



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024.

B.A Journalism & Mass Communication- under CBCS

(Applicable to the candidates admitted from the academic year 2016-17 onwards)

Semester	Part	Course	Title	Inst. Hours/ Week	Credit	Exam Hours	Marks		Total
							Int	Ext	
I	I	Language Course-I (LC) – Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course - I (ELC)		6	3	3	25	75	100
	III	Core Course-I (CC)	Introduction to Mass Communication	6	5	3	25	75	100
		Core Course-II (CC)	Fundamentals of Journalism	6	5	3	25	75	100
		Allied Course-I (AC)	History of Journalism	4	3	3	25	75	100
	IV	Value Education	Value Education	2	2	3	25	75	100
	Total				30	21			
II	I	Language Course-II (LC)– Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course-II (ELC)		6	3	3	25	75	100
	III	Core Course-III (CC)	Basics of News Reporting	6	5	3	25	75	100
		Core Course-IV (CC)	Mass Communication Theories	6	5	3	25	75	100
		Allied Course-II (AC)	Mass Media and Society	4	3	3	25	75	100
	IV	Environmental Studies	Environmental Studies	2	2	3	25	75	100
	Total				30	21			
III	I	Language Course – III (LC)– Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course-III (ELC)		6	3	3	25	75	100
	III	Core Course – V (CC)	News Editing	6	5	3	25	75	100
		Core Course - VI (CC)	Media Laws & Ethics	6	5	3	25	75	100
		Allied Course – III (AC)	Photojournalism	4	3	3	25	75	100
	IV	Non Major Elective I - for those who studied Tamil under Part-I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto +2 but opt for other languages in degree programme	Basic Photography	2	2	3	25	75	100
	Total				30	21			

IV	I	Language Course –IV (LC) - Tamil*/Other Languages ** #		6	3	3	25	75	100
	II	English Language Course – IV (ELC)		6	3	3	25	75	100
	III	Core Course – VII (CC)	Writing for Media	5	5	3	25	75	100
		Core Course - VIII (CC)	Introduction to Film Studies	5	5	3	25	75	100
		Allied Course-IV (AC)	Basics of Videography	4	3	3	25	75	100
	IV	Non Major Elective II-for those who studied Tamil under Part I a) Basic Tamil for other language students b) Special Tamil for those who studied Tamil upto +2 but opt for other languages in degree programme	Freelance Journalism	2	2	3	25	75	100
		Skill Based Elective I		2	2	3	25	75	100
Total				30	23				700
V	III	Core Course – IX (CC)	Radio Journalism	5	5	3	25	75	100
		Core Course – X (CC)	Media & Human Rights	5	5	3	25	75	100
		Core Course – XI (CC)	Online Journalism	5	5	3	25	75	100
		Core Course - XII (CC)	Advertising & PR	5	5	3	25	75	100
		Major Based Elective – I	Tamil Journalism	4	3	3	25	75	100
	IV	Skill Based Elective –II		2	2	3	25	75	100
		Skill Based Elective – III		2	2	3	25	75	100
		Soft Skills Development		2	2	3	25	75	100
Total				30	29				800
VI	III	Core Course – XIII (CC)	Media Management	6	5	3	25	75	100
		Core Course – XIV(CC)	Development Journalism	6	5	3	25	75	100
		Core Course- XV (CC)	Television Journalism	6	5	3	25	75	100
		Major Based Elective II	Sports Journalism	5	4	3	25	75	100
		Major Based Elective III	Magazine Journalism	6	4	3	25	75	100
	V	Extension Activities	Extension Activities	-	1	-	-	-	-
		Gender Studies	Gender Studies	1	1	3	25	75	100
Total				30	25				600
Grand Total				180	140				3900

Language Part – I	-	4
English Part –II	-	4
Core Paper	-	15
Allied Paper	-	4
Non-Major Elective	-	2
Skill Based Elective	-	3
Major Based Elective	-	3
Environmental Studies-		1
Value Education	-	1
Soft Skill Development-		1
Gender Studies	-	1
Extension Activities	-	1 (Credit only)

* for those who studied Tamil upto 10th +2 (Regular Stream)

+ Syllabus for other Languages should be on par with Tamil at degree level

those who studied Tamil upto 10th +2 but opt for other languages in degree level under Part I should study special Tamil in Part IV

** Extension Activities shall be out side instruction hours

Non Major Elective I & II – for those who studied Tamil under Part I

- a) Basic Tamil I & II for other language students
- b) Special Tamil I & II for those who studied Tamil upto 10th or +2 but opt for other languages in degree programme

Note:

1. Theory Internal 25 marks External 75 marks

2. Separate passing minimum is prescribed for Internal and External

The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)

The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)

SEMESTER I

Core Course I - Introduction to Mass Communication

Objective:

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

UNIT I

Communication – Definitions, scope, need and purpose, evolution of Human Communication- Sign, Symbols, Languages, writing and printing. Functions of communication. Types: Intrapersonal, Interpersonal, Group and Mass Communication. Forms: Verbal and Non verbal Communication,

UNIT II

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

UNIT III

Mass Communication- definition, scope, need and purpose. Characteristics of Mass Communications, Functions of Mass Communications. Types of mass communication-print, radio, television, cinema, new media. Effects of Mass Communications.

UNIT IV

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

UNIT V

Developments in mass communication- EDUSAT, video conferencing, satellite radio channels, satellite television channels, DTH, community radio, mobile communication, social networking,

Reference Books:

1. Introduction to Mass Communication – Kevel J. Kumar
2. Mass Communication in India – Kevel J. Kumar
3. Communication Theories – Dennis Mcquil
4. Introduction to Mass Communication, Edwin Emery etal
5. வெ. கிருட்டிணசாமி – தகவல் தொடர்பியல்
6. அ. சாந்தா & வீ.மோகன் - மக்கள் ஊடகத்தொடர்பியல் அடிப்படைகள்
7. க. பாலசுப்ரமணியன் - இதழியல் - ஓர் அறிமுகம்

Core Course II - Fundamentals of Journalism

Objective:

To help students understand basics of journalism; and to introduce them to the concept of Journalism and its significance in democracy.

UNIT I

Journalism: Nature, Scope, Functions: Truth, Objectivity, Loyalty, Verification, Independent Monitor, Forum for criticism and comment, Watch dog - Role of Press in Democracy, Principles of Journalism.

UNIT II

Broadcast – Story: Three part Structure, Size, Content, Style – Beats – Desk –Graphics and Illustrations – Proofreading – Desktop Publishing - Multimedia

UNIT III

Kinds of Journalism – Newspapers, Periodicals and Specialized Magazines. New Journalism, Development Journalism, Community Journalism, Digital Journalism.

UNIT IV

Citizen journalism – Advantages and Disadvantages –Blogs – Vlogs – Social Media Journalism – Click bait

UNIT V

Journalism as Profession- Responsibilities and Criticism- Reader and his interests – Understanding the public taste- Press as a tool in social service- Relationship between press and other mass media.

Reference Books:

1. Arthur Asa Berger, Essentials of Mass Communication Theory, Sage Publications, Inc
2. Defleur M. L. Everette, Dannis, understanding, Mass-Communication Goyal Sa , New Delhi.
3. Parathasarathy Basic Journalism
4. Lynette Sheridan Burns, Understanding Journalism
5. Helen Sissols Practical Journalism How to Write News

Allied Course I - History of Journalism

Objective:

To help students understand the background information on Indian Press and its practice as this will help them to be more responsible citizen.

UNIT I

Journalism- definition, birth of Indian press, -, Newsletters and early growth of journalism – James Augustus Hicky and his immediate successors – Raja Ram Mohan Roy and the growth of Indian Language Press.

UNIT II

Development of Indian Press in Pre-Independence years, East India Company and role of Newspapers and Indian Press in First World war – The role of newspapers in National Liberation Movement.

UNIT III

Development of Indian Press in Post Independence years, Regulations of Journalism. Indian and International News Agencies, UNI, PTI, PIB, AFP, REUTERS, AP, Regulatory bodies-Press council of India, RNI, ABC.

UNIT IV

Brief history of Development of Radio and Television journalism in India – web journalism

UNIT V

Role of Tamil press- freedom struggle, socio cultural development, democratic process, development of cinema, art and literature.

Reference Books:

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. கோதண்டபாணி, இதழியல்
5. அ. சாந்தா ரு வீ.மோகன் - மக்கள் ஊடகத்தொடர்பியல் அடிப்படைகள்

SEMESTER II

Core Course III - Basics of News Reporting

Objective:

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

UNIT I

Qualities and responsibilities of a reporter; definition of news; news and views; news determinants: proximity, prominence, oddity, conflict, controversy, timeliness and human interest; reporting terminology

UNIT II

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

UNIT III

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

UNIT IV

Interviewing-pre-interview homework, interviewing and writing interview-based reports.

UNIT V

Types of Reporting- basics of covering accidents, deaths, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment; investigative reporting. Reporting science and environment.

Reference Books:

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. Joan Clayton, Interviewing for Journalists, London: Piatkus Publishers, 1994
5. Straubhaar Larose, Media Now, New York: Thomson Wadsworth, 2004

Core Course IV - Mass Communication Theories

Objective:

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

UNIT I

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

UNIT II

Growth of Communication models –Lasswell’s model, Berlo’s SMCR model, Gerbner’s model, Shannon and Weavers Mathematical model – Osgood and Schramm model.

UNIT III

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

UNIT IV

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

UNIT V

Press theories: Authoritarian, Libertarian, social responsibility, soviet media theory, development communication theory and democratisation theory.

Reference Books:

1. Mass Communication Theory — Denis McQuail. New Delhi: Vistaar Publications, 2005.
2. Essentials Of Mass Communication Theory — Arthur Asa Berger. New Delhi: Sage Publications, 1995.
3. Mass Communication In India — Keval J. Kumar. Chennai: Jaico Publishing, 2000.
4. A Dictionary Of Communication & Media Studies — James Watson & Anne Hill. New Delhi: Universal Book Stall, 1996.

Allied Course II - Mass media and Society

Objective:

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

Unit I

Understanding mass media – Characteristics of mass media- Social functions of mass media- Power of mass media- Media's place in Indian society- Role of media in a democracy.

Unit II

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

Unit III

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

Unit IV

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

Unit V

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

Reference Books:

1. Albertazzi, Daniele & Cobley, Paul (2010). The Media: An Introduction 3rd Edition, Pearson Education, Harlow, Essex.
2. Gripsrud, Jostein (2002). Understanding Media Culture, Arnold, London.
3. Renzetti, Claire M. & Daniel, J. Curran (2002). Women, Men and Society, 5th Edition, Allyn & Bacon, Boston.
4. Lule, Jack (2012). Globalization and Media, Rowman & Littlefield.

SEMESTER III

Core Course V - News Editing

Objective:

This subject develops skills in news editing for print media. Students extend their abilities as reporters by developing more advanced reporting and strategies for the editing and publishing of stories for publication.

UNIT I

Newsroom Operation - qualities and responsibilities of a sub-editor – organizational structure of an editorial department: editor, managing editor, associate editor, news editor, assistant editor, chief sub-editors and sub-editors- news processing; desk operation; editing terminology; readers' editor/ombudsman.

UNIT II

Fundamentals of Editing – copy tasting; editing for verbal clarity and correctness; editing to save space; editing for accuracy, objectivity, consistency, fairness, taste and legal propriety; style book.

UNIT III

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

UNIT IV

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

UNIT V

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

Books for Reference

1. Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
2. Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co, 1986
3. Sunil Saxena, Headline Writing, New Delhi: Sage Publications, 2006
4. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
5. Carl Sessions Stepp, Writing as Craft and Magic, New York: Oxford University Press, 2007

Core Course VI - Media Laws & Ethics

Objective:

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

UNIT I

Indian Constitution – Salient features – Fundamental rights – Article 19 (1) (a) – Freedom of the press.

UNIT II

Official secrets Act, 1923 – Books and Registration of newspapers Act, 1956 – Working Journalists Act, 1955. Press and Publication (Parliamentary proceedings) Act, 1976. Copyright Act.

UNIT III

Press Council of India Act, 1978 – Indian Cinematography Act, 1950 – Law of defamation – Contempt of Court.

UNIT IV

Freedom of the Press – Roamesh Thappar vs State of Madras – Brij Bushan vs State of Delhi – Virendra vs State of Punjab – Ranji Lal Modi vs State of Uttar Pradesh – Sakal Newspapers vs Union of India – Bennett Coleman and Co. vs Union of India – Indian Express vs Union of India (1985).

UNIT V

Censorship Law and internet – Law and Cyberspace – emerging trends – Laws relating to Cable and Satellite TV.

References:

1. Indian constitution : B.N. Pandey
2. Introduction to Indian constitution : D.D. Basu
3. Press laws : D.D. Basu
4. The truth about Indian press : S. Sahani
5. Historical Perspective of Press Freedom in India : Dr. Rama Krishna Challa.

Allied Course III - Photojournalism

Objective:

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

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Reference books :

1. Chandra R.K. Handbook of Modern Newspaper Editing & Production. Mangalam Publication.
2. Parthsarthy Rangaswami. Basic Journalism.
3. McMillan India Ltd. Kamath, M.V. The Journalist's Handbook.
4. Kamath, M.V. The Professional Journalist.

Non-Major Elective I - Basic Photography

Objective:

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

UNIT I

Photography: Introduction, Necessity & utility in Media.

UNIT II

Types & Components of Camera: Box Camera, Twin lens Reflex (TLR) Single Lens Reflex (SLR) Camera, Digital Camera.

UNIT III

Lens: Normal, Wide angle, Tele & Zoom lens, Aperture, Focus, Depth of Field, Flash Gun, Filters.

UNIT IV

Speed of the film, Composing & Framing, Rules of Composition, Background.

UNIT V

Photography & Media, Introduction to Digital Photography.

Books for Reference

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, Smithmark, 1995.
4. Photography Techniques, Marshall Cavendish, 1992.

SEMESTER IV

Core Course VII - Writing for Media

Objective:

To know the writing style for different media with an understanding of its medium and audience characteristics for its diverse programmes.

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

References:

1. Writing for Broadcast journalist, Thompson, Rick. London: Routledge,2005.
2. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company,1992.
3. Writing for Television, Kelsey, Gerald. Unisrar,2004..
4. Writing the News:Print Journalism in the electronic age. New York : Hasting House Publishers,1977,Fox,Walter.
5. Doing it in style - Leslie Sellers.

Core Course VIII - Introduction to Film Studies

Objective:

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

UNIT I

Film as a medium: Characteristic - Film perception: levels of understanding - Film theory and semiotics - formalism and neo formalism - film language - film and psycho - analysis - film and cultural identity: hermeneutics, reception aesthetics and film interpretation.

UNIT II

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

UNIT III

Film production: Visualisation - script - writing - characterization - storyboard - tools and techniques. Continuity style: composing shots - spatial (mise en scene) - temporal (montage) - Camera shots: pan, crane, tracking, and transition. Sound in cinema: dimensions and functions.

UNIT IV

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

UNIT V

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

References:

1. Indian Film, Eric Baranenn & Krishnaswamy OVP, 1980 2nd Edition
2. How films are made, Khwaja Ahemad Abbas, National Book Trust, 1977
3. Film as an art and appreciation, Maric Setton, NCERT, New Delhi
4. Cinematography Censorship rules, Govt. of India Press, Nasik, 1969
5. Cultural Heritage of India, A.L. Basham.

Allied Course IV - Basics of Videography

Objective:

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

UNIT I

Basics and Importance of Videography. History of Videography, Purpose and advantages of Videography. Limitations and applications of Videos

UNIT II

Lens and image formation – focal length, F-number, T-number, types of lens, image formation, magnification, filters, ND filter, depth of focus. Video tapes & formats

UNIT III

Types of shots, camera angles. Camera movements-panning, tilting, tracking, craning, and zooming

UNIT IV

Basics of lighting. Key fill, back light and background light, use of reflectors, Lighting and exposure. Lighting technology, direct light, diffused light, illumination, units of light

UNIT V

High Definition and 24P cinematography. Picture quality. Display quality. Frame rates and scanning. Professional Formats. The future of Videography

Reference Books:

1. Participatory Video, Shirley A. White, Sage Publications, New Delhi, 2003
2. Media Organisation and production, Simon Cottle, Sage Publications, New Delhi, 2003.
3. Video production handbook, Gerald Millerson, Focal Press, 1992
4. Multimedia and Virtual Reality Engineering, Richard Brice, Newnes Pub., 1997.
5. Standard handbook of Video and Television Engineering , Jerry Whitaker and Blair Benson, McGraw-Hill, New York, 2000.

Non-Major Elective II - Freelance Journalism

Objective:

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

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Reference:

1. How to Criticize books- O Hinkle and J Henry
2. Effective Feature Writing - C A Sheenfeld
3. Modern Feature Writing - H F Harrington and Elme Scott Watson
4. Writing Feature Articles - A Practical Guide to methods and Markets - hennessy
5. Beyond the Facts - A Guide to the Art of Feature Writing
6. Freelancing - R K Murthy

SEMESTER V

Core Course IX - Radio Journalism

Objective:

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

UNIT I

Understanding the medium: Invention and development; strengths and weaknesses of the medium; transmission technology - History of radio journalism in India

UNIT 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

UNIT 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

UNIT 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.

UNIT V

Radio interview: types: vox-pop; structured interview programmes: personality, informative, issue based; skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production.

Reference books:

1. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
2. Ciignel, Hugh. Key Concepts in Radio studies. Sage.
3. Hyde, Stuart. Television and Radio Announcing. Kanishka.
4. Masani, Mehra. Broadcasting and the People. National Book Trust.
5. Awasthi, G. C. Broadcasting in India. Allied Publications.

Core Course X - Media & Human Rights

Objective:

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

UNIT 1

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

UNIT 2

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

UNIT 3

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

UNIT 4

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

UNIT 5

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

Books for Reference

1. International Bill of Human Rights, Amnesty International Publication, 1988.
2. Desai, A.R. - Violation of Democratic Rights in India
3. Timm. R.W. - Working for Justice and Human Rights.
4. J.C.Johari - Human Rights and New World Order.
5. G.S. Bajwa - Human Rights in India.
6. K. Cheous (Ed) Social Justice and Human Rights (Vols 1-7).

Core Course XI - Online Journalism

Objective:

The course will trace the history and growth of Online Journalism in India, reporting, editing and production techniques of web pages of online editions of newspapers, use of Internet as a tool for journalists.

Unit I

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

Unit II

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

Unit III

Annotative reporting and strengths and limitations; participatory journalism; portals; blogging, podcasting, vodcasting, microblogging.

Unit IV

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

Unit V

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

Books for Reference

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

Core Course XII - Advertising & Public Relations

Objective:

This paper is to expose the students to functions, strategies and techniques of advertisement as well as social and economic effects of advertising and to learn the fundamentals of PR for practical application to build up of an image of any corporate entity.

Unit I

Introduction: Definitions of advertising and public relations — practitioners — advertising and PR organizations.

Unit II

Functions of advertising: economic impact — informative function — persuasive function — billiard-ball principle — abundance principle — AIDA model.

Unit III

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

Unit IV

Public relations: PR transfer process — publicity — relevant publics — house journals — managing media.

Unit V

PR practice: business & industry — government & politics — healthcare & evaluation — corporate communication.

Books for Reference

1. Contemporary Advertising —William F. Arens & Courtland L. Bovee. Sydney: Irwin, 1994.
2. How Advertising Works And The People Who Make It Happen — Jan Greenberg. New York: Henry Holt, 1987.
3. Advertising & Sales Promotion —S.H.H. Kazmi & Satish K. Batra. New Delhi: Excel Books, 2006.
4. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education, 2006.

Major Based Elective I - Tamil Journalism

Objective:

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

UNIT I

The Origin of the press in India, Indian Language press – History of newspaper in North western provinces – Zoobdut-ool-Ukh – News paper published from Delhi, Marathi press, Gujarati press, Kannada press – Telugu Press – Malayalam press.

UNIT II

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, Rajavrithi Bodhini, Dinavartamani, American Mission Press.

UNIT III

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

UNIT IV

Non-Brahmin movement, Dinasari, Daily Thanthi saga, Nava India, Contribution of Subramanya Bharathi and India, Vital contribution of Tamil prose and poetry, Swatantra Sanghu, Gandhi, Four-Anna Patriots, Role of Tamil weeklies in journalism

UNIT V

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

Reference Books:

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 - 331-8 2011

SEMESTER VI

Core Course XIII - Media Management

Objective:

To introduce the managerial aspects of television and radio industries functions within television and radio industries and describe the important issues that confront individual managers. In addition, the final is to explore management career opportunities in television and radio industries.

UNIT I

Types of organization – functions – newspaper departments – editorial – circulation – advertising production – types of ownership pattern – advantages and disadvantages.

UNIT II

Newspaper finance and control – newspaper registration – R N I –Recruitment policy – training – wage policy – wage boards – readership surveys – ABC.

UNIT III

Press Commission's – Recommendations – advertising policy – Press council of India – structure – composition – guidelines.

UNIT IV

Origin and growth of radio network – All India Radio and Doordarshan – Prasar Bharathi – organizational structure – growth of Cable TV in India.

UNIT V

Ministry of I & B – Reports of different Committees – chanda – Verghese – Joshi – Varsdan – different agencies of the I & B – Birds eyeview.

Books for Reference

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. Mehra Masani : 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

Core Course XIV - Development Journalism

Objective:

The paper offers the students to have an acquaintance on reporting and writing the development communication and on communicating through various medium towards achieving development.

UNIT I

Development- definition nature, scope and concepts- Development Journalism – History of Development Journalism – Purpose – Target Audience – Selection of Medium – Style of Writing – Format - Development Support Communication

UNIT II

Role of Media in development - Contribution of AIR and DD in development –Role of Private Satellite Channels & Mainstream media in development – Weblogs

UNIT III

Status of Community media in India – DDS – Video SEWA – Community Radio in India _ Nammadhwani – Community Newspapers – Janavani – Khabar Lehariya – Navodhayam – Pratibadh

UNIT IV

Role of NGOs, International agencies, Educational Institutions and Social Activists in development – Sundarlal Bahuguna - Medha Patkar - Anil Agrawal - Vandana Shiva

UNIT V

Case Studies - Down to earth – Sanctuary - Vigyan pragati - Action Ganga – Krishi Darshan – Grassroots - Narmada Bachao Andolan

Books for Reference

1. Srinivas Melkote : Communication for development in the third World : Theory
2. and Practice.
3. Alan Chakle : Manual of Development Journalism.
4. Robertson : Communication and third World.
5. Hean Serraes : Participatory Communication for Social change.
6. E. M. Rogers & Arvind Singhal : India's Information Revolution.

Core Course XV - Television Journalism

Objective:

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

UNIT I

Understanding the medium: Growth and development of Television journalism in India, Status of 24X7 news channels in India - Regional and National

UNIT II

Understanding TV News: news values, significance of timeliness, news as it happens; sources of news, types of news, news agencies; news priorities for TV, comparison with other news media
breaking news: definition and practice

UNIT III

Working of a news room: various functionaries in a news room: reporters, copy editors, input editors, output editors, news producers, cameramen, video editors; Backroom researchers, reference library or archives people, graphic artists

UNIT IV

TV reporting: reporting skills: understanding deadline, gathering information, cultivating sources, planning and designing a story, being fit and alert, presentation skills: interview skills, instructing cameraman, significance of sound-bytes

UNIT V

Writing and editing TV news: TV writing style: words vs visuals, writing in 'aural' style, content of news, anchor script, voice over script, writing headlines, drafting of news scrolls; updating information

Reference books:

1. Robert, Kenny F. Teaching TV Production in a Digital World. Libraries unlimited.
2. Pati M.R. Some Aspects of Broadcast Journalism in India. Kalyani Publishers.
3. Frank, Lezzi. Understanding Television Production. Prentice-Hall.
4. Shrivastava H.O. Broadcasting Technology: A Review. Gyan Publication House.
5. Tyrrell, Robert. The Work of a Television Journalist. Focal Press.
6. Boretsky, R. A. and Yorovsky A. Television Journalism. International Organisation of Journalists.

Major Based Elective II - Sports Journalism

Objective:

The students are given reporting and writing skills in covering the sport events, the nuances of writing for different medium is also educated.

UNIT 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.

UNIT 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.

UNIT 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.

UNIT 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.

UNIT V

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

Books for Reference

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

Major Based Elective III - Magazine Journalism

Objective:

The skill to acquire the commercially successful print medium is taught with the tinge on entering into the medium by learning the different techniques.

Unit I

A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; magazine journalism versus newspaper journalism

Unit II

Types of magazines- general interest magazines, special 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

Unit III

Organizational structure of a magazine – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology

Unit IV

Cover and cover story – functions of the cover- cover design formats – coverblaze - coverlines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratability.

Unit V

Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers- Magazine Design –format, layout, typography, colour, photos, illustrations, infographics and blurbs.

Books for Reference

1. Feature and Magazine Writing – David E. Sumner & Holly G. Miller, Surjeeth Publications(2006)
2. The Art of Feature Writing – Hamed Contractor, Icon Publications Pvt. Ltd.(2004)
3. Inside the Writer's Mind – Steephan G. Bloom, Surjeeth Publications(2004)
4. Writing for Magazines – Jill Dick, Unistar Books(2004)