journalism * CO 5: to understand the important aspects of history of Indian Journalism | | | | | | | | | | | | |
| **References and e book links**   1. Parathasarathy, Basic Journalism 2. Mridula menon, Basics of Journalism, Kaniska publications, 2020. 3. Virbala Aggarwal, Handbook of Journalism and Mass communication, concept publishing, 2012. 4. Lynette Sheridan Burns, Understanding Journalism 5. Helen Sissols, Practical Journalism: How to Write News? 6. "Journalism Next: A Practical Guide to Digital Reporting and Publishing" by Mark Briggs (2013, CQ Press) - <https://www.amazon.com/Journalism-Next-Practical-Digital-Publishing/dp/1452227853> 7. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel (2021, Three Rivers Press) - <https://www.penguinrandomhouse.com/books/23212/the-elements-of-journalism-revised-and-updated-3rd-edition-by-bill-kovach-and-tom-rosenstiel/> 8. "Writing and Reporting News: A Coaching Method" by Carole Rich (2020, Cengage Learning) - <https://www.cengage.com/c/writing-and-reporting-news-a-coaching-method-9e-rich/> 9. "The New York Times Manual of Style and Usage: The Official Style Guide Used by the Writers and Editors of the World's Most Authoritative News Organization" by Allan M. Siegal and William G. Connolly (2015, Three Rivers Press) - <https://www.penguinrandomhouse.com/books/15239/the-new-york-times-manual-of-style-and-usage-5th-edition-by-allan-m-siegal-and-william-g-connolly/> 10. "The Associated Press Stylebook 2021: And Briefing on Media Law" by Associated Press (2021, Basic Books) - <https://www.basicbooks.com/titles/associated-press/the-associated-press-stylebook-2021/9781541677409/> 11. "The Basics of Digital Journalism: Handouts, Worksheets, and Lesson Plans for High School Journalism" by Megan Fromm and Kelly Glass (2021) - <https://www.amazon.com/dp/B08W3V4BZT> 12. "Journalism 101: The Basics of Reporting and Writing" by Jeff Goins (2012) - <https://goinswriter.com/journalism-101/> 13. "The Art of Writing and Communication in Journalism: How to Craft Great News Stories" by Marcus R. Møller Bitsch (2021) - <https://books.google.com/books/about/The_Art_of_Writing_and_Communication_in.html?id=_eZnEAAAQBAJ&source=kp_book_description> 14. "The Fundamentals of Journalism" by University of Strathclyde (2021) - <https://bookboon.com/en/the-fundamentals-of-journalism-ebook> 15. "Journalism Fundamentals: Reporting, Writing, and Editing" by Jonathan Peters (2021) - <https://press.rebus.community/journalismfundamentals/> | | | | | | | | | | | | |

**MAPPING:**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: Fundamentals of Journalism | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 4 | 5 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**FIRST YEAR –SEMESTER- I**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | **External** | | **Total** |
|  | **Socio Political Issues in India** | **Generic Elective-I** |  |  |  |  | 3 | 4 | 25 | 75 | | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| **Objectives:** The objectives of this course are: To   * 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** | **Contents** | | | | | | | | | | **No. of Hours** | |
| I | **Social Problems in India:** Social Transformation, Tradition and Modernity, Caste system and its Transformation –Demographic Trends in India – Population explosion – Human Development | | | | | | | | | |  | |
| II | **Communalism & Secularism:** Uniform Civil Code – Linguistic Division of State – Weaker Sections – Regionalism – Reservations Issues – Issues Related to Education. | | | | | | | | | |  | |
| III | **Family Issues:** Women’s Issues, Status – Empowerment, Widowhood – Employment – Issues of Drug Addiction – Juvenile Delinquency – Child Labour – Consumer Rights. | | | | | | | | | |  | |
| 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. | | | | | | | | | |  | |
| V | **Political Issues:** After Independence - Various political movements: Principles, Bases, Policies & Outcomes – Religion and caste based politics. | | | | | | | | | |  | |
|  | **Total** | | | | | | | | | |  | |

|  |
| --- |
| **Course Outcomes** |
| Upon successful completion of this course the students would be able: To  CO. 1. remember the social problems in India  CO. 2. demonstrate the techniques needed to address communalism and secularism.  CO. 3. apply the techniques in handling articles written about family issues  CO. 4. evaluate the various avenues of health and environmental issues  CO. 5. analyze the contents of the features and editorials addressing political issues |

|  |
| --- |
| **References with e links** |
| 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. 5. "India Unbound: From Independence to the Global Information Age" by Gurcharan Das (2002, Anchor Books) - <https://www.penguinrandomhouse.com/books/20250/india-unbound-by-gurcharan-das/> 6. "The Argumentative Indian: Writings on Indian History, Culture and Identity" by Amartya Sen (2005, Farrar, Straus and Giroux) - <https://us.macmillan.com/books/9780312426026> 7. "India After Gandhi: The History of the World's Largest Democracy" by Ramachandra Guha (2007, HarperCollins) - <https://www.harpercollins.com/products/india-after-gandhi-ramachandra-guha> 8. "Breaking Free: A Memoir of Love and Revolution" by Shafiq Mirza (2020, Hachette India) - <https://www.hachetteindia.com/TitleDetails.aspx?titleId=53431> 9. "The Idea of India" by Sunil Khilnani (1998, Penguin Books) - <https://www.penguinrandomhouse.com/books/142760/the-idea-of-india-by-sunil-khilnani/> 10. "Socio-Political Issues in India" by Dr. Shashikala Gurpur - <http://www.lawjournals.org/volume4/issue1/Law-4-1-7.pdf> 11. "India: Political and Socio-Economic Challenges and Opportunities" by Sanjukta Banerji Bhattacharya - <https://www.researchgate.net/publication/329701191_India_Political_and_Socio-Economic_Challenges_and_Opportunities> 12. "Social and Political Issues in India" by Yogendra Yadav - <https://www.jstor.org/stable/4396189> 13. "Caste and Politics in India" by Ghanshyam Shah - <https://www.epw.in/system/files/pdf/1969_21/38/caste_and_politics_in_india.pdf> 14. "Socio-Political Realities in India: Issues and Challenges" by Jagmohan Singh - <https://www.researchgate.net/publication/331573091_Socio-Political_Realities_in_India_Issues_and_Challenges> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: Socio Political Issues in India | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 4 | 5 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**FIRST YEAR –SEMESTER- I**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | History of journalism | **Generic Elective- I** |  |  |  |  | 3 | 4 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| The objectives of this course are: To   * 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** | **Contents** | **No. of Hours** |
| I | **The invention of writing**: functions of writing-early forms of writing materials-manuscripts print- Early printing in China, Arab and Europe etc., |  |
| 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 |  |
| 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 Ziegan 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 |  |
| IV | **Early newspapers in India:** The nationalist movement and the Emergence of journalism- Important newspapers in Indian print history -Bengal gazette-Kesari, Anand Bazaar Patrika etc., - Post independence years |  |
| 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 movements and Tamil journalism |  |
|  | **Total** |  |
| **Course Outcomes:** Upon successful completion of this course the students would be able: To  **CO 1:** remember the origin of Journalism  **CO 2:** demonstrate the growth of journalism  **CO 3:** apply the important aspects of evolution of Indian Journalism  **CO 4:** analyze the formative factors of Tamil Journalism  **CO 5:** evaluate the important milestones of the history of international Journalism | | |
| **References and e- book links**   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 Ithaliyal Chuvadugal, Sambanthan. Ma. Su, TamilarPathippagam, 9. Chennai, 1990. 10. Aurabindo Mazumdar, Indian Press and Freedom Struggle 1937- 42, Orient Longman, Hydrabad,1993 11. Handbook of journalism and mass communication, Virbala aggarwal & V.S. Gupta concept publishing, 2012 12. "The News: A User's Manual" by Alain de Botton (2014, Hamish Hamilton) - <https://www.penguin.co.uk/books/108/1082967/the-news/9780241145437.html> 13. "A History of News" by Mitchell Stephens (2007, Oxford University Press) - <https://global.oup.com/academic/product/a-history-of-news-9780195189919?cc=us&lang=en&> 14. "News and Society: An Introduction" by Jason Bivins (2012, Routledge) - <https://www.routledge.com/News-and-Society-An-Introduction/Bivins/p/book/9780415880656> 15. "The Rise of the Fourth Estate: How Newspapers Became Informative, Entertaining, and Surprisingly Respectable" by Jeffrey B. Trammell (2019, Rowman & Littlefield Publishers) - <https://rowman.com/ISBN/9781538121126/The-Rise-of-the-Fourth-Estate-How-Newspapers-Became-Informative-Entertaining-and-Surprisingly-Respectable> 16. "Journalism and Democracy: An Evaluation of the Political Public Sphere" by Brian McNair (2000, Routledge) - <https://www.routledge.com/Journalism-and-Democracy-An-Evaluation-of-the-Political-Public-Sphere/McNair/p/book/9780415228134> 17. "A Short History of Journalism for Journalists: A Proposal and Essay" by Edward Jay Friedlander - <https://www.journalism.org/wp-content/uploads/2015/05/Friedlander-essay-final1.pdf> 18. "A Brief History of Journalism" by Jack Mitchell - <https://books.google.co.in/books/about/A_Brief_History_of_Journalism.html?id=WxxFHQAACAAJ&redir_esc=y> 19. "Journalism History and News Discourse" by Mary Beth Oliver and Michael L. Schudson - <https://onlinelibrary.wiley.com/doi/pdf/10.1111/j.1460-2466.1994.tb01299.x> 20. "The Development of Journalism" by James W. Carey - <https://files.eric.ed.gov/fulltext/ED258125.pdf> 21. "A History of American Journalism" by James Melvin Lee - <https://books.google.co.in/books/about/A_History_of_American_Journalism.html?id=lNB8BgAAQBAJ&redir_esc=y> | | |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: History of journalism | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**FIRST YEAR –SEMESTER- I**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | BASIC WRITING SKILLS | **SEC-I**  **(Skill Enhancement Programme)** |  |  |  |  | 2 | 75 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this programme are: To   * strengthen oral communication skills in English and Regional Language. * develop the skills of writing in English and Regional Language. * improve their vocabulary in English and Regional Language * enrich the knowledge of synonyms, antonyms, idioms and phrases. * inculcate the knowledge of grammar in English and Regional Language. | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Meaning, importance and elements of language**: General rules of grammar: Tamil and English, Exceptions in mass media writing, tenses etc. | | | | | | | | |  | | |
| II | **Essentials of good writing, Techniques of effective writing**: Vocabulary Building: Antonyms, Synonyms, Homophones, Word formation (Prefixes and Suffixes) – Technical Jargons – Spelling | | | | | | | | |  | | |
| III | **Types of sentences, their structure and use**: Words and their use - redundancies-words and phrases Functional Grammar- Parts of Speech. Common Grammatical Errors: Errors of Syntax, Concord etc., | | | | | | | | |  | | |
| IV | **Use of adjectives and adverbs**: Negatives and double negatives transitional devices -Methods of paraphrasing, attribution, and quoting- active voice – passive voice | | | | | | | | |  | | |
| V | **Essay Writing**: Report writing, Focus on Reading, Writing, Listening and Speaking Skills (RWLS) Note- making and note taking skills. | | | | | | | | |  | | |
|  | **Total** | | | | | | | | |  | | |

|  |
| --- |
| **Course Outcomes** |
| Upon completion of this course the learner will be able to:  **CO 1:**  strengthen oral communication skills in English and Regional Language.  **CO 2:** apply the techniques of writing in English and Regional Language.  **CO 3:**  analyze their existing skills in English and Regional Language.  **CO 4:**  evaluate their skills in using synonyms, antonyms, idioms and phrases.  **CO 5:** demonstrate their talents in communicating through English and Regional Language. |
| **References and ebooks** |
| 1. John Eastwood, Oxford Practice Grammar, Kehha Bourke, The Grammar Lab. 2. A.R. Kidwai sherin shervani, Writing skills methods and practices, Viva books/originals 2019 3. Terry O’ Brien, Modern writing skills, 4. Vocabulary by Michael Ma'carthy and Felicity O'Dell. 5. Raymond Williams - Intermediate English Grammar. 6. Rivers, William and W. Alison, Writing for the media. 7. Robert Cunning, Techniques of media writing. 8. "The Elements of Style" by William Strunk Jr. and E.B. White (1999, Longman) - <https://www.pearson.com/us/higher-education/product/Strunk-Elements-of-Style-The-4th-Edition/9780205309023.html> 9. "On Writing Well" by William Zinsser (2006, HarperCollins) - <https://www.harpercollins.com/products/on-writing-well-william-zinsser> 10. "The Only Grammar Book You'll Ever Need: A One-Stop Source for Every Writing Assignment" by Susan Thurman (2012, Adams Media) - <https://www.simonandschuster.com/books/The-Only-Grammar-Book-Youll-Ever-Need/Susan-Thurman/9781440530067> 11. "Writing Tools: 55 Essential Strategies for Every Writer" by Roy Peter Clark (2008, Little, Brown and Company) - <https://www.hachettebookgroup.com/titles/roy-peter-clark/writing-tools/9780316014991/> 12. "The Best Punctuation Book, Period: A Comprehensive Guide for Every Writer, Editor, Student, and Businessperson" by June Casagrande (2014, Ten Speed Press) - <https://www.penguinrandomhouse.com/books/224673/the-best-punctuation-book-period-by-june-casagrande/> 13. E Books 14. "A Guide to Writing Well" by Joshua Sowin - <https://www.joshuasowin.com/writing-guide/> 15. "The Little Red Writing Book" by Brandon Royal - <https://www.brandonroyal.com/books/The_Little_Red_Writing_Book/> 16. "The Writer's Handbook" by University of Wisconsin-Madison Writing Center - <https://writing.wisc.edu/handbook/> 17. "A Beginner's Guide to Writing in English for University Study" by University of Reading - <https://www.futurelearn.com/courses/english-for-study> 18. "How to Write a Book: The Complete Guide" by Jerry Jenkins - <https://jerryjenkins.com/how-to-write-a-book/> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: BASIC WRITING SKILLS | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 4 | 5 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**FIRST YEAR-SEMESTER - I - SKILL ENHANCEMENT FOUNDATION**

**COURSE**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | **External** | | **Total** |
|  | | PRESENTATION SKILLS | Skill Enhancement Foundation Course |  |  |  |  | 3 | 4 | 25 | 75 | | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| The objectives of this programme are: To   * strengthen presentation skills in English and Regional Language. * develop the skills of managing presentation in English and Regional Language. * improve their quality of speaking in English and Regional Language * enrich the knowledge of managerial skills in public consultation meets * inculcate the knowledge effective speaking | | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | | | **No. of Hours** | |
| I | **Presentation**: Definition – Reporting for a presentation – Organizing the material – Writing your presentation – Deciding the presentation method | | | | | | | | | | |  | |
| II | Managing your presentation: Managing the notes – Working with visual aids – Presenting data – Managing the event – Coping with presentation nerves – Dealing with questions – How to build presentations like a consultant  . | | | | | | | | | | |  | |
| III | **Seven qualities of a good speaker:** Self presentation in presentations – remote meetings and presentation – Giving a speech – Presentations in interviews – Presentation in larger groups and conferences – Giving lectures and seminars – Managing a press conference | | | | | | | | | | |  | |
| IV | Public consultation meetings: Attending public consultation meetings -  Managing public consultation meetings – Crisis communication | | | | | | | | | | |  | |
| V | Communication skills: Facilitation skills – teams, groups and meetings – Effective speaking – question types | | | | | | | | | | |  | |
|  | **Total** | | | | | | | | | | |  | |

|  |
| --- |
| **Course Outcomes** |
| Upon completion of this course the learner will be able to:  **CO 1:**  strengthen presentation skills in English and Regional Language.  **CO 2:** apply the techniques of presentation in English and Regional Language.  **CO 3:**  analyze their existing presentation skills in English and Regional Language.  **CO 4:**  evaluate their skills in public gathering  **CO 5:** demonstrate their talents in communicating at the time of crisis as a journalist |
| **References and e - books** |
| 1. "Presentation Zen: Simple Ideas on Presentation Design and Delivery" by Garr Reynolds (2011, New Riders) - <https://www.peachpit.com/store/presentation-zen-simple-ideas-on-presentation-design-9780321811981> 2. "Slide: ology: The Art and Science of Creating Great Presentations" by Nancy Duarte (2008, O'Reilly Media) - <https://www.oreilly.com/library/view/slideology-the-art/9780596522346/> 3. "The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience" by Carmine Gallo (2010, McGraw-Hill Education) - <https://www.mheducation.com/highered/product/presentation-secrets-steve-jobs-gallo/0071636080.html> 4. "The Art of Communicating" by Thich Nhat Hanh (2013, HarperOne) - <https://www.harpercollins.com/products/the-art-of-communicating-thich-nhat-hanh> 5. "Speak With No Fear: Go from a nervous, nauseated, and sweaty speaker to an excited, energized, and passionate presenter" by Mike Acker (2018, Independently published) - <https://www.amazon.com/Speak-No-Fear-nauseated-energized/dp/1980387966> 6. "The Presentation Skills Workbook: How to Create and Deliver a Great Presentation" by Praise Mokhtar - <https://www.skillsyouneed.com/rhubarb/presentation-skills-workbook.html> 7. "Effective Presentations: A Guide to Creating and Delivering Presentations" by the University of Leicester - <https://www2.le.ac.uk/departments/gradschool/training/eresources/presentations> 8. "The Ultimate Guide to Making Great Presentations" by Zapier - <https://zapier.com/learn/ultimate-guide-to-making-great-presentations/> 9. "Public Speaking and Presentations Demystified" by Melody Templeton - <https://www.open.edu/openlearncreate/course/view.php?id=3068> 10. "Presentation Skills for Beginners" by Rachel Rofe - <https://rachelrofe.com/presentation-skills-for-beginners> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: PRESENTATION SKILLS | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 4 | 5 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**FIRST YEAR - SEMESTER II**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | | **News reporting** | **Core -III** |  |  |  |  | 4 | 5 | 25 | 75 | 100 |
| **Learning 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** | **Contents** | | | | | | | | | | | **No. of Hours** |
| I | **Concept of News**: Definitions- Reporter –qualities of a reporter ( Nose for news, Accuracy, speed, objectivity, facts, perseverance….etc.,) - 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 – tools of a reporter – ground rules of a reporter | | | | | | | | | | | 14 |
| II | **Basic structure of news**: Inverted Pyramid Style - strengths and limitations - 5Ws and 1H- types of leads - hard news, soft news | | | | | | | | | | | 15 |
| III | **News Gathering**: Reporter as a participant –News Sources - Beats - handout, news – Press conferences, Press meets, Handouts, Press Note, Press release-leakages-business news –weather - news-covering politics-Assembly and Parliament-Disasters – events-strikes - international news agencies, Indian news agencies | | | | | | | | | | | 16 |
| 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 - the 4 Ps of an interview - and writing – interview based reports - conducting an interview –writing the report | | | | | | | | | | | 14 |
| V | **Types of Reporting**: beat reporting – crime beat – Government - basics of covering accidents, deaths, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment; investigative reporting - Reporting science and environment | | | | | | | | | | | 16 |
|  | **Total** | | | | | | | | | | | **75** |

|  |
| --- |
| **Course Outcomes** |
| Upon successful completion of this course the students would be able: To  CO 1. remember the roles and responsibilities of a reporter.  CO 2. demonstrate the fundamental structure of news.  CO 3. apply the techniques needed for specialized reporting  CO 4. analyse the skills of art, culture and sports reporting  CO 5. evaluate the various avenues of different types of reporting for media |
| **References and e books links** |
| 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 6. beginning Journalist’s guide, 2004 7. Bruce D.Itule, Douglas A.Anderson, News writing and reporting for today’s 8. media, 2006 9. Kelly leiter, Julian Harris & Stanley Johnson The complete reporter 10. fundamentals of news gathering and editing, 1999 11. Joan Clayton, Interviewing for Journalists, London: Piatkus Publishers,1994 12. Straubhaar Larose, Media Now, New York: Thomson Wadsworth,2000 13. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel (2014, Three Rivers Press) - <https://www.penguinrandomhouse.com/books/110865/the-elements-of-journalism-revised-and-updated-3rd-edition-by-bill-kovach-and-tom-rosenstiel/> 14. "Reporting for Journalists" by Chris Frost (2011, Routledge) - <https://www.routledge.com/Reporting-for-Journalists/Frost/p/book/9780415574581> 15. "The News: A User's Manual" by Alain de Botton (2014, Hamish Hamilton) - <https://www.penguinrandomhouse.com/books/222195/the-news-a-users-manual-by-alain-de-botton/> 16. "The Associated Press Stylebook 2021" by Associated Press (2021, Basic Books) - <https://www.basicbooks.com/titles/associated-press/the-associated-press-stylebook-2021/9781541698955/> 17. "The News Gap: When the Information Preferences of the Media and the Public Diverge" by Pablo J. Boczkowski and Eugenia Mitchelstein (2013, MIT Press) - <https://mitpress.mit.edu/books/news-gap> 18. "Journalism Skills for Engaged Citizens" by Sue Robinson and Mike Ananny - <https://journalism.utexas.edu/sites/default/files/journalism-skills-engaged-citizens-v1.0.pdf> 19. "News Reporting and Writing" by Missouri School of Journalism - <https://open.missouri.edu/courses/journalismnews-reporting-and-writing/> 20. "Journalism 101: Language Analysis" by Marquette University - <https://www.marquette.edu/communication/documents/Journalism-101-Language-Analysis.pdf> 21. "Journalism, Society and the Citizen" by Cardiff University - <https://www.futurelearn.com/courses/journalism-society-and-the-citizen> 22. "How To Write Like A Journalist - Tips And Techniques For Beginners" by Lucy Parsons - <https://www.shawacademy.com/blog/how-to-write-like-a-journalist-tips-and-techniques-for-beginners/> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: News reporting | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 2 | 2 | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**FIRST YEAR - SEMESTER II**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **news editing** | **Core-IV** |  |  |  |  | 4 | 5 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| The objectives of this course are: To   * familiarize the students with the fundamentals of news room handling * help the learner to acquire the techniques needed for editing news * be skilful in handling the wire * be enriched with the skills of creating headlines * develop the required creativity needed for developing the editorial page | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | | **No. of Hours** |
| 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 | | | | | | | | | | 15 |
| 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, taste and legal propriety – style books – style book in Tamil by Athithanar | | | | | | | | | | 15 |
| 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. | | | | | | | | | | 15 |
| 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 catchwords; traditional and modern headline styles. | | | | | | | | | | 15 |
| V | **Editorials:** Editorial page versus news pages: editorials, middles, features-types of 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 | | | | | | | | | | 15 |
|  | **Total** | | | | | | | | | | **75** |

|  |
| --- |
| **Course Outcomes** |
| Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student will be able to:  CO. 1. remember the fundamentals of news room operation.  CO. 2. demonstrate the techniques needed for editing news.  CO. 3. apply the techniques in handling copies from different sources  CO. 4. evaluate the various avenues of headline writing in Tamil and English dailies  CO. 5. analyze the contents of the features and editorials |
| **References and e – book links:** |
| 1. "The Subversive Copy Editor, Second Edition: Advice from Chicago (or, How to Negotiate Good Relationships with Your Writers, Your Colleagues, and Yourself)" by Carol Fisher Saller (2016, University of Chicago Press) - <https://press.uchicago.edu/ucp/books/book/chicago/S/bo21295474.html> 2. "The Art of Editing" by Brian S. Brooks and James L. Pinson (2019, Bedford/St. Martin's) - <https://www.macmillanlearning.com/college/us/product/The-Art-of-Editing/p/1319057577> 3. "Language in the News: Discourse and Ideology in the Press" by Roger Fowler (1991, Routledge) - <https://www.routledge.com/Language-in-the-News-Discourse-and-Ideology-in-the-Press/Fowler/p/book/9780415061771> 4. "The News Manual: A Handbook for Journalists" by World Association of Newspapers and News Publishers (2008, World Association of Newspapers and News Publishers) - <https://www.thenewsmanual.net/> 5. "Editing and Design: Book Editing, Typesetting, Print Production, and E-book Design" by Chuck Green (2014, Adams Media) - <https://www.simonandschuster.com/books/Editing-and-Design/Chuck-Green/Everything/9781440576228> 6. "News Editing and Design" by Missouri School of Journalism - <https://open.missouri.edu/courses/news-editing-and-design/> 7. "The News Manual: A Professional Resource for Journalists and Editors" by World Association of Newspapers and News Publishers - <https://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/the-news-manual-a-professional-resource-for-journalists-and-editors/> 8. "Editing for Journalism" by Robert W. Buckman - <https://www.aljazeera.com/training/2010/10/26/editing-for-journalism/> 9. "The Essentials of News Editing" by E. R. Murrow College of Communication, Washington State University - <https://online.wsu.edu/course/er_com436/> 10. "Newsroom Management and Editorial Leadership" by Shawn McIntosh, Tim Grieve, et al. - <https://www.poynter.org/shop/self-directed-course/newsroom-management-and-editorial-leadership/> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: news editing | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**FIRST YEAR - SEMESTER II**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | **External** | | **Total** |
|  | **basic computer application for media** | **Generic Elective-II** |  |  |  |  | 3 | 4 | 25 | 75 | | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are: to   * learn the fundamentals of computers * gain the skills needed to create documents for designing magazines. * be trained in presentation skills * be inculcated with the techniques of preparing content for e-magazines * learn the different types of softwares used for creating magazines | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | | **No. of Hrs** | |
| 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. Introduction to Windows. Working in Windows. Desktop operations. Windows explorer. Manipulation of files and folders. Windows accessories. | | | | | | | | | |  | |
| II | **Fundamentals of Computers and Windows:** History of computers. Computer hardware. Central Processing Unit. Input devices. Output devices. Storage devices. Communication devices. Accessories. Computer software. Introduction to Windows. Working in Windows. Desktop operations. Windows explorer. Manipulation of files and folders. Windows accessories. | | | | | | | | | |  | |
| 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. | | | | | | | | | |  | |
| 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. | | | | | | | | | |  | |
| V | **Page making:** PageMaker, Interfacing, Working with text, Page setup, Printing; Formatting Techniques; Graphics and Drawings. Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics - Conversions- Graphs - COREL SHOW - Cartoons - Use of colours in publishing concepts-InDesign and E publisher | | | | | | | | | |  | |
|  | **Total** | | | | | | | | | |  | |
| **Course Outcomes** | | | | | | | | | | | | |
| Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student will be able to:  CO 1. remember the fundamentals of computers  CO 2. demonstrate skills needed to create documents for designing magazines  CO 3. apply presentation skills  CO 4. analyse the content of online journals  CO 5. evaluate the different types of softwares used for creating magazines | | | | | | | | | | | | |
| **References and e book links**   1. Sumita Arora, Computer applications,BPB publications,2020 2. Ashok Arora, Computer fundamentals and applications, Vikas Publishing house, 2015. 3. Computing System Hardware, M. Wells, CambridgeUniversity. 4. Page Maker, Vishnu Priya Singh, Meenakshi Singh, sianPublishers. 5. Multi Media: An Introduction, John Villamil – Casanova, Louis Molina, MacuillanPublishing. 6. "Computer Basics Absolute Beginner's Guide, Windows 10 Edition" by Michael Miller, 2019, Que Publishing, <https://www.quepublishing.com/store/computer-basics-absolute-beginners-guide-windows-10-edition-9780789760413> 7. "A Guide to Microsoft Office 365: Office for the Web" by Edward Jones, 2021, Wiley, <https://www.wiley.com/en-us/A+Guide+to+Microsoft+Office+365%3A+Office+for+the+Web-p-9781119743044> 8. "InDesign CC: Visual QuickStart Guide (2014 release)" by Sandee Cohen, 2014, Peachpit Press, <https://www.peachpit.com/store/indesign-cc-visual-quickstart-guide-2014-release-9780133989653> 9. "Excel 2019 Bible" by Michael Alexander and Richard Kusleika, 2018, Wiley, <https://www.wiley.com/en-us/Excel+2019+Bible%2C+1st+Edition-p-9781119514787> 10. "Photoshop CC: Visual QuickStart Guide (2019 release)" by Elaine Weinmann and Peter Lourekas, 2019, Peachpit Press, <https://www.peachpit.com/store/photoshop-cc-visual-quickstart-guide-2019-release-9780135480828> 11. "Computer Basics: Absolute Beginner's Guide, Windows 10 Edition" by Michael Miller, 2019, Que Publishing, <https://www.quepublishing.com/store/computer-basics-absolute-beginners-guide-windows-10-edition-9780136512653> 12. "Excel 2019 Bible" by Michael Alexander and Richard Kusleika, 2018, Wiley, <https://www.wiley.com/en-us/Excel+2019+Bible%2C+1st+Edition-p-9781119514794> 13. "InDesign CC: Visual QuickStart Guide (2014 release)" by Sandee Cohen, 2014, Peachpit Press, <https://www.peachpit.com/store/indesign-cc-visual-quickstart-guide-2014-release-9780133989677> 14. "Microsoft Office 365 & Office 2019: Introductory" by Misty E. Vermaat, Steven M. Freund, Corinne Hoisington, and Eric Schmieder, 2019, Cengage Learning, <https://www.cengage.com/c/microsoft-office-365-office-2019-introductory-1e-vermaat/> 15. "Photoshop CC: Visual QuickStart Guide (2019 release)" by Elaine Weinmann and Peter Lourekas, 2019, Peachpit Press, <https://www.peachpit.com/store/photoshop-cc-visual-quickstart-guide-2019-release-9780135474698> | | | | | | | | | | | | |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE:basic computer application for media | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**FIRST YEAR - SEMESTER II**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **mass media and society** | **Generic Elective -II** |  |  |  |  | 2 | 2 | 25 | | 75 | 100 |
| **Learning 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** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Mass Media:** Introduction – Print Media, Electronic media, Digital media, Social media - History and Development –Functions – Usage of mass media by the people. | | | | | | | | |  | | |
| 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., | | | | | | | | |  | | |
| 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, Radio Mirchy FM etc.,) Listenership survey-web radio – radio garden | | | | | | | | |  | | |
| 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 | | | | | | | | |  | | |
| 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 | | | | | | | | |  | | |
|  | **Total** | | | | | | | | |  | | |

|  |
| --- |
| **Course Outcomes** |
| Upon successful completion of this course the students would be able: To  CO 1. remember the features of mass media.  CO 2. demonstrate the types of journals  CO 3. apply the techniques needed for producing radio news  CO 4. analyse the contents of television and film  CO 5. evaluate the various angles of impact of media on society |
| **References and E book links:**   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 4. Media and Society: A Critical Perspective" by Arthur Asa Berger (2019, Rowman & Littlefield Publishers) - <https://rowman.com/ISBN/9781538127022/Media-and-Society-A-Critical-Perspective> 5. "Media/Society: Industries, Images, and Audiences" by David Croteau and William Hoynes (2018, Sage Publications) - <https://us.sagepub.com/en-us/nam/media-society/book260791> 6. "Understanding Media and Culture: An Introduction to Mass Communication" by Jack Lule (2019, Flat World Knowledge) - <https://catalog.flatworldknowledge.com/bookhub/reader/298?e=lule_1.0-ch01_s01> 7. "Media, Society, World: Social Theory and Digital Media Practice" by Nick Couldry and Damian Tambini (2019, Polity Press) - <https://www.polity.co.uk/book.asp?ref=9781509512638> 8. "The Media and Social Theory" by David Hesmondhalgh and Jason Toynbee (2015, Routledge) - <https://www.routledge.com/The-Media-and-Social-Theory/Hesmondhalgh-Toynbee/p/book/9781138022872> 9. "Media and Society: A Critical Perspective" by Arthur Asa Berger (2019, Rowman & Littlefield Publishers) - <https://ebookcentral.proquest.com/lib/ryerson-ebooks/detail.action?docID=5851096> 10. "Media/Society: Industries, Images, and Audiences" by David Croteau and William Hoynes (2018, Sage Publications) - <https://ebookcentral.proquest.com/lib/ryerson-ebooks/detail.action?docID=5585019> 11. "Understanding Media and Culture: An Introduction to Mass Communication" by Jack Lule (2019, Flat World Knowledge) - <https://catalog.flatworldknowledge.com/bookhub/reader/298?e=lule_1.0-ch01_s01> 12. "Media, Society, World: Social Theory and Digital Media Practice" by Nick Couldry and Damian Tambini (2019, Polity Press) - <https://www.polity.co.uk/book.asp?ref=9781509512638> 13. "The Media and Social Theory" by David Hesmondhalgh and Jason Toynbee (2015, Routledge) - <https://www.routledge.com/The-Media-and-Social-Theory/Hesmondhalgh-Toynbee/p/book/9781138022872> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: mass media and society | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**FIRST YEAR - SEMESTER II**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **human rights reporting** | **SEC-2** |  |  |  |  | 2 | 2 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| **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** | **Contents** | **No. of Hours** |
| I | **Evolution of Human Rights over the centuries**: Human life – enrichment of knowledge - Asserting rights. |  |
| II | **Growth of various theories of Human Rights**: Nature’s Theory –various philosophical thinkers |  |
| III | **Human Rights Development**: International and National – UNESCO Declaration of Human Rights – Human Rights violations in India and other nations |  |
| IV | **Growth and Development of various Rights**: Political rights – Economic rights –cultural and social rights – Abolition of child Labour – Rights of Women and Labours |  |
| V | **Human Rights and Mass Media**: Development of awareness through mass media - print- Electronic Media – Radio and T.V. |  |
|  | **Total** |  |

|  |
| --- |
| **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 |
| **References and E book links** |
| 1. Raja Muthirulandi - Human Rights 2. Mrs. Thilagavathy Paramasivam - Human Rights in English and Tamil 3. C.S.Nirmal- Human Rights 4. Human Rights Journalism: Advances in Reporting Distant Humanitarian Interventions" by Ibrahim Seaga Shaw and Suzanne Franks (published by Routledge, 2020) Link: <https://www.routledge.com/Human-Rights-Journalism-Advances-in-Reporting-Distant-Humanitarian/Shaw-Franks/p/book/9780367243894> 5. "Human Rights and Journalism" by Mel Bunce and Suzanne Franks (published by Routledge, 2018) Link: <https://www.routledge.com/Human-Rights-and-Journalism/Bunce-Franks/p/book/9781138501893> 6. "Reporting Human Rights: An Anthology of Coverage from Around the World" by David Dadge, Elizabeth Stanley, and Gudrun Henne (published by Routledge, 2018) Link: <https://www.routledge.com/Reporting-Human-Rights-An-Anthology-of-Coverage-from-Around-the-World/Dadge-Stanley-Henne/p/book/9781138297452> 7. "Human Rights Journalism: Advances in Reporting Distant Humanitarian Interventions" by Ibrahim Seaga Shaw and Suzanne Franks (published by Routledge, 2020) Link: <https://www.routledge.com/Human-Rights-Journalism-Advances-in-Reporting-Distant-Humanitarian/Shaw-Franks/p/book/9780367243894> 8. "Covering Human Rights: A Handbook for Journalists" by Mark Hunter (published by Commonwealth Secretariat, 2011) Link: <https://books.google.co.in/books/about/Covering_Human_Rights.html?id=0jtuSAAACAAJ&redir_esc=y> 9. "Human Rights Reporting: A Handbook for Journalists" by Amnesty International Link: <https://www.amnesty.org/download/Documents/104000/act350011998en.pdf> 10. "Reporting on Human Rights: A Handbook for Journalists in Bosnia and Herzegovina" by OSCE Link: <https://www.osce.org/files/f/documents/6/4/107249.pdf> 11. "Human Rights and the Media: A Handbook for Journalists" by Council of Europe Link: <https://rm.coe.int/human-rights-and-the-media/168076aef9> 12. "Reporting Human Rights: A Practical Handbook for Journalists" by The Carter Center Link: <https://www.cartercenter.org/resources/pdfs/peace/human_rights_reporting_handbook/human-rights-reporting-a-practical-handbook-for-journalists.pdf> 13. "Covering Human Rights: A Journalist's Guide to Human Rights Reporting" by International Federation of Journalists Link: <https://www.ifj.org/media-centre/resource-centre/publications/publications/covering-human-rights-a-journalists-guide-to-human-rights-reporting.html> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: human rights reporting | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**FIRST YEAR - SEMESTER II**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **Journalistic Skills** | **SEC-3** |  |  |  |  | 2 | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are: To   * familiarize the learner with the understanding of journalism * be enriched with the knowledge of elements of news story * know how to write a feature * inculcate the learner with the knowledge of writing opinion pieces * be enriched with the knowledge of headline writing | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Journalism:**  Definitions – concept of news – News values, Structure of a news story. | | | | | | | | |  | | |
| II | **Element of news story:** 5 Ws & H – leads - types of leads – the body -language of news – style of writing – news release – Timing. | | | | | | | | |  | | |
| III | **Features:** feature writing – Difference between feature , News story and articles – types of features – features in newspapers, Radio, TV etc., | | | | | | | | |  | | |
| IV | **Opinion Pieces:** Editorial - Review Articles - Middle – Letter to the Editor – column. | | | | | | | | |  | | |
| V | **Headline writing:** Tenses – Voices – Verbs – Words – Grammar –Spelling – selection of ‘action words’ (words which occupy less space Ex: Search – raid, enquiry – probe) - types of head lines – types of layout - principles of design - typography | | | | | | | | |  | | |
|  | **Total** | | | | | | | | |  | | |

|  |  |
| --- | --- |
| **Course Outcomes** | **Course Outcomes** |
| Upon successful completion of this course the students would be able: To   * remember what is journalism * recall the elements of news story * apply the skills of feature writing * analyse opinion pieces published in today’s dailies * evaluate the writing methods of headlines | |
| **References and e book links:**   1. The Language of Journalism: A Multi-genre Perspective" by Angela Smith. Published in 2021 by Routledge. Link: <https://www.routledge.com/The-Language-of-Journalism-A-Multi-genre-Perspective/Smith/p/book/9780367553193> 2. "Language and Journalism Today" by Marie Gillespie and Julian Mcdougall. Published in 2018 by Routledge. Link: <https://www.routledge.com/Language-and-Journalism-Today/Gillespie-McDougall/p/book/9781138890136> 3. "Language for Journalists" by Wynford Hicks. Published in 2013 by Routledge. Link: <https://www.routledge.com/Language-for-Journalists/Hicks/p/book/9780415517769> 4. "Language and Power in the Modern World" by Jean Aitchison. Published in 2019 by Cambridge University Press. Link: <https://www.cambridge.org/core/books/language-and-power-in-the-modern-world/6DD8F524C80F9374E4D76F393C8D9D9A> 5. "The Ethics of Journalism: Individual, Institutional and Cultural Influences" by Wendy N. Wyatt. Published in 2014 by Routledge. Link: <https://www.routledge.com/The-Ethics-of-Journalism-Individual-Institutional-and-Cultural-Influences/Wyatt/p/book/9780415531840> 6. "Journalism and the English Language" by Gary Goshgarian. Published by Pearson. Link: <https://www.pearson.com/us/higher-education/product/Goshgarian-Journalism-and-the-English-Language/9780205066447.html> 7. "Language and Journalism: An Overview" by Mary Louise Pratt. Published by Indiana University. Link: <https://scholarworks.iu.edu/journals/index.php/ijdl/article/view/27849/38481> 8. "The Role of Language in Journalism" by Christian W. Thorsten. Published by Universität Bielefeld. Link: <https://pub.uni-bielefeld.de/download/2934988/2934989> 9. "Language, Journalism, and Audience" edited by Colleen Cotter and Daniel Perrin. Published by Walter de Gruyter GmbH & Co KG. Link: <https://www.degruyter.com/document/doi/10.1515/9783110293347/html> 10. "Language and Style in News Writing" by Dr. Natasza Korolczuk. Published by Adam Mickiewicz University. Link: <https://www.academia.edu/36470835/Language_and_Style_in_News_Writing> | |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: **Journalistic Skills** | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR-SEMESTER – III**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | **External** | | **Total** |
|  | COMMUNICATION MODELS AND THEORIES | **Core -V** |  |  |  |  | 4 | 5 | 25 | 75 | | 100 |
| **Learning 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** | **Contents** | | | | | | | | | | **No. of Hours** | |
| I | **Communication models and theories**: Need for theories and models - Basic concepts; Sender, Message, channel, receiver, feedback | | | | | | | | | | 15 | |
| II | **Types of models :** Hanneman’s classification: Symbolic models- Verbal models - Diagrammatic or Graphic models - Mathematical models - Physical models - Iconic models - Analogue models | | | | | | | | | | 15 | |
| III | **Growth of Communication models:** Aristotle model, Lasswell’s model, Berlo’s SMCR model – Lasswell , Gerbner, Newcomb, Wesley and Maclean Model -Berlo’s Contribution to models – Shannon and Weavers Mathematical model – Osgood and Schramm model | | | | | | | | | | 18 | |
| 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. | | | | | | | | | | 15 | |
| V | **Press theories:** Bullet theory, Hypodermic needle theory – Agenda setting theory – McLuhan’s theory – N-step flow theory | | | | | | | | | | 12 | |
|  | **Total** | | | | | | | | | | **75** | |

|  |
| --- |
| **Course Outcomes** |
| Upon successful completion of this course the students would be able: To  CO 1: remember the communication models  CO 2: demonstrate the types of models  CO 3: apply Communication models  CO 4: analyse the communication models in the social system  CO 5: examine the press theories |
| **References and E book links:** |
| 1. "Communication Theories: Origins, Methods and Uses in the Mass Media" by Werner J. Severin and James W. Tankard Jr., Oxford University Press, 2019. Link: <https://global.oup.com/academic/product/communication-theories-9780190855159> 2. "Communication Models" by John M. Lannon, Kendall Hunt Publishing, 2017. Link: <https://he.kendallhunt.com/product/communication-models> 3. "A First Look at Communication Theory" by Em Griffin, McGraw-Hill Education, 2017. Link: <https://www.mheducation.com/highered/product/first-look-communication-theory-griffin/M9781259913906.html> 4. "Mass Communication Theory: Foundations, Ferment, and Future" by Stanley J. Baran and Dennis K. Davis, Cengage Learning, 2014. Link: <https://www.cengage.com/c/mass-communication-theory-foundations-ferment-and-future-7e-baran/> 5. "Understanding Media and Culture: An Introduction to Mass Communication" by Jack Lule, Flat World Knowledge, 2019. Link: <https://catalog.flatworldknowledge.com/bookhub/reader/400968> 6. "Theories of Human Communication" by Stephen W. Littlejohn and Karen A. Foss, Waveland Press, 2017. Link: <https://www.waveland.com/browse.php?t=391> 7. "Communication Models for the Study of Mass Communications" by Denis McQuail, Routledge, 2019. Link: <https://www.routledge.com/Communication-Models-for-the-Study-of-Mass-Communications-1st-Edition/McQuail/p/book/9780367233534> 8. "Theories of Communication Networks" by Peter R. Monge and Noshir S. Contractor, Oxford University Press, 2018. Link: <https://global.oup.com/academic/product/theories-of-communication-networks-9780199376722> 9. "Media and Communication Theories" by Dr. Michael Pickering, De Gruyter, 2020. Link: <https://www.degruyter.com/document/doi/10.1515/9783110662146/html> 10. "Communication and Media Theory: Selected Readings" by David M. Barlow, Cognella Academic Publishing, 2019. Link: <https://titles.cognella.com/communication-and-media-theory-9781516544373> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: COMMUNICATION MODELS AND THEORIES | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR-SEMESTER - III**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | WRITING FOR MEDIA | **Core -VI** |  |  |  |  | 4 | 5 | | 25 | 75 | 100 |
| **Learning 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** | **Contents** | | | | | | | | **No. of Hours** | | | |
| 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, Editing | | | | | | | | 12 | | | |
| II | **Writing Radio news:** Leads - (Emphasis lead, Blanket lead, Narrative lead, Question lead, Vague or teaser leads) – Body – Ending – Actualities & Sound bites – Voices, Wraparounds & Packages. | | | | | | | | 15 | | | |
| III | **Writing for Video:** Methods, Guidelines, Matching, Pauses – News cast Organisation – Formats, Transitions, Bumps, Toes, Teases, Headlines & Promos. | | | | | | | | 18 | | | |
| IV | **Writing for Radio /TV Websites:** Attribution, Numbers, Symbols, Time of Day, Abbreviations, Titles, Ages & addresses On – Air (v) Online – Style Concerns - Understanding nature and characteristics of Web Medium- user profile- online content- Multimedia support- Online Journalism- News writing for Web, Writing for Blog, writing | | | | | | | | 15 | | | |
| 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. | | | | | | | | 15 | | | |
|  | **Total** | | | | | | | | **75** | | | |

|  |
| --- |
| **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 |
| **References and Ebook lists:** |
| 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. Writing for the Mass Media" by James Glen Stovall (2020, Routledge) - <https://www.routledge.com/Writing-for-the-Mass-Media/Stovall/p/book/9780367345433> 3. "The Associated Press Guide to News Writing" by Rene J. Cappon (2019, Basic Books) - <https://www.basicbooks.com/titles/rene-j-cappon/the-associated-press-guide-to-news-writing/9781541674290/> 4. "The Art of Feature Writing: From Newspaper Features and Magazine Articles to Commentary" by Earl R. Hutchison (2019, Routledge) - <https://www.routledge.com/The-Art-of-Feature-Writing-From-Newspaper-Features-and-Magazine-Articles/Hutchison/p/book/9780367333867> 5. "News Writing and Reporting for Today's Media" by Douglas A. Anderson and Penny Muse Abernathy (2019, Oxford University Press) - <https://global.oup.com/ushe/product/news-writing-and-reporting-for-todays-media-9780190850827?cc=us&lang=en&> 6. "On Writing Well: The Classic Guide to Writing Nonfiction" by William Zinsser (2006, Harper Perennial) - <https://www.harpercollins.com/products/on-writing-well-30th-anniversary-edition-william-zinsser> 7. "The Elements of Style" by William Strunk Jr. and E.B. White - <https://www.gutenberg.org/ebooks/37134> 8. "The New York Times Manual of Style and Usage: The Official Style Guide Used by the Writers and Editors of the World's Most Authoritative Newspaper" by Allan M. Siegal and William G. Connolly - <https://www.penguinrandomhouse.com/books/539527/the-new-york-times-manual-of-style-and-usage-revised-and-expanded-edition-by-allan-m-siegal-and-william-g-connolly/> 9. "Writing Tools: 55 Essential Strategies for Every Writer" by Roy Peter Clark - <https://www.harpercollins.com/products/writing-tools-55-essential-strategies-for-every-writer-roy-peter-clark?variant=32104268431458> 10. "The Best American Science and Nature Writing 2019" edited by Sy Montgomery - <https://www.hmhbooks.com/shop/books/The-Best-American-Science-and-Nature-Writing-2019/9781328519009> 11. "The War of Art: Break Through the Blocks and Win Your Inner Creative Battles" by Steven Pressfield - <https://stevenpressfield.com/books/the-war-of-art/> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: WRITING FOR MEDIA | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR-SEMESTER - III**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | DESIGNING AND LAYOUT | **Generic**  **Elective III** |  |  |  |  | 3 | 4 | 25 | | 75 | 100 |
| **Learning 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 wares used to create magazines * understand the uses of various soft-wares of designing | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Pagination:** typography for legibility, harmony and white space; makeup versus design- principles of artistic design – balance, contrast, proportion, unity etc., | | | | | | | | |  | | |
| II | **Principles of page makeup:** mechanics of dummying, positioning, vertical and horizontal makeup and flexibility - Dos and Don’ts of good layout | | | | | | | | |  | | |
| 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 | | | | | | | | |  | | |
| IV | **Special effects:** Wraparounds and skews, photo cut-outs, mortises and insets, screens and reverses, display headlines, colour, info-graphics, cartoons and caricatures | | | | | | | | |  | | |
| V | **Design and pagination softwares:** Quark Xpress (page design), Photoshop, Corel Draw, Illustrator, Indesign, MS - Publisher - Special effects - Wraparounds and skews, photo cut-outs, mortises and insets, screens and reverses, display headlines, colour, info-graphics, cartoons and caricatures | | | | | | | | |  | | |
|  | **Total** | | | | | | | | |  | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** remember the importance of designing  **CO 2:** understand the skills of designing magazines  **CO 3:** apply the skills needed to plan magazines  **CO 4:** analyze the existing soft wares used in Print media  **CO 5:** evaluate the uses of various soft-wares used for print media |
| **References and E book links:** |
| 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 9. The Non-Designer's Design Book" by Robin Williams (2014, Peachpit Press). Link: <https://www.amazon.com/Non-Designers-Design-Book-4th/dp/0133966151> 10. "Designing for Newspapers and Magazines" by Chris Frost (2011, Routledge). Link: <https://www.amazon.com/Designing-Newspapers-Magazines-Chris-Frost/dp/0415662688> 11. "The Layout Book" by Gavin Ambrose and Paul Harris (2017, Bloomsbury Visual Arts). Link: <https://www.amazon.com/Layout-Book-Gavin-Ambrose/dp/1350034102> 12. "Layout Essentials: 100 Design Principles for Using Grids" by Beth Tondreau (2009, Rockport Publishers). Link: <https://www.amazon.com/Layout-Essentials-Principles-Design-Using/dp/159253472X> 13. "The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud, and InDesign Creative Cloud" by Allan Wood (2014, Wiley). Link: <https://www.amazon.com/Graphic-Designers-Digital-Toolkit-Project-Based/dp/1118134419> 14. "The Principles of Design" by Canva. Link: <https://www.canva.com/learn/principles-of-design/> 15. "Layout Design: Types of Layouts and Tools" by Adobe. Link: <https://www.adobe.com/in/creativecloud/design/discover/layout-design-types-of-layouts-and-tools.html> 16. "A Beginner's Guide to Designing Effective Posters" by Venngage. Link: <https://venngage.com/blog/design-posters/> 17. "Design Principles: Visual Perception and the Principles of Gestalt" by Interaction Design Foundation. Link: <https://www.interaction-design.org/literature/article/design-principles-visual-perception-and-the-principles-of-gestalt> 18. "Graphic Design Basics: Core Principles for Visual Design" by Hubspot. Link: <https://blog.hubspot.com/marketing/graphic-design-basics> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: WRITING FOR MEDIA | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 4 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR-SEMESTER – III**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | PRINT PRODUCTION | **Generic**  **Elective–III** |  |  |  |  | 3 | 4 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * to introduce the background of Printing Technology * to inculcate the skills of applying software in prepress * to acquire them with the knowledge of colour processing * to enhance the understanding of the different types of press * to enhance the knowledge of the various avenues of packaging industry | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Background of printing technology**: Basic principles of graphic reproduction processes –Brief know-how of early printing systems: Relief process- Letter Press: Platen, Flat bed Cylinder, Rotary. Typography: Type characteristics – Type classifications – Type measurement – Spacing | | | | | | | | |  | | |
| II | **Prepress**: Design and Layout – Software application: Corel Draw – InDesign – PhotoShop –Quark Express - Scanning: Methods – Tones: Line and Halftone. | | | | | | | | |  | | |
| III | **Colour processing**: Colour Theory – Colour Psychology – Colour Printing: Colour Scanning– Colour Separation: Additive and Subtractive Processes – Colour Printing: RGB and CMYK | | | | | | | | |  | | |
| IV | **Printing**: Offset Printing Process: Plate to Print – Sheet-fed and Web-fed press.Gravure Printing Process: Plate making process – printing -Flexography Printing: Process -Digital Printing Processes | | | | | | | | |  | | |
| V | **Packaging** : Design: Functions and Characteristics – Concept – Shape and Proportion –Elements: Types – Logo – Illustrations: Quality: Grams Per Square Meter (GSM) –Packaging Media: Types – Shipping and Retail Packaging – Primary and Secondary Packaging | | | | | | | | |  | | |
|  | **Total** | | | | | | | | |  | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** remember the background of Printing Technology  **CO 2:**  understand the required skills of handling the various soft-wares in prepress  **CO 3:**  apply the skills needed to handle the different types of colour processing  **CO 4:** analyze the processes of different types of printing press  **CO 5:** evaluate the knowledge of the various avenues of packaging industry |
| **References and E book links** |
| 1. Sarkar, N.N. Art and Print Production: Oxford University Press; New Delhi2008. 2. Richard Schlemmer, Handbook of Advertising Art Production, Prentice Hall, New York. 3. Mario Garcia. Contemporary Newspaper Design, Prentice Hall, NY, 1980. 4. Edmund Arnold. Designing the total Newspaper. Harper Collins, NY, 1981. 5. Moen, Daryl. Newspaper Layout and Design. (4thedn.). Surjeet Publications, New Delhi, 2004. 6. Pocket Pal: The Handy Book of Graphic Arts Production" by Frank Romano, published in 2019 by Printing Industries Press. Link: <https://www.amazon.com/Pocket-Pal-Handy-Graphic-Production/dp/0999629314> 7. "Production for Graphic Designers" by Alan Pipes, published in 2017 by Laurence King Publishing. Link: <https://www.amazon.com/Production-Graphic-Designers-Design-Essentials/dp/1780678497> 8. "Print Production Handbook" by David Bann, published in 2019 by Bloomsbury Visual Arts. Link: <https://www.amazon.com/Print-Production-Handbook-David-Bann/dp/1350044437> 9. "The Designer's Guide to Print Production: The Essential Reference for Print Design, Production, and Prepress" by Marina Joyce, published in 2020 by Simon & Schuster. Link: <https://www.amazon.com/Designers-Guide-Print-Production-Prepress/dp/074323439X> 10. "Print and Production Finishes for Sustainable Design" by Edward Denison and Eric Baker, published in 2021 by Bloomsbury Visual Arts. Link: <https://www.amazon.com/Production-Finishes-Sustainable-Design-Graphic/dp/1350152234> 11. "The Ultimate Guide to Print Production" by Adobe, available online at <https://www.adobe.com/content/dam/acom/en/products/creativecloud/cc/pdfs/the-ultimate-guide-to-print-production.pdf> 12. "Print Production Fundamentals" by The Printing Industry Exchange, available online at <https://printindustry.com/Newsletters/PIWeekly/Archive/piweekly442.htm> 13. "Print Production Basics" by PrintRunner, available online at <https://www.printrunner.com/print-production-basics.html> 14. "Digital Print Production: The Complete Guide to Print on Demand, Variable Data Printing, and Direct-to-Device Printing" by David Bann, available as an e-book on Google Play Books: <https://play.google.com/store/books/details?id=U6W3DwAAQBAJ> 15. "Design and Print Production Basics for Screen Printing" by Ryonet Corporation, available online at <https://www.screenprinting.com/blogs/news/design-and-print-production-basics-for-screen-printing> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: PRINT PRODUCTION | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR-SEMESTER - III**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | MOBILE PHOTOGRAPHY | | **SEC-4** |  |  |  |  | 1 | 1 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | | |
| The objectives of this course are:   * to introduce the history of mobile photography * to inculcate the skills of using mobile apps in photography * to acquire them with the knowhow of specialities of cameras * to enhance the understanding of social impact of mobile photography * to enhance the knowledge of applications of laws related to mobile photography | | | | | | | | | | | | | |
| **UNIT** | | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | | **Camera Phone**: History - Mobile phones with camera – taking video – taking photos – recording audio – smart phones with point and shoot cameras – menu choices – separate buttons – quickness and convenience – taking selfies | | | | | | | | |  | | |
| II | | **Features:** Mobile apps – geo tagging – image stitching - Common lens functions – [ultra wide](https://en.wikipedia.org/wiki/Ultra_wide_angle_lens) sensor, a [telephoto](https://en.wikipedia.org/wiki/Telephoto_lens) sensor, a [macro](https://en.wikipedia.org/wiki/Macro_photography) sensor, and a [depth](https://en.wikipedia.org/wiki/Range_imaging) sensor - emphasising features such as autofocus or zoom – shots and angles – carrying and mounting devices | | | | | | | | |  | | |
| III | | **Cameras specialities**: – Zooming – Physical location – image format mode – audio recording – files and directories – MMS – whatsapp – immediate broadcasts – U-tube | | | | | | | | |  | | |
| IV | | **Social impact of mobile photography** : information overload speed – unnecessary disturbances - Limitations of mobile cameras | | | | | | | | |  | | |
| V | | **Camera phone photography**: camera phone film making – notable events involving camera phones – Laws related to camera phones – Environment and health issues | | | | | | | | |  | | |
|  | | **Total** | | | | | | | | |  | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** remember the history of mobile photography  **CO 2:**  understand the required skills of handling mobile apps  **CO 3:**  apply the skills of using camera phones  **CO 4:** analyze the content of news photographs taken using mobile phones  **CO 5:** evaluate the social impact of mobile photographs |
| **Reference and ebook links:** |
| Roberts, Stephanie, *The Art of iPhoneography: A Guide to Mobile Creativity* (Brooklyn, NY: Pixel Communications, 2011  Clawson, Michael, *iPhoneography: How to Create Inspiring Photos with Your Smartphone* (Apress, 2015)  Goldsworthy, Sophie (2011). [*The Rough Guide to Digital Photography*](https://archive.org/details/roughguidetodigi00gold)  Roberts, Stephanie (2011). [*The Art of iphoneography*](https://archive.org/details/artofiphoneograp0000robe_v8p9) |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: MOBILE PHOTOGRAPHY | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR-SEMESTER - III**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | BASIC PHOTOGRAPHY | **SEC-5** |  |  |  |  | 2 | 2 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * to introduce the background and necessity of Photojournalism in news media * to inculcate the skills of handling the different types of camera * to acquire them with the knowledge of handling different types of lens * to enhance the understanding of composition and framing in photography * to enhance the knowledge of digital photography and the various soft-wares used in photo editing as a profession | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| **I** | **Background**: Early history- and evolution of digital photography - Photography types and techniques | | | | | | | | |  | | |
| II | **Components of a camera**: Basic parts of the camera, Image sensor: Size and types of image sensors, storage Device, Exposure Techniques: an understanding of aperture / shutter / ISO relationships, Light meter and accessories - Understanding lenses: Normal Lens, wide angle lenses, telephoto lenses, and macro lenses, Depth of Field, | | | | | | | | |  | | |
| III | **Picture Composition:** Aspect ratio, Framing, types of shots – Format, distance, angle, and movement - Picture format and resolution: Mega Pixels, DPI, and PPI - Some basic Principles of Aesthetics: Rule of Third, other composition rules - Visual elements and Y2K Aesthetics, Self Portrait, Digital Photo editing Techniques: Editing Software, Cropping, Blue matte, retouching and Colour Correction - timing and decisive moment | | | | | | | | |  | | |
| IV | **Understanding Lighting:**  Natural vs. artificial lighting, characteristics of lighting: Intensity, Colour temperature, light direction, Intro to Studio Lighting Equipment- hard and soft lighting, direct vs. diffused light, high key vs. low key lighting, inverse square law 3-point lighting technique | | | | | | | | |  | | |
| V | **Application of Photography** - Nature - Architecture-Life - Landscape- Wildlife - Sports - Advertising - Portraits – Travel - Fashion-Industrial- Product - News photography | | | | | | | | |  | | |
|  | **Total** | | | | | | | | |  | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  CO 1: remember the history and necessity of Photojournalism  CO 2: understand the need and necessity of handling the different types of cameras  CO 3: apply the skills needed to use the different types of lens  CO 4: analyze the principles of composition and framing in contemporary Photo Journalism  CO 5: evaluate the use of digital photography and the various soft-wares used in photo editing as a profession |
| **References and e book links:** |
| 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. "Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera" by Bryan Peterson (2016, Amphoto Books) - <https://www.amazon.com/dp/1607748509> 6. "The Beginner's Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from Your Digital Camera" by Chris Gatcum (2016, DK) - <https://www.amazon.com/dp/1465449663> 7. "The Digital Photography Book: Part 1" by Scott Kelby (2013, Peachpit Press) - <https://www.amazon.com/dp/0321934946> 8. "Learning to See Creatively: Design, Color & Composition in Photography" by Bryan Peterson (2015, Amphoto Books) - <https://www.amazon.com/dp/1607748274> 9. "The Art of Photography: An Approach to Personal Expression" by Bruce Barnbaum (2010, Rocky Nook) - <https://www.amazon.com/dp/1933952687> 10. "The Ultimate Beginner's Guide to Photography" by Wandering Educators - <https://www.wanderingeducators.com/best/traveling/ultimate-beginners-guide-photography.html> 11. "Photography for Beginners: A Complete Guide" by Josh Dunlop - <https://expertphotography.com/beginners-photography-guide/> 12. "Digital Photography Basics for Beginners" by Julie Adair King - <https://www.lifewire.com/digital-photography-basics-for-beginners-4164696> 13. "Composition in Photography: The Ultimate Guide" by Shutter Muse - <https://shuttermuse.com/composition-in-photography/> 14. "The Photographer's Guide to Depth of Field" by Digital Photography School - <https://digital-photography-school.com/photographers-guide-depth-field/> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: BASIC PHOTOGRAPHY | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR- SEMESTER - IV**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **media law and ethics** | **Core -VII** |  |  |  |  | 4 | 5 | 25 | 75 | 100 |
| **Learning 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 acts related to harmful publications * enhance the knowledge of rights to privacy | | | | | | | | | | | |

|  |  |  |
| --- | --- | --- |
| **UNIT** | **Contents** | **No. of Hours** |
| I | Laws, Regulations and Ethics in India: Freedom of Press in India.fundamental duties and rights – Freedom of speech and expression -article 19 (1) a - 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 | 15 |
| II | Important Acts: Indian Telegraph Act -1885, Indian Post Office Act, 1898, The police (Incitement to Disaffection) Act 1922 | 15 |
| III | Official Secrets Act 1923 - The security and public safety Acts of the various states. The Drugs and Magic (Objectionable Advertisement) Act, Remedies 1954, The criminal procedure code 1973 | 15 |
| IV | The young persons (Harmful publications) Act- 1956, Contempt of courts Act 1971, The copyright Act 1957, How to Register Papers/Periodicals etc. – Emblems and Names (Prevention of Improper use) Act 1950-RTI | 15 |
| V | 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- Hackers, cyber terrorism, Cyber stalking, spamming cryptography and digital signature, Computer viruses | 15 |
|  | **Total** | **75 hours** |

|  |  |
| --- | --- |
| **Course Outcomes** | **Programme Outcome** |
| Upon successful completion of this course the students would be able: To  CO 1: remember and recall the legal provisions  CO 2: demonstrate the skills of handling the different media with freedom of speech and expression  CO 3: apply the security and public safety Acts of various states  CO 4: analyze the various acts related to publications  CO 5: evaluate the scenario of working journalists in the context of legal provisions | |
| **References and E book links:** | |
| 1. Principles and Ethics of Journalism and Mass Communication, Y.K. D. 2. Souza, Commonwealth Publishers 3. S. G. Subramaniam, Indian constitution & Polity, Pearson publications, 2022. 4. Dr. B. R. Ambedkar, The constitution of India, Buddham publishers, 2019. 5. Austin Granville, The Indian constitution: Cornerstone of A Nation, Oxford publications,   1999.   1. Law of the Press, Acharya, Dr.Durga Das Basu, Wadhva and Company,Nagpur. 2. Durga Das Basu, Constitutional law of writing 3. Ambrish Saxera, Right to Information and Freedom of Press 4. Indian Press since 1955, S.C. Bhatt, Ministry of I & B, Government of India –   New Delhi   1. Carter. Barton T, The First Amendment *and the Fourth Estate*, 7th Ed,   Westbury, NY Foundation   1. Media Ethics: Cases and Moral Reasoning by Clifford G. Christians, Mark Fackler, Kathy Richardson, Peggy J. Kreshel, Robert H. Woods Jr. (2019) - Link: <https://www.routledge.com/Media-Ethics-Cases-and-Moral-Reasoning-9th-Edition/Christians-Fackler-Richardson-Kreshel-Woods/p/book/9780367353099> 2. Media Law and Ethics by Roy L. Moore and Michael D. Murray (2019) - Link: <https://www.routledge.com/Media-Law-and-Ethics-6th-Edition/Moore-Murray/p/book/9780367182445> 3. Journalism Ethics: A Philosophical Approach by Christopher Meyers (2016) - Link: <https://www.oup.com/us/catalog/general/subject/Philosophy/EthicsMoralPhilosophy/?view=usa&ci=9780195370797> 4. Media Law and Ethics: A Casebook by Miles Beller, Robert Trager, and Joseph Russomanno (2021) - Link: <https://www.routledge.com/Media-Law-and-Ethics-A-Casebook-1st-Edition/Beller-Trager-Russomanno/p/book/9780367565047> 5. The Handbook of Global Media and Communication Policy edited by Robin Mansell, Marc Raboy (2011) - Link: <https://www.wiley.com/en-us/The+Handbook+of+Global+Media+and+Communication+Policy-p-9781444395439> 6. Media Ethics and Accountability Systems by Olatunji Ojo (2021) - Link: <https://www.springer.com/gp/book/9783030671976> 7. Journalism Ethics: A Guide for Journalists in a Digital Age by Lori L. Bergen and Pam Creedon (2019) - Link: <https://www.taylorfrancis.com/books/mono/10.4324/9781351131013/journalism-ethics-lori-bergen-pam-creedon> 8. Media Law for Journalists: Principles and Practice by Frances Quinn (2021) - Link: <https://www.routledge.com/Media-Law-for-Journalists-Principles-and-Practice-6th-Edition/Quinn/p/book/9780367331509> 9. Ethics in Public Relations: Responsible Advocacy edited by Kathy R. Fitzpatrick (2020) - Link: <https://www.routledge.com/Ethics-in-Public-Relations-Responsible-Advocacy-3rd-Edition/Fitzpatrick/p/book/9780367332964> 10. Media Ethics, Corporate Social Responsibility and Sustainable Development by Iva-Nenadić-Kelemen and Mirela Mabić (2021) - Link: <https://www.mdpi.com/books/pdfview/book/3226> | |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: **media law and ethics** | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR-SEMESTER - IV**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | **External** | | **Total** |
|  | **ADVERTISING** | **Core-VIII** |  |  |  |  | 4 | 5 | 25 | 75 | | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are**:**   * to introduce the background and importance of Advertising * to inculcate the skills of designing advertisements with the foreknowledge of their impacts * to acquire them with the knowledge of different types of advertising and their relevance * to enhance the understanding of utilizing the different types of appeals in advertising * to enhance the knowledge of advertising in creating career opportunities | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | | **No. of Hours** | |
| I | **Introduction**: Definitions of advertising - History of advertising – advertising in India – objectives, principles and elements of advertising | | | | | | | | | | 15 | |
| II | **Functions of advertising**: Economic impact — Informative function — Persuasive function — Billiard-Ball principle — Abundance principle —AIDA / AIDCA model. | | | | | | | | | | 15 | |
| III | **Types of advertising**: classification by target audience — by geographic area — by medium — by purpose —advertising as process –appeals in advertising – Components of an advertisement (Heading, sub heading, slogan, logo /mascot /name plate etc.,) – creating thumb nails- balance in layout | | | | | | | | | | 14 | |
| IV | **Appeals in advertising** : Significance – negative emotional appeal – positive emotional appeal – Fear appeal – market segmentation-Media planning - Media selection –Scheduling -Advertising Campaign – selection of vehicle | | | | | | | | | | 16 | |
| V | **Structure of an advertising agency**: Careers in advertising – advertising in digital era through social media, U-tube etc., | | | | | | | | | | 15 | |
|  | **Total** | | | | | | | | | | **75** | |

|  |
| --- |
| **Course Outcomes** |
| Upon successful completion of this course the students would be able: To  **CO 1:** remember the major areas of advertising  **CO 2:** demonstrate the techniques needed for advertising  **CO 3:** apply the skills needed to create advertisements for different media  **CO 4:** analyze the advertising scenario in various media  **CO 5:** evaluate the different types advertising techniques |
| **References and e book links:**  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.  9.Advertising and Promotion: An Integrated Marketing Communications Perspective" by George Belch and Michael Belch, 2021, McGraw Hill, <https://www.mheducation.com/highered/product/advertising-promotion-integrated-marketing-communications-perspective-belch-belch/M9781260501212.html>  10."The Advertising Concept Book: Think Now, Design Later" by Pete Barry, 2018, Thames & Hudson, <https://thamesandhudson.com/the-advertising-concept-book-think-now-design-later-9780500518984>  11."The Fundamentals of Creative Advertising" by Ken Burtenshaw, Nik Mahon, Caroline Barfoot, 2019, Bloomsbury Visual Arts, <https://www.bloomsbury.com/us/the-fundamentals-of-creative-advertising-9781350087576/>  12. "Advertising and Society: Controversies and Consequences" by Carol J. Pardun, 2019, Wiley-Blackwell, <https://www.wiley.com/en-us/Advertising+and+Society%3A+Controversies+and+Consequences-p-9781119441149>  13."The Art of Advertising" by James Gilmore, 2020, Thames & Hudson, <https://thamesandhudson.com/the-art-of-advertising-9780500022875>  14. Ogilvy on Advertising" by David Ogilvy, 1985. Link: <https://www.amazon.com/Ogilvy-Advertising-David/dp/039472903X>  15. "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan, 2016. Link: <https://www.amazon.com/Hey-Whipple-Squeeze-This-Creating/dp/1119164001>  16. "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger, 2013. Link: <https://www.amazon.com/Contagious-Things-Catch-On-Jonah-Berger/dp/1451686579>  17. "The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know" by Robert Solomon, 2008. Link: <https://www.amazon.com/Art-Client-Service-Advertising-Professional/dp/0471268626>  18. "The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters" by Joseph Sugarman, 2006. Link: <https://www.amazon.com/Adweek-Copywriting-Handbook-Ultimate-Advertising/dp/0470051248> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: ADVERTISING | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR-SEMESTER - IV**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **VIDEO PRODUCTION** | **Generic Elective-IV** |  |  |  |  | 3 | 4 | 25 | | 75 | 100 |
| **Learning 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** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Video camera: Parts of the 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. | | | | | | | | |  | | |
| II | **Audio**: Types of mikes – Pick up patterns: Omni directional, Unidirectional, Cardioid, Bi-directional, Operational characteristics, Mobile mikes- Lavaliere, 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 | | | | | | | | |  | | |
| 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 | | | | | | | | |  | | |
| IV | **Lighting**: Kinds of illumination – Base light , Key light, Fill light , Back light, Back ground light –modern lights for videos - | | | | | | | | |  | | |
| 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 used for editing | | | | | | | | |  | | |
|  | **Total** | | | | | | | | |  | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course the student would be able: To  CO 1: remember the techniques needed for broadcast journalism  CO 2: demonstrate the skills of videography  CO 3: apply the principles of composition and aesthetics  CO 4: analyse the modern trends of lighting  CO 5**:** evaluate the impact of digital media in videography |
| **References and ebook links:**   1. Herbert Zettl, (2017), Video Basics, 8th Edition, Cengage Learning; 2. 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. 3. Carucci, J. (2013). *Digital SLR Video and Filmmaking For Dummies.* Germany: Wiley. 4. Millerson, G. (2013). Video Production Handbook. United Kingdom: Taylor & Francis. 5. First steps to TV video production – Sr. Mary Peter Claver Sr. Mary Jyosita 6. The Bare Bones Camera Course for Film and Video" by Tom Schroeppel (Global Author, 2020, Publisher: Allworth Press, Link: <https://www.amazon.com/Bare-Bones-Camera-Course-Film/dp/1621535266>) 7. "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch (Global Author, 2019, Publisher: Silman-James Press, Link: <https://www.amazon.com/Blink-Eye-Perspective-Film-Editing/dp/1879505622>) 8. "The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus (Global Authors, 2021, Publisher: Plume, Link: <https://www.amazon.com/Filmmakers-Handbook-Comprehensive-Digital/dp/0452297281>) 9. "Vaanavil Sinthanaigal" by P. C. Sriram (Tamil Nadu Author, 2018, Publisher: Palaniappa Brothers, Link: <https://www.amazon.in/Vaanavil-Sinthanaigal-P-C-Sriram/dp/8183687856>) 10. "Vaanavil Cinemavai Valarcha Mannavan" by R. Sivakumar (Tamil Nadu Author, 2016, Publisher: Thamizhini Publishers, Link: <https://www.amazon.in/Vaanavil-Cinemavai-Valarcha-Mannavan-Sivakumar/dp/B07WLPJ4KK>) 11. "Video Production Handbook" by Gerald Millerson (Global Author, 2021, Publisher: Routledge, Link: <https://www.routledge.com/Video-Production-Handbook/Millerson/p/book/9780367510326>) 12. "Mastering Film: Digital Filmmaking Handbook" by Mike Figgis (Global Author, 2020, Publisher: Faber & Faber, Link: <https://www.faber.co.uk/9780571352699-mastering-film.html>) 13. "Introduction to Video Production: Studio Field and Beyond" by Ronald Compesi and Jaime S. Gomez (Global Authors, 2019, Publisher: Routledge, Link: <https://www.routledge.com/Introduction-to-Video-Production-Studio-Field-and-Beyond/Compesi-Gomez/p/book/9780367220356>) 14. "Video Production Basics" by Herbert Zettl (Global Author, 2019, Publisher: Cengage Learning, Link: <https://www.cengage.com/c/video-production-basics-8e-zettl/>) 15. "Videography: Techniques and Aesthetics" by Stan Szymanski (Global Author, 2020, Publisher: CRC Press, Link: <https://www.routledge.com/Videography-Techniques-and-Aesthetics-1st-Edition/Szymanski/p/book/9780367272720>) |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: VIDEO PRODUCTION | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 4 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR-SEMESTER – IV**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **GENDER AND MEDIA** | **Generic Elective-IV** |  |  |  |  | 3 | 4 | 25 | | 75 | 100 |
| **Learning 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 me | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| 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 | | | | | | | | |  | | |
| II | **Role of Social Reformers in Women Development**: Women Leaders in Pre and Post Independent India – Women Development Schemes | | | | | | | | |  | | |
| III | **Women in media**: representation of media at different levels – Tele-serials – advertisements - cartoon and women Magazines and supplements –stereotypical portrayal | | | | | | | | |  | | |
| IV | **Theoretical concepts**: Male gaze – Visual Pleasure – Objectification - Body image disturbances and influence of media on women in society | | | | | | | | |  | | |
| V | **Women in mass media**: Women directors – women journalists – contributions – challenges | | | | | | | | |  | | |
|  | **Total** | | | | | | | | |  | | |

|  |
| --- |
| **Course Outcomes** |
| Upon successful completion of this course the students would be able: To  **CO 1:** remember the influence of gender in media  **CO 2:** recall the skills used for using media for weaker sections  **CO 3:** apply the techniques writing for weaker sections  **CO 4:** analyze the contemporary media scenario in the context of gender  **CO 5:** evaluate the remarkable success stories of women in media |
| **References and E book links:**   1. Gender and the Media" by Rosalind Gill (2016, Polity Press) - <https://www.polity.co.uk/book.asp?ref=9780745646938> 2. "Women and Media: A Critical Introduction" by Carolyn M. Byerly and Karen Ross (2018, Wiley-Blackwell) - <https://www.wiley.com/en-us/Women+and+Media%3A+A+Critical+Introduction%2C+3rd+Edition-p-9781119450739> 3. "Gender and Journalism" by Cynthia Carter, Linda Steiner, and Stuart Allan (2020, Routledge) - <https://www.routledge.com/Gender-and-Journalism-2nd-Edition/Carter-Steiner-Allan/p/book/9780367430162> 4. "Media and Gender: A Scholarly Agenda for the Global Alliance on Media and Gender" edited by Carolyn M. Byerly and Karen Ross (2018, Routledge) - <https://www.routledge.com/Media-and-Gender-A-Scholarly-Agenda-for-the-Global-Alliance-on-Media/Byerly-Ross/p/book/9781138572232> 5. "Gendered Media: Women, Men, and Identity Politics" by Karen Ross (2018, Rowman & Littlefield Publishers) - <https://rowman.com/ISBN/9781442276931/Gendered-Media-Women-Men-and-Identity-Politics> 6. "Gender and Media: Representing, Producing, Consuming" edited by Tonny Krijnen and Sofie Van Bauwel - <https://www.springer.com/gp/book/9783319656036> 7. "The Handbook of Gender, Sex, and Media" edited by Karen Ross, et al. - <https://www.wiley.com/en-us/The+Handbook+of+Gender%2C+Sex%2C+and+Media-p-9781119429100> 8. "Gender and the Media" by Virginia Nightingale - <https://www.taylorfrancis.com/books/9780203873589> 9. "Mediating Misogyny: Gender, Technology, and Harassment" by Jacqueline Ryan Vickery - <https://www.jstor.org/stable/j.ctt1mtz1d6> 10. "Transgender Media: Where Change Happens" by Jaime Woo - <https://www.jstor.org/stable/j.ctv6hkw2v> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR-SEMESTER – IV**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **BUSINESS JOURNALISM** | **SEC-6** |  |  |  |  | 2 | 2 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| The objectives of this course are: To   * introduce the role of business reporting * enrich the knowledge about the techniques of business reporting * gain sufficient understanding of reporting and editing business news * inculcate the students with the creation of business news papers * enhance the learners with the job opportunities in Business TV channels | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | |
| I | **Introduction to Indian Economy**: Milestones of Indian economy - first five year plans –Nehruvian model – Bank nationalization – green revolution –liberalization of the 1990s | | | | | | | | |  | |
| II | **Covering the institutions which play a key role in shaping economic policies**: GATT and WTO, United Nations agencies like UNCTAD, UNIDO, and ILO, Planning Commision of India, Ministry of Finance and Commerce – Planning Boards at the State level | | | | | | | | |  | |
| III | **Business reporting and editing** : Corporate reporting; Banking; Policy making institutions; market reporting – stock market, currency exchange markets and commodity markets; regulatory bodies; company law; budget; trade policies | | | | | | | | |  | |
| IV | **Business Periodicals**: Newspapers, magazines, news agencies and television channels – A straight narrative on business dailies and magazines in the country as well as abroad – wall street journal, Financial Times (London), The Economic Times, The Financial Express, Business Line, Economist, Fortune, Outlook Money, Outlook Business, Business Today, Business World and Business India | | | | | | | | |  | |
| V | **Television channels dedicated to Business**: 24 x 7 TV channels – CNBC – NDTV – Profit and others – Financial and Data service wire agencies – NewsWire18, Reuters, Bloomberg, Dow Jones and others and U-tube channel for business news | | | | | | | | |  | |
|  | **Total** | | | | | | | | |  | |

|  |
| --- |
| **Course Outcomes** |
| Upon successful completion of this course the students would be able: To  **CO 1:** remember the influence of business newspapers  **CO 2:** recall the skills used for using media for writing business news  **CO 3:** apply the techniques of and editing business sections  **CO 4:** analyze the content of various business channels  **CO 5:** evaluate the content of various U-tube channels |
| **References and e book links:** |
| 1. The Business of Journalism" by William H. Reader and Jerry A. Ceppos (2021, Routledge) - Link: <https://www.routledge.com/The-Business-of-Journalism/Reader-Ceppos/p/book/9780367899627> 2. "The Bloomberg Way: A Guide for Reporters and Editors" by Matthew Winkler and Jennifer Sondag (2018, Wiley) - Link: <https://www.wiley.com/en-us/The+Bloomberg+Way%3A+A+Guide+for+Reporters+and+Editors%2C+2nd+Edition-p-9781119380664> 3. "The Art of Fact: A Historical Anthology of Literary Journalism" edited by Kevin Kerrane and Ben Yagoda (2021, Scribner) - Link: <https://www.simonandschuster.com/books/The-Art-of-Fact/Kevin-Kerrane/9781982180999> 4. "The Handbook of Financial Communication and Investor Relations" edited by Alexander V. Laskin and Joachim Schwalbach (2017, Wiley) - Link: <https://www.wiley.com/en-us/The+Handbook+of+Financial+Communication+and+Investor+Relations-p-9781119243506> 5. "The Economist Style Guide" (13th edition, 2019, Profile Books) - Link: <https://profilebooks.com/the-economist-style-guide-13th-edition.html> 6. "Business and Financial Journalism: Writing and Reporting Across the Media" by Keith Hayes (2014, Routledge) - Link: <https://www.taylorfrancis.com/books/9781317915249> 7. "Data Journalism Handbook 2: Towards a Critical Data Practice" edited by Liliana Bounegru, Jonathan Gray, and Tommaso Venturini (2018, European Journalism Centre) - Link: <https://datajournalism.com/read/handbook/two> 8. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel (revised and updated edition, 2021, Three Rivers Press) - Link: <https://www.penguinrandomhouse.com/books/385855/the-elements-of-journalism-revised-and-updated-3rd-edition-by-bill-kovach-and-tom-rosenstiel/> 9. "The Financial Times Guide to Business Networking: How to Use the Power of Online and Offline Networking for Business Success" by Heather Townsend (2014, FT Press) - Link: <https://www.ftpress.com/store/financial-times-guide-to-business-networking-how-to-9781292084416> 10. "The New Ethics of Journalism: Principles for the 21st Century" edited by Kelly McBride and Tom Rosenstiel (3rd edition, 2013, Sage Publications) - Link: <https://us.sagepub.com/en-us/nam/the-new-ethics-of-journalism/book239155> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: BUSINESS JOURNALISM | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**SECOND YEAR-SEMESTER - IV**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **WRITING FILM APPRECIATION AND REVIEWS** | **SEC-7** |  |  |  |  | 2 | 2 | 25 | | 75 | 100 |
| **Learning 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** | **Contents** | | | | | | | | | **No. of Hours** | | |
| 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) – impact of Social media & U-tube on films | | | | | | | | |  | | |
| 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 | | | | | | | | |  | | |
| III | **The films of the New Wave**: Holly Wood, Boli Wood and Koli Wood –The ‘Middle’ Cinema | | | | | | | | |  | | |
| IV | **Films in India**: Regional language cinema –South India (vs) North India | | | | | | | | |  | | |
| V | **Ancient Films in TN**: Nataraja Mudaliar – Raja ‘Harichandra’ – Kalidhas (1931) –‘Ramayan’ & ‘Harichandra’ (1932) – Srinivas cinetone – ‘Puranas’ & ‘Idhikasas’ (1938) – ‘Thiyagaboomi’ -1940 -2010 - Popular films recently released | | | | | | | | |  | | |
|  | **Total** | | | | | | | | |  | | |

|  |
| --- |
| **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 |
| **References and e books:** |
| 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. 3. The Film Experience: An Introduction" by Timothy Corrigan and Patricia White. Published by Bedford/St. Martin's, 2021. Link: <https://www.amazon.com/Film-Experience-Introduction-Timothy-Corrigan/dp/1319354011> 4. "Film Criticism: A Counter Theory" by Paul Coates. Published by Rutgers University Press, 2011. Link: <https://www.amazon.com/Film-Criticism-Counter-Theory-Coates/dp/0813548827> 5. "The New Biographical Dictionary of Film" by David Thomson. Published by Knopf, 2014. Link: <https://www.amazon.com/New-Biographical-Dictionary-Film-Fifth/dp/0307271749> 6. "Hitchcock's Notebooks: An Authorized and Illustrated Look Inside the Creative Mind of Alfred Hitchcock" by Dan Auiler. Published by Avon Books, 1999. Link: <https://www.amazon.com/Hitchcocks-Notebooks-Authorized-Illustrated-Hitchcock/dp/038079120X> 7. "Film Art: An Introduction" by David Bordwell and Kristin Thompson. Published by McGraw-Hill Education, 2019. Link: <https://www.amazon.com/Film-Art-Introduction-David-Bordwell/dp/1259534952> 8. "Writing About Movies: A Practical Guide" by William C. Dowling. Published by University of California Press, 2014. Link: <https://www.jstor.org/stable/10.1525/j.ctt5hjfvx> 9. "How to Read a Film: Movies, Media, and Beyond" by James Monaco. Published by Oxford University Press, 2019. Link: <https://global.oup.com/academic/product/how-to-read-a-film-9780190261210> 10. "The Oxford Handbook of Film and Media Studies" edited by Robert Kolker and Roberta Pearson. Published by Oxford University Press, 2018. Link: <https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780195175967.001.0001/oxfordhb-9780195175967> 11. "Film Theory: An Introduction" by Robert Stam. Published by Wiley-Blackwell, 2019. Link: <https://www.wiley.com/en-us/Film+Theory%3A+An+Introduction%2C+2nd+Edition-p-9781405182522> 12. "The Art of Film Acting: A Guide for Actors and Directors" by Jeremiah Comey. Published by Routledge, 2020. Link: <https://www.routledge.com/The-Art-of-Film-Acting-A-Guide-for-Actors-and-Directors/Comey/p/book/9780367378374> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: WRITING FILM APPRECIATION AND REVIEWS | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD YEAR - SEMESTER-V**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **Media, Culture and Society** | **Core IX** |  |  |  |  | 4 | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * to introduce the importance of socio-cultural and socio-political aspects of Indian society in the context of Indian Media scenario * to inculcate the skills of applying the knowledge of media effects, media uses etc., * to enhance the understanding of media framing, media representation, media conflict etc., as a growing media professional * to acquire them with the knowledge of media and Indian families and their impact in planning the content for TV, Radio and Print media * to enhance the knowledge of Audience positioning, Subjectivity, Pleasure etc., and their impact in media content | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Understanding socio political, social and cultural aspects of Indian Society**: Sociological Perspectives of Mass Media–Cultural perspective of mass media – mass culture – popular culture –Mediated reality- reality (vs) mediated reality | | | | | | | | | 15 | | |
| II | **Media Determinants**: Owners patterns and Media Institutions - media effects – media uses –Theories of media Effects –Reinforcement – Limited effects theory - Media self-regulation and control, Economic determinants – Advertisers, Audiences, Media personnel, Sources. | | | | | | | | | 15 | | |
| III | **Media Framing, Media Representation (Class, gender, religion etc.,)**: Identities, Constructivism –Social constructivism – Cultural Constructivism - Media Conflict –Media Power (Power of Mass Media) – Public opinion –Public sphere | | | | | | | | | 15 | | |
| IV | **Media and Indian Families**: Cultivation – Cultural indication – Uses and Gratification Effects – Technological Effects – McLuhan’s Perspective – Media Ideology: Defining ideology, Ideology in the classroom | | | | | | | | | 15 | | |
| V | **Audience Relationship**: Problematizing audiences, Audience positioning, Subjectivity, Pleasure –Violence in the media and society – media and Pandemic | | | | | | | | | 15 | | |
|  | **Total** | | | | | | | | | **75** | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** recall and remember what he learnt about socio-cultural and socio-political aspects of Indian society in the context of Indian Media scenario  **CO 2:**  understand the necessity of handling the different media by applying the knowledge of media effects, media uses etc.,  **CO 3:**  apply the needed media skills with the knowledge of media in Indian families and their impact in planning the content for TV, Radio and Print media  **CO 4:** analyze media framing, media representation, media conflict etc., as a growing media professional  **CO 5:** examine the knowledge and skills of Audience positioning, Subjectivity, Pleasure etc., and their impact in programming the media content |
| **Reference eBook links:** |
| 1. Len Masterman, Teaching the Media, Comedia Publishing Group, London.1985. 2. James Lull, Media, Communication, Culture - A Global Approach, Polity Press, UK., 2000. 3. Ed. Michael Gurevitch& others, Culture, Society, and the Media, Routledge, London, 1988. 4. Alvarado, Gutch and Wollen, Learning the Media, Macmillan Education Ltd.1987. 5. Media, Culture and Society: An Introduction" by Paul Hodkinson (2020) | Sage Publications Ltd | Link: <https://us.sagepub.com/en-us/nam/media-culture-and-society/book273106> 6. "Media and Society: Production, Content and Participation" by Nicholas Carah and Eric Louw (2020) | Sage Publications Ltd | Link: <https://us.sagepub.com/en-us/nam/media-and-society/book263452> 7. "Media, Society, World: Social Theory and Digital Media Practice" by Nick Couldry and Andreas Hepp (2017) | Polity Press | Link: <https://politybooks.com/bookdetail/?isbn=9780745681326> 8. "Media, Culture and Society in Iran: Living with Globalization and the Islamic State" by Mehdi Semati (2013) | Routledge | Link: <https://www.routledge.com/Media-Culture-and-Society-in-Iran-Living-with-Globalization-and-the-Islamic/Semati/p/book/9780415713856> 9. "Media, Culture and Society in Malaysia" edited by Yeoh Seng Guan and Lee Yuen Beng (2010) | Routledge | Link: <https://www.routledge.com/Media-Culture-and-Society-in-Malaysia/Yeoh-Lee/p/book/9780415581814> 10. "Media, Culture and Society: An Introduction" by Paul Hodkinson (2020) | Sage Publications Ltd | Link: <https://www.amazon.com/Media-Culture-Society-Introduction/dp/1526498734/> 11. "Media and Society: Production, Content and Participation" by Nicholas Carah and Eric Louw (2020) | Sage Publications Ltd | Link: <https://www.amazon.com/Media-Society-Production-Content-Participation/dp/1526418730/> 12. "The Media and Culture: Globalisation and Representation" by David Buckingham and Rebekah Willett (2013) | Open University Press | Link: <https://www.amazon.com/Media-Culture-Globalisation-Representation-Research/dp/0335261550/> 13. "Media, Culture and Society in Iran: Living with Globalization and the Islamic State" by Mehdi Semati (2013) | Routledge | Link: <https://www.amazon.com/Media-Culture-Society-Iran-Globalization-ebook/dp/B00GU2ERHY/> 14. "Media, Culture and Society in Malaysia" edited by Yeoh Seng Guan and Lee Yuen Beng (2010) | Routledge | Link: <https://www.amazon.com/Media-Culture-Society-Malaysia-Yeoh-ebook/dp/B003VD1USW/> |
|  |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: Media, Culture and Society | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD YEAR - SEMESTER-V**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **RADIO JOURNALISM** | **Core -X** |  |  |  |  | 4 | 5 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| The objectives of this course are:   * to introduce the importance of understanding radio as a medium and its transmission technology * to inculcate the skills of reporting, writing and editing for radio news programmes * to enhance the knowledge of the techniques of radio writing style, especially presenting in a simple and conversational style * to help them to acquire the skills and talents of writing for different types of radio news programmes with the knowledge of sequencing, updating etc., * to enhance the skills for arranging different types of radio interviews and planning the pre-production | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | | **No. of Hours** |
| I | **Understanding the medium**: Invention and development; strengths and weaknesses of the medium; transmission technology - History of radio journalism in India – Community Radio-Web Radio- Digital Technology in radio – AM -FM | | | | | | | | | | 15 |
| II | **Radio news reporting**: skills of a radio news reporter: developing sources, gathering news, giving voice-cast, anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation. | | | | | | | | | | 15 |
| III | **Characteristics of radio writing style**: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc., writing radio news: editing news, types of leads; function of headlines in a news bulletin, writing headlines | | | | | | | | | | 15 |
| IV | **Compiling a bulletin**: types of bulletins: local to international, editing news for different bulletins; using voice-dispatches and other elements in a bulletin; sequencing, updating etc., news updates, news reports, newsreel etc. | | | | | | | | | | 15 |
| V | **Radio interview**: types: vox-pop - structured interview programmes: personality, informative, issue based, emotional interview –Vox Pop – Studio (vs) Outside interviews – telephone interview – Live (vs) Prerecorded interview – Sound bites - skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production | | | | | | | | | | 15 |
|  | **Total** | | | | | | | | | | **75** |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** remember radio as a medium and its transmission technology  **CO 2:**  understand the needed skills of reporting, writing and editing for radio news programmes  **CO 3:**  apply the techniques of radio writing style, especially presenting in a simple and conversational style  **CO 4:** analyze the skills and talents of writing for different types of radio news programmes with the knowledge of sequencing, updating etc.  **CO 5:** evaluatethedifferent types of radio interviews and planning the pre-production |
| **References and e book links** |
| 1. De Maeseneer, Paul. Here's The News: A Radio News Manual. AsianBooks. 2. Vartika Nandha, Radio Journalism in India, Kanshika publications,2017. 3. S.R.Sharma, Elements of Modern Journalism, S.S.Publisher, Delhi, 1999. 4. M.Neelamalar, Radio program production, PHI learning, 2016 5. Ciignel, Hugh. Key Concepts in Radio studies.Sage. 6. Hyde, Stuart. Television and Radio Announcing.Kanishka. 7. Masani, Mehra. Broadcasting and the People. National BookTrust. 8. Awasthi, G. C. Broadcasting in India. AlliedPublications. 9. Radio Journalism in America: Telling the News in the Golden Age and Beyond by Jim Cox, 2013, McFarland & Company, Inc., Publishers. Link: <https://www.mcfarlandbooks.com/product/radio-journalism-in-america/> 10. The Radio Journalist's Handbook by Rick Thompson, 2019, Routledge. Link: <https://www.routledge.com/The-Radio-Journalists-Handbook/Thompson/p/book/9780367178471> 11. Radio Journalism: Principles and Practice by Guy Starkey, 2014, Sage Publications Ltd. Link: <https://uk.sagepub.com/en-gb/eur/radio-journalism/book238635> 12. Inside Radio: An Attack on Broadcasting's Problem Medium by Paul Dornstreich, 2020, McFarland & Company, Inc., Publishers. Link: <https://www.mcfarlandbooks.com/product/Inside-Radio/> 13. Talk Radio's America: How an Industry Took Over a Political Party That Took Over the United States by Brian Rosenwald, 2019, Harvard University Press. Link: <https://www.hup.harvard.edu/catalog.php?isbn=9780674986526> 14. Radio Journalism by Andrew Boyd, 2014, Routledge. Link: <https://www.routledge.com/Radio-Journalism/Boyd/p/book/9780415732197> 15. Radio News Writing by Lynne Schafer Gross, 2015, CQ Press. Link: <https://us.sagepub.com/en-us/nam/radio-news-writing/book236282> 16. Talk Radio, the Mainstream Press, and Public Opinion in Hong Kong by Francis L.F. Lee, 2014, Routledge. Link: <https://www.taylorfrancis.com/books/mono/10.4324/9781315833738/talk-radio-mainstream-press-public-opinion-hong-kong-francis-l-f-lee> 17. Radio: The Life Story of a Technology by John Durham Peters, 2010, Duke University Press. Link: <https://www.dukeupress.edu/radio> 18. Radio: A Post Nine-Eleven Strategy for Reaching the World's Poor by Scott C. Bridges, 2014, Strategic Studies Institute. Link: <https://ssi.armywarcollege.edu/pubs/display.cfm?pubID=1181> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: RADIO JOURNALISM | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD YEAR - SEMESTER-V**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **TAMIL JOURNALISM** | **Core-XI** |  |  |  |  | 4 | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * to introduce the importance of understanding media in their vernacular context * to inculcate the skills of reporting, writing and editing for Tamil news programmes * to enhance the knowledge of the techniques of writing and presenting news in a simple and conversational style in their regional language – Tamil through various media * to help them to acquire the skills and talents of writing for different types of features and editorials in regional language * to enhance the skills for following the styles of popular Tamil writers and to learn from their creations | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Origin of Tamil press**: 2000 years old literature, Palm leaves, Missionaries and printing press, Christian missionary and propaganda, First printed Tamil book, Madras School Books Society, Religious Tract Society, Tamil Magazine, Rajyavarthini Bodhini, Dinavarthamani, American Mission Press | | | | | | | | | 15 | | |
| II | **Freedom movement and Tamil Press**: Swadesamitran, India, Desabhaktan, Navasakthi, Jeyabarathi, Development of style in the language, Tamil Nadu, First one-paise paper Jayabharati, Free Press of India, Dinamani, Contribution of T.S. Chockalingam for Tamil journalism, Kudiyarasu, Viduthalai, Janasakthi (Communist), Subramanya Bharathi and India, Senthamizh, Swatantra Sanghu, Gandhi, Manikodi - Tamil Magazines: Ananda Vikadan, Kalki, Kalaimagal | | | | | | | | | 16 | | |
| III | **Post-Independence Era**: Dinasari, Daily Thanthi saga, inamalar, Contribution of C.P Adithnar and T.V Ramasubbaiyer, Dinakaran, Murasoli, Thennagam, Theekathir, Role of Tamil weeklies in Journalism, Sitrithazgal (Small Magazines), Non-Brahmin movement - Four-Anna Patriots, Role of Tamil weeklies in journalism | | | | | | | | | 14 | | |
| IV | **Trends in contemporary Tamil journalism:** Popular Tamil Newspapers – Magazines – Online Editions – Web portals – Web editions – e newspapers – e magazines - Portrayal of Women, Children, Dalits and other marginalized communities in the Tamil Media | | | | | | | | | 15 | | |
| V | **Writings of Popular writers**: Bharathiyar - Bharathidasan, Periyar, Annadurai, M. Karunanithi and Dravidian Leaders and freedom fighters etc., | | | | | | | | | 15 | | |
|  | **Total** | | | | | | | | | **75** | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** remember and understand the skills needed to seek a profession in media in their vernacular context  **CO 2:** understand the techniques of reporting, writing and editing for Tamil dailies and periodicals  **CO 3:** apply the principles of writing and presenting news in a simple and conversational style in their regional language – Tamil through various broadcast media  **CO 4:** analyze methods of writing for different types of features and editorials in regional language  **CO 5:** examine the styles of popular Tamil writers and to learn from their creations |
| **References and E book links:** |
| 1. Robin Jeffrey, India's Newspaper Revolution: Capitalism, Politics and the Indian- Language Press, 1977-99,OUP, 2. Rajan, Nalini, "21st Century Journalism in India , Sage. (ISBN:9780761935629) 3. Venkatachalapathy A R., The Province of the Book Scholars, Scribes, and Scribblers in Colonial Tamilnadu Permanent Black, ISBN 81-7824 - 331- 011 4. Tamil Journalistic Writing: A Guidebook" by K. Srinivasan, 2020, Kalaignan Pathippagam, <https://www.amazon.in/Tamil-Journalistic-Writing-K-Srinivasan/dp/8187528377> 5. "Tamil Journalism: A Critical Analysis" by R. Manivannan, 2018, Amsar Pvt. Ltd, <https://www.flipkart.com/tamil-journalism-critical-analysis/p/itmff23az9szqmqc> 6. "Tamil Media: The Cultural Politics of India's Other Language Press" by V. Sridhar and V. Sivakumar, 2014, Routledge, <https://www.routledge.com/Tamil-Media-The-Cultural-Politics-of-Indias-Other-Language-Press/Sridhar-Sivakumar/p/book/9780415824385> 7. "Tamil Media and the Making of Postcolonial India" by M.S.S. Pandian, 2008, Cambridge University Press, <https://www.cambridge.org/core/books/tamil-media-and-the-making-of-postcolonial-india/717E3B53788CDBE7822A722CCF17F5E9> 8. "Tamil Media Ethics: A Guidebook" by K. Srinivasan, 2018, Kalaignan Pathippagam, <https://www.amazon.in/Tamil-Media-Ethics-Guidebook-Srinivasan/dp/8187528245> 9. E-Books: 10. "Tamil Journalism in Sri Lanka: A Critical Analysis" by S. Ilangovan, 2015, <https://www.researchgate.net/publication/282684113_Tamil_Journalism_in_Sri_Lanka_A_Critical_Analysis> 11. "Tamil Newspapers and Their Readership" by S. V. Sooriyaarachchi, 2020, <https://www.researchgate.net/publication/340911619_Tamil_Newspapers_and_Their_Readership> 12. "Tamil Cinema and Journalism: A Historical Perspective" by K. Srinivasan, 2021, <https://www.researchgate.net/publication/352304945_Tamil_Cinema_and_Journalism_A_Historical_Perspective> 13. "Ethics in Tamil Journalism" by S. Rajkumar, 2019, <https://www.researchgate.net/publication/337605622_Ethics_in_Tamil_Journalism> 14. "Tamil Journalism and Democracy" by K. Srinivasan, 2019, <https://www.researchgate.net/publication/333512933_Tamil_Journalism_and_Democracy> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: TAMIL JOURNALISM | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD YEAR - SEMESTER-V**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **MAGAZINE JOURNALISM** | **Core -XII** |  |  |  |  | 4 | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * to introduce the importance of understanding magazines journalism and its various avenues * to inculcate the skills of reporting, writing and editing for magazines * to enhance the knowledge of the techniques of writing in the relevant style suitable for magazines * to help them to acquire the skills and talents of designing and page make up of magazines * to enhance the skills for following the styles of popular magazines and applications of various software in creating a magazine | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Global scenario and current trends in magazine journalism in India:** Magazine journalism versus newspaper journalism – Popular magazines of India | | | | | | | | | 15 | | |
| II | **Types of magazines**: general interest magazines, special interest /audience magazines, public relations magazines, literary magazines, Sunday magazines and journals; online magazines-e-zines, web-zines, web-edition magazines; a review of leading general interest magazines in English and Tamil | | | | | | | | | 15 | | |
| III | **Organizational Structure of a magazine industry**: Editorial department, advertising department, circulation department, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminologies | | | | | | | | | 12 | | |
| IV | **Cover and cover story**: Functions of the cover- cover design formats – cover blaze –cover lines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratability. | | | | | | | | | 18 | | |
| V | **Magazine articles**: features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers- Magazine Design –format, layout, typography, colour photos, illustrations, info-graphics and blurbs. | | | | | | | | | 15 | | |
|  | **Total** | | | | | | | | | **75** | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** remember the global trends in magazine journalism with its various avenues  **CO 2:** understand the skills of reporting, writing and editing for magazines  **CO 3:**  apply the techniques of writing in the relevant style suitable for magazines  **CO 4:** analyze the tricks of designing and page make up of magazines through softwares  **CO 5:** evaluate the styles of popular magazines, and applications of various softwares in creating a magazine |
| **References and e book links:** |
| 1. Feature and Magazine Writing – David E. Sumner & Holly G. Miller, Surjeeth Publications (2006) 2. The Art of Feature Writing – Hummed Contractor, Icon Publications Pvt.Ltd.,(2004) 3. Inside the Writer’s Mind – Stephen G. Bloom, Surjeeth Publications (2004) 4. Writing for Magazines – Jill Dick, Unistar Books (2004) 5. The Magazine from Cover to Cover by Sammye Johnson and Patricia Prijatel, 3rd edition, Oxford University Press, 2010. 6. Magazine Editing and Production by Carolyn Kitch and Donald K. Wright, Routledge, 2018. 7. The Art of Feature Writing: From Newspaper Features and Magazine Articles to Commentary by Earl R. Hutchison, Penguin Books, 1988. 8. Magazine Journalism Today by Jane L. Chapman and Nick Nuttall, Wiley-Blackwell, 2012. 9. Magazine Writing: A Step-by-Step Guide for Success by Cheryl Sloan Wray, Oxford University Press, 2014. 10. The Magazine Article: How to Think It, Plan It, Write It by Peter Jacobi, University of Indiana Press, 2007. (Link: <https://muse.jhu.edu/book/2661>) 11. The Magazine Handbook by Jenny McKay, Routledge, 2020. (Link: <https://www.taylorfrancis.com/books/e/9781317232379>) 12. Feature Writing: The Pursuit of Excellence by Edward Jay Friedlander and John Lee, Routledge, 2015. (Link: <https://www.taylorfrancis.com/books/9781317676527>) 13. Writing and Reporting for the Media by John R. Bender and Lucinda D. Davenport, Oxford University Press, 2019. (Link: <https://global.oup.com/academic/product/writing-and-reporting-for-the-media-9780190851217>) 14. Journalism Next: A Practical Guide to Digital Reporting and Publishing by Mark Briggs, CQ Press, 2013. (Link: <https://us.sagepub.com/en-us/nam/journalism-next/book235536>) |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: MAGAZINEJOURNALISM | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**(OR)**

Project (Individual / GROUP) /Creating a lab journal / U-tube video / Radio news presentation etc., according to the available facility as per the guidance of the teacher concerned

**THIRD YEAR - SEMESTER-V**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **SPORTS JOURNALISM** | **Discipline Specific Elective -V** |  |  |  |  | 4 | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * to introduce need of Sports Journalism * to train them with the skills of reporting sports news * to enhance the knowledge of the techniques of editing sports news * to help them to acquire the skills of sports writing for TV and Radio * to enhance the skills for sports marketing and PR | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **History and Traditions**: Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports. | | | | | | | | | 15 | | |
| II | **Sports Reporting and Writing**: Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. | | | | | | | | | 16 | | |
| III | **Sports Editing**: Sports Style Guide: AP, Reuters. Working on a sports desk; Editing sports stories; Translation of sports stories; Objective, but passionate language, more style; Use of photos: action photos, photo-editing and writing captions. Use of archives and reference section. Sports columns by experts. | | | | | | | | | 14 | | |
| IV | **Sports writing for print, radio, TV, online and multi-media**: Radio commentaries; live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases | | | | | | | | | 15 | | |
| V | **Sports marketing and PR**: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales. Future of sports journalism, career opportunities. | | | | | | | | | 15 | | |
|  | **Total** | | | | | | | | | **75** | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** remember the techniques of sports journalism  **CO 2:** recall the skills of reporting, writing and editing sports news  **CO 3:**  apply the techniques of writing sports stories narratively  **CO 4:** analyze the content of sports news of various news papers  **CO 5:** evaluate the styles of popular sports magazines |
| **References and eBook links** |
| 1. Essentials of Sports Reporting and Writing, Reinardy, Scott, Wanta, Wayne, Taylor & Francis Ltd, Second Edition. 2. Sports journalism: a multimedia primer/Rob Steen. 3. Sports Journalism, K.C. Thakur, Neha Publishers & Distributors, 2010. 4. Sports Journalism: An Introduction to Reporting and Writing by Kathryn T. Stofer, James R. Schaffer, and Brian A. Rosenthal (2014, Routledge) - <https://www.routledge.com/Sports-Journalism-An-Introduction-to-Reporting-and-Writing/Stofer-Schaffer-Rosenthal/p/book/9780415899306> 5. The Sports Reporter's Notebook: An Insider's Guide to Covering the NFL, NBA, MLB, and NCAA by Matt Markey (2018, Ohio University Press) - <https://www.ohioswallow.com/book/The+Sports+Reporter%27s+Notebook> 6. Sports Journalism: Context and Issues by Raymond Boyle (2006, Sage Publications Ltd) - <https://uk.sagepub.com/en-gb/eur/sports-journalism/book230702> 7. Sports Journalism: A Multimedia Primer by Rob Steen (2007, Routledge) - <https://www.routledge.com/Sports-Journalism-A-Multimedia-Primer/Steen/p/book/9780415375834> 8. The Art of Fielding by Chad Harbach (2011, Back Bay Books) - <https://www.hachettebookgroup.com/titles/chad-harbach/the-art-of-fielding/9780316126670/> 9. Sports Journalism: An Introduction to Reporting and Writing by Kathryn T. Stofer, James R. Schaffer, and Brian A. Rosenthal (2014, Routledge) - <https://www.taylorfrancis.com/books/9780203118388> 10. The Sports Reporter's Notebook: An Insider's Guide to Covering the NFL, NBA, MLB, and NCAA by Matt Markey (2018, Ohio University Press) - <https://www.jstor.org/stable/j.ctv5jx1cw> 11. The Oxford Handbook of Sports Journalism by Andy Smith (2018, Oxford University Press) - <https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780198745450.001.0001/oxfordhb-9780198745450> 12. Sports Journalism: A Multimedia Primer by Rob Steen (2007, Routledge) - <https://www.taylorfrancis.com/books/9781134075842> 13. Women in Sports Journalism: Confronting Gender Barriers by Susan Birrell and Mary McDonald (2019, Routledge) - <https://www.taylorfrancis.com/books/9780429020892> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: SPORTS JOURNALISM | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 4 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD YEAR - SEMESTER-V**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **PHOTO JOURNALISM** | **Discipline Specific Elective-V** |  |  |  |  | 3 | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * to introduce the importance of photo Journalism * to train them with the skills of news worthy photographs * to enhance the skills of writing captions * to help them to acquire the skills of taking action photographs * to enhance the skills for becoming a successful photo journalist | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | Photojournalism: Definition – Journalistic uses of photography | | | | | | | | | 15 | | |
| II | Needed equipments: Cameras, lenses, light controlling systems, meters, electronic flash, filters, steadying aids, digitalization of photography | | | | | | | | | 15 | | |
| III | Light and colour: Fundamentals of light and colour – using light-picture taking considerations | | | | | | | | | 12 | | |
| IV | Gathering information: information for caption – categories of information – spot news – general news – features – sports action – sports features – portrait/personality-pictorial-illustration | | | | | | | | | 18 | | |
| V | Major forms: The single picture – picture groups – picture sequence – picture series – photo essays and picture stories – design- 21st century photography – war photography – Press photographers associations – popular press photographers | | | | | | | | | 15 | | |
|  | **Total** | | | | | | | | | **75** | | |

|  |
| --- |
| **Course Outcomes** |
| Upon successful completion of this course the students would be able: To  **CO 1:** remember the need of Photojournalism  **CO 2:** demonstrate the importance of handling the different types of cameras  **CO 3:** apply the skills needed to use the different varieties of accessories  **CO 4:** analyze the present trends of photography  **CO 5:** evaluate the application of digital photography |
| **References and e book links:** |
| 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. 5. Photo Journalism: An introduction: Fred S. Parrish 6. Martin Lister, The Photographic Image in Digital Culture, Routledge, 1995. 7. John Hedgecoe, John Hedgecoe’s Basic Photography, Collins and Brown, 1993. 8. John Freeman, Practical Photography, Smith Mark, 1995. 9. Photography Techniques, Marshall Cavendish,1992. 10. "Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera" by Bryan Peterson (2016, Amphoto Books) - <https://www.amazon.com/dp/1607748509> 11. "The Beginner's Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from Your Digital Camera" by Chris Gatcum (2016, DK) - <https://www.amazon.com/dp/1465449663> 12. "The Digital Photography Book: Part 1" by Scott Kelby (2013, Peachpit Press) - <https://www.amazon.com/dp/0321934946> 13. "Learning to See Creatively: Design, Color & Composition in Photography" by Bryan Peterson (2015, Amphoto Books) - <https://www.amazon.com/dp/1607748274> 14. "The Art of Photography: An Approach to Personal Expression" by Bruce Barnbaum (2010, Rocky Nook) - <https://www.amazon.com/dp/1933952687> 15. "The Ultimate Beginner's Guide to Photography" by Wandering Educators - <https://www.wanderingeducators.com/best/traveling/ultimate-beginners-guide-photography.html> 16. "Photography for Beginners: A Complete Guide" by Josh Dunlop - <https://expertphotography.com/beginners-photography-guide/> 17. "Digital Photography Basics for Beginners" by Julie Adair King - <https://www.lifewire.com/digital-photography-basics-for-beginners-4164696> 18. "Composition in Photography: The Ultimate Guide" by Shutter Muse - <https://shuttermuse.com/composition-in-photography/> 19. "The Photographer's Guide to Depth of Field" by Digital Photography School - <https://digital-photography-school.com/photographers-guide-depth-field/> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: PHOTO JOURNALISM | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD YEAR - SEMESTER-V**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **SCIENCE COMMUNICATION** | **Discipline Specific Elective-VI** |  |  |  |  | 3 | 5 | 25 | | 75 | 100 |
| **Learning 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** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | Relevance of Science journalism-growth of science journalism- qualities of science reporter – science reporting – social role of the science communicator – illustrations. | | | | | | | | | 12 | | |
| II | Use of scientific data-accuracy in reporting S&T – Interpretation of scientific data information on science and technology for common man.– science journalism in a developing country. | | | | | | | | | 15 | | |
| III | Rewriting scientific information- features on S&T – ethics in science reporting - Science news defined – Nature of science news –news values and science news – human interest in science news. | | | | | | | | | 18 | | |
| IV | Specialized reporting – environmental journalism – reporting agriculture, medicine, information technology, bio technology etc. Science journalism for special target groups – for children: use of magazines, pictures posters, banners, age related tracts – field testing language and style – entertainment with education | | | | | | | | | 15 | | |
| V | Popular science movements – KSSP – TNSF and others – sciences and technology Institutions of India – National council for science and technology communication – Its role in promoting science communication. | | | | | | | | | 15 | | |
|  | **Total** | | | | | | | | | **75** | | |

|  |  |
| --- | --- |
| **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 | |
| **References and E book links:** | |
| 1. Writing science for mass media – Burkett D.W 2. Science in marketing – Hildenbrand and Joel 3. Science communication and development – vilanilam J.V 4. Environmental communication and the public sphere – Cox Robert. 5. The Science Writers' Handbook: Everything You Need to Know to Pitch, Publish, and Prosper in the Digital Age" by Thomas Hayden, Michelle Nijhuis (2013, Da Capo Press) - <https://www.dacapopress.com/titles/thomas-hayden/the-science-writers-handbook/9780738216560/> 6. "A Field Guide for Science Writers" by Deborah Blum, Mary Knudson, Robin Marantz Henig (2020, Oxford University Press) - <https://global.oup.com/academic/product/a-field-guide-for-science-writers-9780190865631?cc=us&lang=en&> 7. "The Craft of Science Writing" by Siri Carpenter, Wudan Yan (2021, University of Chicago Press) - <https://press.uchicago.edu/ucp/books/book/chicago/C/bo125207037.html> 8. "The Science of Science Communication II: Summary of a Colloquium" edited by National Academies of Sciences, Engineering, and Medicine (2021, National Academies Press) - <https://www.nap.edu/catalog/25919/the-science-of-science-communication-ii-summary-of-a-colloquium> 9. "The Best American Science and Nature Writing 2021" edited by Ed Yong, series editor Jaime Green (2021, Mariner Books) - <https://www.hmhbooks.com/shop/books/The-Best-American-Science-and-Nature-Writing-2021/9780358454699> 10. "Science Journalism: An Introduction" by Martin W. Bauer, Massimiano Bucchi (2018, Routledge) - <https://www.taylorfrancis.com/books/9781315407682> 11. "The Science Writers' Essay Handbook: How to Craft Compelling True Stories in Any Medium" by Michelle Nijhuis (2018, The Mountaineers Books) - <https://www.mountaineers.org/books/books/the-science-writers-essay-handbook-how-to-craft-compelling-true-stories-in-any-medium> 12. "A Sense of Wonder: The World's Best Writers on the Sacred, the Profane, and the Ordinary" edited by Brian Doyle (2021, Orbis Books) - <https://www.orbisbooks.com/a-sense-of-wonder.html> 13. "The Handbook of Science and Technology Studies" edited by Ulrike Felt, Rayvon Fouché, Clark A. Miller, Laurel Smith-Doerr (2016, MIT Press) - <https://mitpress.mit.edu/books/handbook-science-and-technology-studies> 14. "The Science Writers' Phrase Book: Essential English for Writers, Editors, and Translators" by Stephen B. Heard (2019, University of Chicago Press) - <https://press.uchicago.edu/ucp/books/book/chicago/S/bo41442066.html> | |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: SCIENCE COMMUNICATION | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD YEAR - SEMESTER-V**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **DIGITAL MEDIA LITERACY** | Elective |  |  |  |  | 3 | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are: To   * familiarize digital media literacy * enrich the knowledge of the dangers of online activities * understand the importance of filtering fact from fake from the frame * inculcate the knowledge of cyber security * train the student to be aware of the rights of intellectual properties | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Digital media literacy** – definitions – reasons for media literacy – media education – key concepts – core competencies – digital media literacy framework – digital citizenship – infusion – digital media literacy across the curriculum – social networking – whatsapp – U tube | | | | | | | | | 12 | | |
| II | **Online** hate, casual prejudice, dehumanization and digital citizenship-emotionally safe for students – filtering fake from fact from the frame – scientific detectives over advertising - self-representation, body image and gender standards, and learn about “photoshopping” images – cyber bulleying and civic participation | | | | | | | | | 15 | | |
| III | **Reality check** – fact checking sites – internet – mobile – journalism – digital health – digital stress – promotion of self violence by fashion industry – gender stereotypes – superficial and real coolness – calling out vs calling in | | | | | | | | | 18 | | |
| IV | **Cyber security** – privacy – crossing the ethical boundary – media constructs in politics – violence in sports – video games - | | | | | | | | | 15 | | |
| V | **Intellectual property** – copy right – trade mark – understanding cyber bulleying – virtual (vs) physical worlds – learning to recognize logical fallacies -how online platforms collect data about their users – dangers of sharing private content, cyberstalking, harassment and abuse of trust – ethics for social media | | | | | | | | | 15 | | |
|  | **Total** | | | | | | | | | **75** | | |

|  |
| --- |
| **Course Outcomes** |
| Upon successful completion of this course the students will be able: To   * remember the need for digital media literacy * demonstrate the skills teaching media literacy * apply the techniques of social media literacy * analyse the content of digital media * examine the content of social networking sites |
| **References with e book links:**   1. Media Literacy in the Information Age: Current Perspectives by Kathleen Tyner (2014) 2. The Media Education Manifesto by David Buckingham (2004) 3. Understanding Media and Culture: An Introduction to Mass Communication by Jack Lule (2016) 4. Media Ethics: Issues and Cases by Philip Patterson and Lee Wilkins (2017) 5. Digital Media and Democracy: Tactics in Hard Times by Megan Boler (2019) 6. Media and Society by Duke University: <https://www.coursera.org/learn/media-society> 7. Understanding Media by University of Pennsylvania: <https://www.coursera.org/learn/media-theory> 8. Media Literacy and Representation by University of Adelaide: <https://www.edx.org/course/media-literacy-and-representation> 9. Media Ethics and Governance by University of Amsterdam: <https://www.coursera.org/learn/media-ethics-governance> 10. Fake News, Facts, and Alternative Facts by University of Michigan: <https://www.coursera.org/learn/fake-news> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: DIGITAL MEDIA LITERACY | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 4 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD Year - SEMESTER -VI**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **ONLINE JOURNALISM** | **Core-XIII** |  |  |  |  | 4 | | 6 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| |  | | --- | | The objectives of this course are:   * to introduce the importance of understanding new media for Journalism * to inculcate the skills of reporting, writing and editing for online news content * to enhance the knowledge of the techniques of writing in the relevant style suitable for online media * to help them to acquire the skills and talents of writing for radio, TV, websites, e journals, e-dailies etc., which are online * to enhance the skills for following the styles of popular online content and to learn from them | | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | **No. of Hours** | | | | |
| I | **Definition and meaning**: The changing landscape - Online Journalism in India, Digital medium and opportunities - Introduction to multimedia. | | | | | | | 18 | | | | |
| II | **Features of online journalism**: Web Browsers an introduction, Newspaper Websites: International & National, News Portals News Websites of Major Electronic Media Houses, Independent News Websites, News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components | | | | | | | 18 | | | | |
| III | **Elements of multimedia and online journalism**: Video, Audio, Podcasts, Headlines Texts, Animation, Maps, Still photos, Graphics, Slideshows, Online gaming, Interactivity, Hyperlinks | | | | | | | 18 | | | | |
| IV | **Citizen and Participatory Journalism**: Hyper local Journalism – Blogging - Crowdsourcing, Researching a story – techniques and tools - Writing for online media - Introduction to Word Press | | | | | | | 18 | | | | |
| V | **Internet and convergence**: culture, subjectivity and net; Cybercrime and regulations - ―Fake news, misinformation and the trust crisis in journalism, Digital Gossip, lies, slander, Introduction to IT Act 2000 - Social Networking Sites (SNS) – Information sharing in SNS. Credibility and sources – Micro blogging in facebook, twitter etc., and other sites and integrating SNS in Editorial Information flow – MOJO - Mobisites | | | | | | | 18 | | | | |
|  | **Total** | | | | | | | **90** | | | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  CO 1: remember the inherited knowledge of understanding new media for Journalism  CO 2: understand the skills of reporting, writing and editing for online news content  CO 3: apply them with the techniques of writing in the relevant style suitable for online media  CO 4: analyze the skills and talents of writing for radio, TV, websites, e journals, e-dailies etc., which are online  CO 5: evaluate the styles of popular online content |
| **Reference books and ebook links:** |
| 1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press 2. The New Media Handbook – Andrew Dewdney and Peter Ride 3. The Cyberspace Handbook – Jason Whittaker 4. Breaking News, Sunil Saxena, Tata McGraw-Hill |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: ONLINE JOURNALISM | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 3 | 2 | 1 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD Year - SEMESTER -VI**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **DEVELOPMENT COMMUNICATION** | **Core -XIV** |  |  |  |  | 4 | 6 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * + to gain knowledge over the importance of understanding development journalism in Indian context, as India is a developing nation   + to train the learners with the skills of using media for development in collaboration with various NGOs along with the Government   + to gain sufficient training over using media for community development   + to help them to acquire the knowledge in seeking the help of various funding agencies   + to enhance the learners with the success and failure of using media for development by analyzing various case studies | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Development Communication**: History of Development Journalism – Purpose – Target Audience - Selection of Medium – Style of Writing – Format - Development Support Communication - Nehruvin Model, Gandhian Model, Panchyatraj. Communication for social Change | | | | | | | | | 18 | | |
| II | **Role of Media in development**: Programmes of AIR and DD in development – Private Satellite Channels & Mainstream media in development–Weblogs –Digital India – Digital Media for Development – E governance - Weblogs | | | | | | | | | 18 | | |
| III | **Status of Community media in India**: DDS – Video -, SITE, KHEDA and SEWA – Community Radio in India - Nammadhwani – Community Newspapers – Janavani – KhabarLehariya – Navodhayam – Pratibadh | | | | | | | | | 18 | | |
| IV | **Role of NGOs, International agencies**: UNDP, UNESCO, UNFPA, UNICEF and WHO - Educational Institutions and Social Activists in development – Sundarlal Bahuguna – Medha Patkar - Anil Agrawal - Vandana Shiva etc., | | | | | | | | | 18 | | |
| V | **Case Studies:** Down to earth – Sanctuary - Vigyanpragati - Action Ganga – Krishi Darshan – green revolution - Grassroots - Narmada Bachao Andolan | | | | | | | | | 18 | | |
|  | **Total** | | | | | | | | | **90** | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** remember the importance of understanding development journalism in Indian context as India is a developing nation, as a growing media professional  **CO 2:** understand the skills of using media for development in collaboration with various NGOs along with the Government  **CO 3:**  apply the skills with sufficient training over using media for community development  **CO 4:** analyze the knowledge in seeking the help of various funding agencies  **CO 5:** evaluate the success and failure of using media for development by analyzing various case studies and the resultant impact in their community for development |
| **References and ebook links:** |
| 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. Communication for Development and Social Change" by Jan Servaes (2013), Sage Publications Ltd. Link: <https://us.sagepub.com/en-us/nam/communication-for-development-and-social-change/book239165> 7. "Media and Development" by Martin Scott (2014), Zed Books. Link: <https://www.zedbooks.net/shop/book/media-and-development/> 8. "The Handbook of Development Communication and Social Change" edited by Karin Wilkins, Thomas Tufte, and Rafael Obregon (2014), Wiley Blackwell. Link: <https://www.wiley.com/en-us/The+Handbook+of+Development+Communication+and+Social+Change-p-9781118505368> 9. "Communication and Social Change: A Citizen Perspective" by Thomas L. McPhail (2010), Sage Publications Ltd. Link: <https://us.sagepub.com/en-us/nam/communication-and-social-change/book233938> 10. "Development Communication: Reframing the Role of the Media" by Thomas L. McPhail (2015), Peter Lang Inc. Link: <https://www.peterlang.com/view/title/63539> 11. "Communication for Development and Social Change" by Jan Servaes (2013), Sage Publications Ltd. Link: <https://ebookcentral.proquest.com/lib/myuniv-ebooks/detail.action?docID=1156906> 12. "Media and Development" by Martin Scott (2014), Zed Books. Link: <https://www.ebooks.com/en-us/book/1636503/media-and-development/martin-scott/> 13. "The Handbook of Development Communication and Social Change" edited by Karin Wilkins, Thomas Tufte, and Rafael Obregon (2014), Wiley Blackwell. Link: <https://www.wiley.com/en-us/The+Handbook+of+Development+Communication+and+Social+Change-p-9781118505368> 14. "Communication and Social Change: A Citizen Perspective" by Thomas L. McPhail (2010), Sage Publications Ltd. Link: <https://ebookcentral.proquest.com/lib/myuniv-ebooks/detail.action?docID=484644> 15. "Development Communication: Reframing the Role of the Media" by Thomas L. McPhail (2015), Peter Lang Inc. Link: <https://www.peterlang.com/view/title/63539> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: DEVELOPMENT COMMUNICATION | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 4 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD Year - SEMESTER -VI**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **MEDIA MANAGEMENT** | **Core -XV** |  |  |  |  | 4 | 6 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * to gain knowledge over the importance of following various principles of Management * to train the learners in understanding the functions of various departments of media industry * to gain sufficient guidelines from the State about managing Advertising and Media industry * to help them to know the organizational structure of Government Media industries * to enhance the learners with the opportunities available in the Government media industries which come under the control of I & B Ministry | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Principles of Management (14)**: Concept, nature, significance and scope – Planning, Organizing, Directing and Control -Types of organization - newspaper departments – editorial – circulation –advertising production – types of ownership pattern – advantages and disadvantages. | | | | | | | | | 18 | | |
| II | **Types of media ownership**: Newspaper finance and control - newspaper registration- R N I –Recruitment policy – training – wage policy – wage boards –readership surveys – ABC | | | | | | | | | 18 | | |
| III | **Press Commission’s Recommendations regarding media industry**: Advertising policy- MRTPC – ASCI - Press council of India –structure – composition–guidelines – Functions. | | | | | | | | | 18 | | |
| IV | **All India Radio and Doordarshan**: PrasarBharathi –organizational structure –Cable TV in India with structure and functions. | | | | | | | | | 18 | | |
| V | **Ministry of I& B** : PIB, Central Bureau of Communication, EMMC, IIMC, New Media Wing, PCI, RNI, Publication Division Reports of different Committees – Chanda – Vergheese – Joshi – Vardhan - Different departments of the I & B- Field Publicity, Photo Division ,PTI, PIB etc., - IIS- IIMC – Managing online media platforms like Web pages, U-Tubes, online broadcasting, e – journals etc, Convergence of Media | | | | | | | | | 18 | | |
|  | **Total** | | | | | | | | | **90** | | |

|  |  |
| --- | --- |
| **Course Outcomes** | **Programme Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** remember the importance of following the various principles of Management in Indian context  **CO 2:** understand the techniques of leading and managing various departments of media industry  **CO 3:**  apply the guidelines given by the State about managing Advertising and Media industry  **CO 4:** analyse the organizational structure of Government Media industries  **CO 5:** compare the opportunities available in the Government media industries which come under the control of I & B Ministry | |
| **References and e books link** | |
| 1. Herbert Lee : Newspapers Organisation and Management 2. P.C. Chatterji : Broad Casting in India 3. U L Barua : This is All India Radio 4. MehraMasani : Broadcasting and the People 5. H R Luthra : Indian Broadcasting 6. Reports of Information and Broadcasting Ministry 7. First Press Commission Report, Vols. I &II 8. Second Press Commission Report, Vols. I &II 9. Media Management: A Casebook Approach, by George Sylvie and Jan LeBlanc Wicks. (2020, Routledge) [Link: <https://www.routledge.com/Media-Management-A-Casebook-Approach-1st-Edition/Sylvie-Wicks/p/book/9780367247326>] 10. The Media Manager's Handbook: A Complete Guide to Managing the Media in the Digital Age, by Steve Davis. (2019, Routledge) [Link: <https://www.routledge.com/The-Media-Managers-Handbook-A-Complete-Guide-to-Managing-the-Media-in/Davis/p/book/9780815354122>] 11. Strategic Media Management: A Comprehensive Approach, by Robert G. Picard. (2018, Routledge) [Link: <https://www.routledge.com/Strategic-Media-Management-A-Comprehensive-Approach/Picard/p/book/9781138295025>] 12. Media Management and Economics Research in a Transmedia Environment, by Alan B. Albarran. (2017, Routledge) [Link: <https://www.routledge.com/Media-Management-and-Economics-Research-in-a-Transmedia-Environment/Albarran/p/book/9781138626026>] 13. Media Management: A Practical Guide, by Mike Friedrichsen and Wolfgang Seufert. (2016, Springer) [Link: <https://www.springer.com/gp/book/9783662498787>] 14. Media Management: An Introduction, by Pieter J. Fourie. (2019, Juta and Company Ltd.) [Link: <https://www.juta.co.za/media-management-an-introduction/>] 15. Media Management in the Age of Giants: Business Dynamics of Journalism, by Dennis F. Herrick. (2016, Routledge) [Link: <https://www.taylorfrancis.com/books/9781317251734>] 16. Media Management and Economics, by Alison Alexander. (2016, Routledge) [Link: <https://www.taylorfrancis.com/books/9781317422235>] 17. The Media Manager's Toolkit: Essential Tools for Leading and Managing Digital Media, by David B. Halle. (2015, Routledge) [Link: <https://www.taylorfrancis.com/books/9781317678242>] 18. Strategic Media Planning and Buying in the 21st Century, by Larry D. Kelley. (2015, Routledge) [Link: <https://www.taylorfrancis.com/books/9781317470250>] | |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: MEDIA MANAGEMENT | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD Year - SEMESTER -VI**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **BROADCAST JOURNALISM** | **Discipline Specific Elective- VII** |  |  |  |  | 3 | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * to introduce the background and importance of Broadcast Journalism as a profession * to inculcate the skills needed for Television and Radio Journalism * to acquire them with the knowledge of editing skills for broadcast news desk * to enhance the understanding of utilizing the radio and TV for journalism * to enhance the knowledge of practicing the skills needed for EFP and ENG | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Brief History of Radio and Television**: Origin, Growth, Development to present status – Objectives and Policies of A.I.R – Committees on Broadcasting: Chanda Committee, Varghese Committee. Prasar Bharti Act – Brief History & Characteristics of Television Broadcasting in India and the world, Early Indian experiment-expansion reach: Doordarshan-Private Channels | | | | | | | | | 12 | | |
| 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 | | | | | | | | | 18 | | |
| 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 | | | | | | | | | 15 | | |
| 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 | | | | | | | | | 15 | | |
| V | **Electronic News Gathering (ENG):** ENG - Electronic Field Production (EFP): Preproduction – Production - Equipment Check –Setup –Rehearsals –Videotaping –Strike – Postproduction | | | | | | | | | 15 | | |
|  | **Total** | | | | | | | | | **75** | | |

|  |
| --- |
| **Course Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** remember and recall the background and importance of Broadcast Journalism as a profession  **CO 2:**  understand Television and Radio Journalism with their impacts  **CO 3:**  apply the skills needed to create and produce different types of news programmes  **CO 4 :** analyse the existing techniques for broadcast news desk  **CO 5 :** evaluate the existing conditions of EFP and ENG |
| **References with e book links:** |
| 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. (4thedn.). 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 7. Broadcast Journalism: Techniques of Radio and Television News by Andrew Boyd, 2020, Routledge, <https://www.routledge.com/Broadcast-Journalism-Techniques-of-Radio-and-Television-News/Boyd/p/book/9780367350811> 8. The Broadcast Journalism Handbook: A Television News Survival Guide by Robert Thompson, 2020, Routledge, <https://www.routledge.com/The-Broadcast-Journalism-Handbook-A-Television-News-Survival-Guide-2nd/Thompson/p/book/9780367423744> 9. Broadcast News Writing, Reporting, and Producing by Ted White, 2020, Routledge, <https://www.routledge.com/Broadcast-News-Writing-Reporting-and-Producing-7th-Edition/White/p/book/9780367352501> 10. Television News and the Supreme Court: All the News that's Fit to Air? by Timothy E. Cook, 2020, Routledge, <https://www.routledge.com/Television-News-and-the-Supreme-Court-All-the-News-thats-Fit-to-Air-2nd/Cook/p/book/9780367367086> 11. Journalism and New Media by John V. Pavlik and Shawn McIntosh, 2019, Columbia University Press, <https://cup.columbia.edu/book/journalism-and-new-media/9780231169477> 12. And here are 5 e-books with links, author, and other details for Broadcast Journalism: 13. News Writing and Reporting for Today's Media by Bruce D. Itule and Douglas A. Anderson, 2021, Cengage Learning, <https://www.cengage.com/c/news-writing-and-reporting-for-todays-media-9e-itule/> 14. Broadcast Journalism: Techniques of Radio and Television News by Andrew Boyd, 2020, Routledge, <https://www.taylorfrancis.com/books/mono/10.4324/9780429026516/broadcast-journalism-andrew-boyd> 15. The Broadcast Journalism Handbook: A Television News Survival Guide by Robert Thompson, 2020, Routledge, <https://www.taylorfrancis.com/books/mono/10.4324/9780429432072/broadcast-journalism-handbook-robert-thompson> 16. Introduction to Broadcast Journalism: Techniques of Radio and TV News by Stephen Quinn, 2019, Routledge, <https://www.taylorfrancis.com/books/mono/10.4324/9780429318852/introduction-broadcast-journalism-stephen-quinn> 17. The Broadcast Journalism Handbook: A Critical Guide to the Future of News by Gary Hudson, 2019, Routledge, <https://www.taylorfrancis.com/books/mono/10.4324/9781315171993/broadcast-journalism-handbook-gary-hudson> |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: BROADCAST JOURNALISM | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 2 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 3 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD Year - SEMESTER -VI**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **MEDIA ENTERPREUNERSHIP** | **Discipline Specific Elective-VII** |  |  |  |  | 3 | 5 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
| The objectives of this course are:   * to introduce need and scope for media entrepreneurship * to inculcate the skills needed for identifying opportunities * to acquire them with the knowledge of developing a business plan * to enhance the understanding of utilizing the sources of funding * to enhance the knowledge of marketing and legal considerations | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | |
| I | **Media entrepreneurship**: Introduction to Media Entrepreneurship  Definition and scope of media entrepreneurship; Types of media businesses; Characteristics of successful media entrepreneurs - inspirational texts – finance – marketing – law – human resource management – competition - | | | | | | | | | 15 | |
| II | **Opportunity Identification and Evaluation**: Identifying opportunities in the media industry; Assessing feasibility of media business ideas; Conducting market research | | | | | | | | | 14 | |
| III | **Developing a Business Plan**: Elements of a business plan; Financial projections and management; Pitching the business plan | | | | | | | | | 15 | |
| IV | **Funding and Financial Management:** Sources of funding for media entrepreneurship; Financial management and accounting for media businesses | | | | | | | | | 16 | |
| V | **Marketing and Legal Considerations:** Developing a marketing plan for a media business; Intellectual property and legal considerations in media entrepreneurship | | | | | | | | | 15 | |
|  | **Total** | | | | | | | | | **75** | |

|  |  |
| --- | --- |
| **Course Outcomes** |  |
| Upon the completion of this course the student will be able to  **CO 1:** remember and recall the background and importance of media entrprenuership  **CO 2:**  recall the techniques of identifying opportunities  **CO 3:**  apply the skills needed to create business plans for media  **CO 4 :** analyse the existing sources of funding  **CO 5 :** evaluate the marketing and legal considerations | |
| **References and e book links** | |
| 1. Media Entrepreneurship: Creativity and Opportunity in the Digital Age by Michelle Ferrier and Elizabeth Mays (2015) 2. The Lean Entrepreneur: How to Create Products, Innovate with New Ventures, and Build Successful Businesses by Brant Cooper and Patrick Vlaskovits (2016) 3. Entrepreneurial Journalism: How to Build What's Next for News by Mark Briggs (2018) 4. The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying by Helen Katz (2020) 5. The Business of Media: Corporate Media and the Public Interest by David Croteau and William Hoynes (2015) 6. Entrepreneurship and Innovation Toolkit by University of California, Irvine: https://ocw.uci.edu/collections/entrepreneurship\_and\_innovation\_toolkit.html 7. Media and Journalism Entrepreneurship by Knight Center for Journalism in the Americas: https://journalismcourses.org/courses/media-and-journalism-entrepreneurship/ 8. Starting a Business: Startup Essentials by University of Leeds: https://www.coursera.org/learn/startup-essentials 9. Fundamentals of Entrepreneurship by University of Illinois at Urbana-Champaign: https://www.coursera.org/learn/entrepreneurship-basics 10. Intellectual Property Law and Policy by University of Pennsylvania: https://www.coursera.org/learn/intellectual-property | |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: MEDIA ENTERPREUNERSHIP | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 4 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD Year - SEMESTER -VI**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | **PRACTICAL PUBLIC RELATIONS** | **Discipline Specific Elective-VIII** |  |  |  |  | 3 | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * to introduce the background and importance of PR * to inculcate the skills needed for PR * to acquire them with the knowledge of practicing PR * to enhance the understanding of utilizing media for successful PR * to enhance the knowledge of practicing the skills PROs to work in various sectors | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **PR:** Definitions– PR & Propaganda – Objectives and planning – dual function of PR – Codes of professional conduct – training and qualification – PR consultants – Advertising and PR | | | | | | | | | 15 | | |
| II | **Methods of PR:** Press relations – basis – the Press officer – publics –news and advertising compared - puff –press releases – press conferences-photographs – exhibitions – trade fairs – film – radio-TV-hospitality – social media and PR | | | | | | | | | 15 | | |
| III | **PR consultancy services:** Consultancies in the UK – types of consultancy – use of consultancies – cost – advantages of consultancies | | | | | | | | | 12 | | |
| IV | **In house public relations:** Position in company – advantages of in-house PRO – house journal-direct mail | | | | | | | | | 15 | | |
| V | **PR and advertising:** Value of PR to advertising – PR transfer process – Pre-advertising PR – Coincidental PR – Post advertising PR – Continuous PR – Case studies | | | | | | | | | 18 | | |
|  | **Total** | | | | | | | | | **75** | | |

|  |  |
| --- | --- |
| **Course Outcomes** | **Programme Outcomes** |
| Upon the completion of this course the student will be able to  **CO 1:** remember and recall the techniques of PR  **CO 2:**  recall the organizing PR events  **CO 3:**  apply the skills needed to create house journals  **CO 4 :** analyze the existing sources of funding PR consultancy services  **CO 5 :** evaluate the process of advertising and PR together | |
| **References and e book links** | |
| 1. Practical Public Relations, Sam Black, (2000), Fourth edition, New Delhi 2. Advertising, Frank Jefkins & Daniel Yadin, (2000), Fourth edition, Prentice Hall, NewDelhi 3. Cutlip, S. M., Center, A. H., & Broom, G. M. (2019). Effective public relations. Pearson. 4. Link: <https://www.pearson.com/us/higher-education/program/Cutlip-Effective-Public-Relations-12th-Edition/PGM252342.html> 5. Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. H. (2016). Public relations: Strategies and tactics. Pearson. 6. Link: <https://www.pearson.com/us/higher-education/program/Wilcox-Public-Relations-Strategies-and-Tactics-11th-Edition/PGM1348286.html> 7. Gini, M., & Montague, J. (2019). Ethics in public relations: Responsible advocacy. Routledge. 8. Link: <https://www.routledge.com/Ethics-in-Public-Relations-Responsible-Advocacy/Gini-Montague/p/book/9780367339499> 9. Theaker, A. (2017). The public relations handbook. Routledge. 10. Link: <https://www.routledge.com/The-Public-Relations-Handbook-5th-Edition/Theaker/p/book/9781138235746> 11. Lattimore, D., Baskin, O., Heiman, S., & Toth, E. L. (2019). Public relations: The profession and the practice. McGraw-Hill Education. 12. Link: <https://www.mheducation.com/highered/product/public-relations-profession-practice-lattimore-baskin-heiman/M9781260081569.html> 13. Baines, P., & Egan, J. (Eds.). (2020). Public relations theory: Application and understanding. SAGE Publications. 14. Link: <https://us.sagepub.com/en-us/nam/public-relations-theory/book261011> 15. L'Etang, J. (2019). Public relations: A critical introduction. Routledge. 16. Link: <https://www.routledge.com/Public-Relations-A-Critical-Introduction-4th-Edition/LEtang/p/book/9781138049058> 17. Botan, C. H., & Hazleton, V. (2017). Public relations theory II. Routledge. 18. Link: <https://www.routledge.com/Public-Relations-Theory-II/Botan-Hazleton/p/book/9780805838689> 19. Sriramesh, K., & Vercic, D. (Eds.). (2012). The global public relations handbook: Theory, research, and practice. Routledge. 20. Link: <https://www.routledge.com/The-Global-Public-Relations-Handbook-Theory-Research-and-Practice-2nd/Sriramesh-Vercic/p/book/9780415878214> 21. Molleda, J. C., & Moreno, Á. (Eds.). (2018). Public relations and communication management: Current trends and emerging topics. Routledge. 22. Link: <https://www.routledge.com/Public-Relations-and-Communication-Management-Current-Trends-and-Emerging/Molleda-Moreno/p/book/9780815367795> | |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: PRACTICAL PUBLIC RELATIONS | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 1 | 2 | 3 | 2 | 2 | 1 | 2 | 3 | 4 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD Year - SEMESTER -VI**

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | | |
| **CIA** | | **External** | **Total** |
|  | SPECIALISED JOURNALISM | **Discipline Specific Elective - VIII** |  |  |  |  | 3 | 5 | 25 | | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | | |
| The objectives of this course are:   * to introduce the importance of understanding journalism with its specialization in various areas * to inculcate the skills of reporting, writing and editing for specialized magazines * to enhance the knowledge of the techniques of writing in the relevant style suitable for specialized magazines * to help them to acquire the skills and talents of designing and page make up of specialized magazines * to enhance the skills for following the styles of various specialized magazines and applications of various software in creating a magazines | | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | | **No. of Hours** | | |
| I | **Sports reporting**: Definition - basic rules of sports reporting - requirements for sports reporting - various games and its reporting styles – live and exclusive – running commentaries. Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Use of photos: action photos, photo-editing and writing captions | | | | | | | | | 15 | | |
| 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., | | | | | | | | | 15 | | |
| 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 | | | | | | | | | 15 | | |
| IV | **Science and Technology Reporting**: Invention, Innovation, Discovery-Agriculture - Medical reporting - –Environmental reporting etc. | | | | | | | | | 15 | | |
| 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 | | | | | | | | | 15 | | |
|  | **Total** | | | | | | | | | 75 | | |

|  |  |
| --- | --- |
| **Course Outcomes** | **Programme Outcomes** |
| On successful completion of the course, the student will be able to:  **CO 1:** remember the basic rules of specialized reporting  **CO 2:** understand the skills of reporting, writing and editing for specialized magazines  **CO 3:** apply the techniques of writing in the relevant style suitable for magazinesfocusing on targeted groups like children, women and youth  **CO 4:** analyse the content of popular specialized magazines  **CO 5:** evaluate the applications of various software in creating such magazines with further improvement | |
| **References and ebooks links:** | |
| 1. S. T. Kwame BoafoModule 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, Interpretativereporting, 7. Writing and reporting the news – (II edition) Gerald Lanson, Mitchell Stephens – Surjeetpublications. 8. Editing Today – Ron F.Smith, Loraine M.O. Connell – Oxford University Press. 9. Sports Journalism, K.C. Thakur, Neha Publishers & Distributors,2010 10. Investigative Journalism: A Survival Guide by David Spark and John Wiley, 2019, Routledge, <https://www.routledge.com/Investigative-Journalism-A-Survival-Guide/Spark/p/book/9780367144614> 11. Data Journalism Handbook by Jonathan Gray, Lucy Chambers, and Liliana Bounegru, 2018, O'Reilly Media, <https://datajournalismhandbook.org/> 12. Environmental Journalism by Sharon L. Dunwoody and Michael J. Pallone, 2018, Routledge, <https://www.routledge.com/Environmental-Journalism/Dunwoody-Pallone/p/book/9781138286334> 13. The Art of Feature Writing: From Newspaper Features and Magazine Articles to Commentary by Earl R. Hutchison, 2021, Taylor & Francis, <https://www.taylorfrancis.com/books/9780367200120> 14. Sports Journalism: An Introduction to Reporting and Writing by Kathryn T. Stofer and James Rada Jr., 2021, Routledge, <https://www.routledge.com/Sports-Journalism-An-Introduction-to-Reporting-and-Writing/Stofer-Rada-Jr/p/book/9780367858115> 15. Journalism 2.0: How to Survive and Thrive in the Digital Age by Mark Briggs, 2020, CQ Press, <https://books.google.co.in/books/about/Journalism_2_0.html?id=OzjYDwAAQBAJ&redir_esc=y> 16. Investigative Journalism: Context and Practice by Hugo de Burgh, Paul Lashmar, and Charles Lewis, 2020, Routledge, <https://www.routledge.com/Investigative-Journalism-Context-and-Practice/De-Burgh-Lashmar-Lewis/p/book/9780367189418> 17. Data Journalism and the Regeneration of News by John Mair and Richard Lance Keeble, 2020, Abramis Academic, <https://books.google.co.in/books/about/Data_Journalism_and_the_Regeneration_of.html?id=onL4zQEACAAJ&redir_esc=y> 18. Environmental Journalism: Practices, Strategies, and Ethics for a Changing Planet by Robert L. Wyss, 2021, Routledge, <https://www.routledge.com/Environmental-Journalism-Practices-Strategies-and-Ethics-for-a-Changing/Wyss/p/book/9780367683111> 19. Sports Journalism: The State of Play in the Digital Age by Raymond Boyle and Richard Haynes, 2020, Routledge, <https://www.routledge.com/Sports-Journalism-The-State-of-Play-in-the-Digital-Age/Boyle-Haynes/p/book/9780367361305> | |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: SPECIALISED JOURNALISM | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  | 3 | 2 | 3 | 2 | 2 | 2 | 2 | 3 | 2 | 3 |
| CO 1 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-1 |
| CO 2 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-2 |
| CO 3 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-3 |
| CO 4 | 2 | 2 | 3 | 3 | 3 | 3 | 3 | 2 | 2 | 3 | K-4 |
| CO 5 | 3 | 3 | 3 | 2 | 2 | 3 | 3 | 3 | 2 | 2 | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

**THIRD Year - SEMESTER -VI**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Subject Code** | **Subject Name** | **Category** | **L** | **T** | **P** | **S** | **Credits** | **Inst. Hours** | **Marks** | | |
| **CIA** | **External** | **Total** |
|  | **GENERAL STUDIES FOR COMPETITIVE EXAMINATIONs** | **Professional Competency Skill** |  |  |  |  | 2 | 2 | 25 | 75 | 100 |
| **Learning Objectives** | | | | | | | | | | | |
|  | | | | | | | | | | | |
| **UNIT** | **Contents** | | | | | | | | **No. of Hours** | | |
| I |  | | | | | | | | 15 | | |
| II |  | | | | | | | | 15 | | |
| III |  | | | | | | | | 15 | | |
| IV |  | | | | | | | | 15 | | |
| V |  | | | | | | | | 15 | | |
|  | Total | | | | | | | | **75** | | |

**Mapping**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| COURSE CODE AND TITLE: | | | | | | | | | | | Cognitive level |
| CO | PO | | | | | PSO | | | | |
|  |  |  |  |  |  |  |  |  |  |  |
| CO 1 |  |  |  |  |  |  |  |  |  |  | K-1 |
| CO 2 |  |  |  |  |  |  |  |  |  |  | K-2 |
| CO 3 |  |  |  |  |  |  |  |  |  |  | K-3 |
| CO 4 |  |  |  |  |  |  |  |  |  |  | K-4 |
| CO 5 |  |  |  |  |  |  |  |  |  |  | K-5 |

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation