

BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI 620 024
B.A. Journalism and Mass Communication Programme – Course Structure under
CBCS
(applicable to the candidates admitted from the academic year 2010 -2011
onwards)

| Sem. | Part | Course | Ins. Hrs | Credit | Exam Hours | Marks | | Total |
|------|------|--|----------|--------|------------|-------|-------|-------|
| | | | | | | Int. | Extn. | |
| 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 | 5 | 4 | 3 | 25 | 75 | 100 |
| | | Core Course – II (CC) – History of Journalism | 5 | 4 | 3 | 25 | 75 | 100 |
| | | First Allied Course –I (AC) – Socio-Political issues in India | 5 | 3 | 3 | 25 | 75 | 100 |
| | | First Allied Course –II (AC) – Pioneers of Indian Journalism | 3 | - | @ | - | - | - |
| | | Total | | 30 | 17 | | | |
| 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) – News paper organization and Management | 6 | 4 | 3 | 25 | 75 | 100 |
| | | First Allied Course – II (CC) – Pioneers of Indian Journalism | 2 | 3 | 3 | 25 | 75 | 100 |
| | | First Allied Course – III (AC) – Social Movements and Tamil Journalism | 5 | 4 | 3 | 25 | 75 | 100 |
| | | Environmental Studies | 3 | 2 | 3 | 25 | 75 | 100 |
| | IV | Value Education | 2 | 2 | 3 | 25 | 75 | 100 |
| | | Total | 30 | 21 | | | | 700 |

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|-----|-----|--|----|----|---|----|----|-----|
| 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 – IV (CC) – Mass Media and Society | 6 | 5 | 3 | 25 | 75 | 100 |
| | | Second Allied Course – I (AC) – Indian Constitution | 6 | 3 | 3 | 25 | 75 | 100 |
| | | Second Allied Course – II (AC) – Human Rights and Mass Media | 4 | - | @ | - | -- | -- |
| | 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 10 th +2 but opt for other languages in degree programme Language and Journalism | 2 | 2 | 3 | 25 | 75 | 100 |
| | | Total | 30 | 16 | | | | 500 |
| 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 – V (CC) – Reporting, Writing and Editing | 4 | 4 | 3 | 25 | 75 | 100 |
| | | Core Course - VI (CC) - Press Laws and Ethics | 4 | 4 | 3 | 25 | 75 | 100 |
| | | Second Allied Course – II (AC) - Human Rights and Mass Media | 2 | 3 | 3 | 25 | 75 | 100 |
| | | Second Allied Course – III (AC) – Basics of Information & Communication | 4 | 4 | 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 10 th +2 but opt for other languages in degree programme Copy Editing and Proof Reading | 2 | 2 | 3 | 25 | 75 | 100 |
| | IV | Skill Based Elective I | 2 | 4 | 3 | 25 | 75 | 100 |
| | | | 30 | 27 | | | | 800 |

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|----|-----|---|--------|--------|--------|---------|---------|----------|
| V | III | Core Course – VII (CC) – Mass communication models & theories | 6 | 5 | 3 | 25 | 75 | 100 |
| | III | Core Course – VIII (CC) – Advertising and Public Relations | 5 | 5 | 3 | 25 | 75 | 100 |
| | III | Core Course – IX (CC) – Audio Visual Media | 5 | 5 | 3 | 25 | 75 | 100 |
| | III | Core Course – X (CC) – Modern Trends in Journalism | 5 | 5 | 3 | 25 | 75 | 100 |
| | III | Major Based Elective – I Photo Journalism | 5 | 5 | 3 | 25 | 75 | 100 |
| | IV | Skill Based Elective – II | 2 | 4 | 3 | 25 | 75 | 100 |
| | IV | Skill Based Elective – III | 2 | 4 | 3 | 25 | 75 | 100 |
| | | Total | 30 | 33 | | | | 700 |
| VI | III | Core Course – X I (CC) – Development Communication | 6 | 5 | 3 | 25 | 75 | 100 |
| | III | Core Course – XII (CC) – Cinema & Film Appreciation | 6 | 5 | 3 | 25 | 75 | 100 |
| | III | Core Course – XIII (CC) - Writing for the Media | 6 | 5 | 3 | 25 | 75 | 100 |
| | III | Major Based Elective II – Video Production | 5 | 5 | 3 | 25 | 75 | 100 |
| | III | Major Based Elective III – Science Communication | 6 | 4 | 3 | 25 | 75 | 100 |
| | V | Extension Activities ** பாலின சமத்துவம் | - 1 | 1 1 | - 3 | - 25 | - 75 | - 100 |
| | | Total | 30 | 26 | | | | 600 |
| | | Grand Total | 180 | 140 | - | 950 | 2850 | 3800 |

Core Course I – Introduction to Mass Communication

Unit I:

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

Unit II:

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

Unit III:

Characteristics of Mass Communications, Functions of Mass Communications – Surveillance, Correlation, Cultural transport, Marketing Mass Culture.

Unit IV:

Advertising and Public Relations, Publicity and Propaganda, Persuasive Communication, Mass media – Print and Other Media, Characteristics of Mass Media.

Unit V:

Culture and Communication, AIR,DD and other Media – Media analysis techniques, Satellite channels, Internet.

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 – History of Journalism

Unit I:

Journal – Definitions, Introduction, A brief history of the genesis of writing, printing in India.

Unit II:

History of Journalism, News letters and early growth of journalism – James Augustus Hicky and his immediate successors – Raja ram Mohan Roy and the growth of Indian Language Press – 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 – Press in TamilNadu – Contribution of Christian, Dravidian, Communist and Tamil movements – Trends of contemporary Tamil Press.

Unit IV:

A brief history of Development of Radio and Television India – Satellite broadcasting in India.

Unit V:

Newspapers and Journals – Types, Responsibilities of Newspapers, Regulations of Journalism. Indian and International News Agencies – Other Regulatory bodies.

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

First Allied Course I – Socio Political Issues in India

Unit I: Social Problem in India

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

Unit II: Communalism

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

Unit III: Family Issues

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

Unit IV: Health & Environmental Issues

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

Unit V: Political Issues: After Independence

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

Reference Books:

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. Battacherie – Encyclopaedia of Indian Events and Dates, Sterling Publication Pvt Ltd, New Delhi.

Core Course III – Newspaper Organizations and Management

Unit I:

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

Unit II:

Press Reporter – Qualification and duties of Journalist. Rights and responsibilities of Journalist.

Unit III:

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

Unit IV: Main Sections of a newspaper Organization – Comprehensive picture of the functioning of different departments – Structure and Functions – Editorial Department, News room, Business Department, Advertising section, Marketing and Circulation – News Editor, Sub Editor, Responsibilities and duties.

Unit V:

The organization and advertising functions of advertising department of a newspaper – Various methods to selling journals – Organization of agent and hawker force pattern of agency and distribution.

Reference Books:

1. Thayer, Newspaper Business Management
2. Keval J.Kumar, Mass Communication in India
3. என். ரெங்கநாதன் & து. தமிழரசி, விஜயலட்சுமி, ஒரு நாளிதழ் உருவாக்கிறது.
4. மா.பா. குருசாமி, இதழியல்கலை

First Allied Course II – Pioneers of Indian Journalism

Unit I:

Origins of Indian Journalism – Efforts to bring Newsletters – Early Periods – Pre printing era.

Unit II:

Indian Pioneers – James Augustus Hickey, James silk Buckingham, Rajaram Mohan Roy, Mahatma Gandhi

Unit III:

B.G. Horniman, Arthur Moore, S. Sadanand, K. Ramarao, N. Rangunathan, Chalapathi Rao

Unit IV:

TamilNadu – G. Subramanya Iyer, Bharathiyar, Thiru. Vi.Kalyanasundaranar, Kalki Krishnamoorthy, Vasana, E.V. Ramasamy, C.N. Annadurai, Changu Subramanian.

Unit V:

Tamilnadu – T.S. Chokkalingam, Bharathidasan, Ci.Pa Athithanar, S.A.P. Annamalai, V. Ramasamy Iyengar, P. Jeevanandam, Kalaignar Karunanithi, T.V. Ramasubba Iyer, Cho. Ramasamy.

Reference Books:

1. Rangasamy Parthasarathy, Journalism in India
2. அ. சாந்தா & வீ.மோகன் - மக்கள் ஊடகத்தொடர்பியல் அடிப்படைகள்
3. அ.மா. சாமி, 19ஆம் நூற்றாண்டு தமிழ் இதழ்கள்
4. ச. ஈஸ்வரன், இரா. சபாபதி, இதழியல்

First Allied Course III – Social Movements and Tamil Journalism

Unit I:

Society, Movements – Definitions and Explanations, Various movements in Tamil Nadu over the ages.

Unit II

Christian missionaries and their contributions to Tamil Journals – other religious journals

Unit III:

Freedom struggle movement – Bharathiyar and others

Unit IV:

Dravidian movements – justice party, DK, DMK – Periyar, Anna, Kalaignar and others and their journals

Unit V:

Communist movement – M. Singaravelan, Jeevanandam and others – and their journals – Janasakthi, Theekkathir and other journals.

Reference: Books:

1. அ. சாந்தா & வீ.மோகன் - மக்கள் ஊடகத்தொடர்பியல் அடிப்படைகள்
2. மா.சு. சம்பந்தன், தமிழ் இதழியல் வரலாறு
3. மா.சு. சம்பந்தன், தமிழ் இதழியல் களஞ்சியம்
4. அ.மா.சாமி, தமிழ் இதழ்களின் தோற்றமும் வளாச்சியும்

CORE COURSE IV – MASS MEDIA AND SOCIETY

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

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

Unit III: Radio – Development of AIR – Radio in Tamil Nadu – Functions – Types of programmes for children, women, youth society, Farmers, labourers all – Development of FM in Tamil (including kodai FM) programmes – private provides (Sun, Hallo etc.,) Listenership survey

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

Unit V: Media and Society – Effects of journals on Society – Effects of Media on Education, Indian family, children and younger Generation – Violence in the Media and Violence in Society – Impact of Radio, TV and Cinema on society – change of culture by Media.

Prescribed Book:

Mass Communication in India - Keval J Kumar, JAICO Publishing House, Mumbai

Reference Books:

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
Collieg Macmillan
London 1975
3. Broadcasting and the people – NBT, New Delhi 1985

SECOND ALLIED COURSE I INDIAN CONSTITUTION

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

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

Unit III - Constitution of 1950 – circumstances – Nature - contents – Quasi – federal setup.

Unit IV - Legislation – Parliament – Lok sabha and Rajya sabha. Executive – President – Powers - Emergency powers – Implement. Prime minister-Cabinet –powers and functions.

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

Suggested Readings:

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

SECOND ALLIED COURSE II - HUMAN RIGHTS AND MASS MEDIA

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

political and Unit II – Growth of various theories of Human Rights – Nature’s Theory – various philosophical thinkers.

Unit III – Human Rights Development. International and National – UNESCO Declaration of Human Rights – Human Rights violations in India and other nations.

Unit IV - Growth and Development of various Rights – Political rights – Economic rights – cultural and social rights – Abolition of child Labour – Rights of Women and Labours.

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

Suggested Readings:

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

CCV – REPORTING, WRITING & EDITING

UNIT I - Concept of News – Definitions- Reporter and Sub-editor – Qualities of Newsman.

UNIT-II – The News story – structure – Elements – leads – body – language – News gathering – Source of news – News agencies- Press releases & handouts – types Press conferences – Press briefings – Beats – planning news coverage.

UNIT III – Reporting speeches – How to cover them – press conferences – Reporting Parliament News – Rules and procedures – Committees – various motions – How to deal with questions.

UNIT IV – Tips on Beats – Multi beat approach – police – crime – Defamation – Human interest in crime and court – Hospitals – Jails – civic bodies, clubs, business and commerce, Education , science and technology – sports – Arts – Culture & literature – Media , film & book reviews – Reporting Government, Politics – Reporting for Media abroad and from abroad – Interviewing – Tape recorder (Vs) note book – How to do tips.

UNIT V – Writing features – classification of feature – Interpretative (Vs) Investigative reporting – News at the Desk – Sub editing – News agency copy – clean copy – Headline patterns – Decks – language of headline – Typography – selection of photographs – Organising the content – page layout/make up – Newspaper (vs) Radio/TV News.

Prescribed Books:

1. News Reporting and Editing, K.M. Shrivastava, sterling publishers Private Ltd, New Delhi.

Reference Books:

1. Mass communication and Journalism in India, D.S. Mehta, Allied Publishers, New Delhi.

2. அ. சாந்தா & மோகன் - மக்கள் ஊடகத் தொடர்பியல் அடிப்படைகள்.

3. இதழியல் கலை – மா.பா. குருசாமி, குருதேமொழி பதிப்பகம், திண்டுக்கல்.

CC VI – PRESS LAWS & ETHICS

UNIT I – Laws, Regulations and Ethics in India – Freedom of Press in India. Constraints Media, Indian penal code – Defamation – Defamation vs. Privacy - Code of Ethics for Indian Journalists Press Councils’ guidelines – censorship – Normative theories.

UNIT II – Media Laws – Indian Telegraph Act -1885, Indian Post Office Act, 1898, The police (Inatement to Disaffection) Act 1922,

UNIT 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.

UNIT 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.

UNIT 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.

PRESCRIBED BOOKS;

1. Mass Media, and Laws in India, B. Manna, Na;ya Prakash

REFERENCE BOOKS:

1. இதழியல் கலை – மா.பா. குருசாமி.
2. Mass Communication in India – Keval J Kumar, Jaico Pushing house.
3. Mass Communication and Journalism in India – D.S.Mehta, Allied Publishers Pvt. Ltd.
4. மக்கள் ஊடகத் தொடர்பியல் அடிப்படைகள் - அ. சாந்தா & வீ. மோகன்.

SECOND ALLIED COURSE III – BASICS OF INFORMATION & COMMUNICATION TECHNOLOGY

UNIT I – Information Technology – A brief History in India – National Telecommunication policies – New Developments in Indian Telecom – The information Revolution.

UNIT II – The information Super Highway – Globalization – National Task Force on IT – Social and cultural implications – Development communication.

UNIT III – Web page – meaning – WWW, Activity – Hyperlinks. Activity, Interactivity – Website ;updated activity – Online Newspapers – blogs twiHering.

UNIT IV – Writings for the web, activity – Building a web site activity – strengthening Social net works – News Porlah – Convergence of Media

UNIT V – Cell phone – Internet through cell phone – Recording voice and photos in Cell – 2G,3G, spectrum – Zyber crimes – pros and cons of cell.

Prescribed Text:

UNDERSTANDING NEWS MEDIA : I. Arul Aram Nirmala Dasan

Vijay Nicole Imprints Pvt. Ltd. Chennai 29

Reference Books:

1. Mass Communication in India : Keval J. Kumar, Jaico Publications, Mumbai
2. Electronic Media and the Internet – DSOUZA, Dominant Publishers, New Delhi
3. Communication and Media in India Today – Srampickal Media House – New Delhi.

Core Course – VII Mass communication models and theories

- Objectives: 1.To introduce the models and theories
2.To help differentiate models and theories

Unit – I: Communication models and theories – Basic concepts; Sender, Message, channel, receiver, feedback .

Unit – II: Types of models : Hanneman’s classification :

- (a) Symbolic models
- (b) Verbal models
- (c) Diagrammatic or Graphic models
- (d) Mathematical models
- (e) Physical models
- (f) Iconic models
- (g) Analogue models

Unit – III: Growth of Communication models – Losswell’s model ,Berllo’s SMCR model – Losswell , Gerbner , Berllo’s Contribution to models – Shannon and Weavers Mathematical model – Osgood and schramm model .

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

Unit – V: Press theories : Bullet theory , Hypodermic needle theory – Agenda setting theory – Mcluhan’s theory – N-step flow theory.

Reference book :

1. தகவல் தொடர்பு மாதிரிகளும் கோட்பாடுகளும் - டாக்டர். சிவ.சசிரேகா – சகா பப்ளிகேஷன்ஸ், மதுரை -625001.
2. தகவல் தொடர்பியல் - A.கிருஷ்ணசாமி .
3. Mass communication in India – Keval J.Kumar
4. Mass communication Models & Theories –Melvin DeFluer
5. Mass communication Models & Theories – Uma Narula
6. Mass communication Models & Theories – Dennis MQuil

Core Course - VIII Advertising & Public Relations

Objectives ; (i) To help to understand advertising

(ii) To help to understand the importance of PR.

Unit – I: Advertising – Definitions – History of advertising Early Forms – Effect of urban growth – Modern world advertising – Advertising in India .

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

Unit – III: Layout and typography – Planning the ad – AIDCA – Stages in Design – the eight laws of design – Headlines – Typography - TV commercials .

Unit – IV: Public relations : PR & Advertising – Definitions - Publics – PR consultancies – types of consultancies – in – house PR

Unit – V: Types of PR : Pre advertising PR –coincidental PR – Post – advertising PR – continuous PR – Press Relations – Puff – News (vs) advertising – case studies .

Reference books :

1. மக்கள் ஊடகத் தொடர்பியல் - புதிய பரிமாணங்கள், அ. சாந்தா, வீ.மோகன்
2. விளம்பரக்கலை – அ. விநாயகமூர்த்தி .
3. விளம்பரங்கள் - இரா. முத்தையா த.அ.பாடநூல் கழகம்
4. Advertising – Frank Jefkins & Daniel Yadin - Prentice Hall .

Core Course: IX Audio visual media

Objectives : (i) To introduce audio visual media
(ii) To help to understand the effects of audio visual media

Unit – I: Audio visual media – Definition and introduction – Importance of audio visual media in journalism – Tv and radio – the studio – control room – TV Production team – Producer – Director - Floor manager camera man – Audio engineer – vision mixer – Lighting engineer .

Unit - II. Types of cameras (still & video) – still cameras –Box camera, TLR, SLR cameras, digital cameras etc.

Video cameras – studio cameras, ENG/EFP cameras – convertible cameras – Digital cameras.

Unit - III. Importance of composition in visual media – perspective, subject arrangement, Sharpness, Scale, Rule of thirds, strong lines & shapes, tone and key of the picture, format.

Unit - IV.Sound – importance of sound – Types of mics on the basis of sound generating element : Dynamic, Electric condenser mic, Ribbon mic, shotgun mic – wireless mic.

Unit - V.Importance of scripting - Editing script – Production script – Detailed script – fully scripted programme – Semi Scripted Programme .

Reference books :

(1) First steps to TV – Video production – Mary peter claver,
Mary Jyosita, Bharati Bhawan Publishers.

(2) மக்கள் ஊடகத் தொடர்பியல் அடிப்படைகள் - அ. சாந்தா & வீ.மோகன்

(3) தொலைக்காட்சியும் பிற தகவல் துறைகளும் - வெ. நல்லதம்பி

(4) திரைப்படம் தயாரிப்பது எப்படி? – மதன் கேப்ரியேல்.

Core Course X - Modern Trends in Journalism

Objectives:

- i) To introduce the modern trends in journalism
- ii) To improve civic sense through media .

Unit I:Traditional reporting (vs) Modern reporting – Interviews, observations, Looking through documents – Online reporting – Open source reporting – Distributed reporting .

Unit II: Modern print & broadcast journalism – Cyber journalism - Sports journalism – Science journalism - Business journalism .

Unit III: Investigative journalism – Interpretative journalism - Gonzo journalism – Celebrity or people journalism – Convergence journalism .

Unit IV: Online editions of Indian News papers (Eng & Tamil) :
The Hindu , Indian Exp, Dinamalar , Dinaharan , Dinathanthi-Dinamani - Online
Only news papers – Web blogs .

Unit V: Civic journalism – Citizen journalism –layers of citizen journalism –
Pro+citizen journalism - Wiki journalism – Case studies, Ethics, Challenges,
Avoiding Polarisation – Principles of Citizen journalism - Live Casting –
Simplicity & Miniaturization of equipments

Reference book :

1. Introduction to News reporting – Manoranjan Tripathy, Authors Press,
E 35/103, Jawahar Park, Lakshmi Nagar, Delhi – 110032.
2. இதழியல் பார்வை – வீ.மோகன் , மீனாட்சி புத்தக நிலையம்,மதுரை.
- 3.புதிய தேடல் - முத்து லெட்சுமி.

Major Based Elective - I
Photo Journalism

Objectives:

- 1.To explain Photo journalism .
2. To Know the importance and types of photos in the field of journalism.

Unit I: Introduction – Types : Entertainment Photography and Professional
Photography – How photo is recorded – lens, shutter, Aperture, diaphragm, latent
image.

Unit II: Camera – Parts – lens – film – film knob – Shutter – Shutter button -
Aperture Control – view finder – Focussing control – Different types of shots.

Unit III: Film exposure :

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

Unit IV: Use of filters – lenses – types of lens –Wide angle , normal- Maintaining lens – Use of lens hood, Camera case, tripod , Cable release, Zoom lens.

Unit V: Different scenes – Passport, Portrait, Landscape Sceneries – Architecture, Still life, human beings, Action photos, Taking Children, Silhouttes, Trick shots – Digital Photography and its impacts .

Note : The Students have to submit a photo album with Photographs taken by them .

Reference book :

1. Practical Photography – S.Thiyagaraja, மணிவாசகர் நூலகம், மதுரை.
2. Learn about taking Photography – Colin Garratt, Lady bird books limited .

Core Course XI - Development Communication

Objectives:

1. Knowing the application of media in the field of communication.
2. Understanding the development in communication .

Unit I: Development – Definitions – Concept – New dimensions of development – Economic growth – Rural development – Ecological dimension – cultural dimension.

Unit II: Modernization – Under development – Impact of Colonial rule – MNCS –World bank – IMF – USAID – UNESCO etc – Modern Technology (Cell Phone , internet)

Unit III: Wilburr schramm and Everett Rogers – Daniel Learner – Mass media as ‘Magic multipliers’ – Agents of social change – Alternative approaches to development - Mass line communication.

Unit IV: Need for national and international regulations – Media , development and social change – Radio and TV in promoting literacy and social change .

Unit V: The Power of TV – SITE , Kheda, Radio rural forms – Rural Broadcasts – Community radios – Radio , TV & Press as tools of development – Voluntary agencies – People’s Participation in development – (ex: SHGS, Micro financeetc)

Reference book:

1. மக்கள் ஊடகத் தொடர்பியல் - புதிய பரிமாணங்கள் - அ.சாந்தா & வீ.மோகன்
2. Mass communication in India – Keval J.Kumar.
3. Development Communication – Dr .T. Manonmani.

Core Course XII - Cinema & Film Appreciation

Objectives:

- i) To Know the skills of writing film appreciation.
- ii) Explaining the art of film making.

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

Unit II: Birth of film as an art – the pioneers – The Lumiere Brothers – The coming of the ‘Talkies’ – The studio system – Satyajit Ray – The Golden Age : Sohrab Modi, Raj Kapoor and Guru Dutt – The Angry young Men .

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

Unit IV: Films in India – Regional language cinema .

Unit V: Films in TN: Nataraja Mudaliar – Raja ‘Harichandra’ – Kalidhas (1931) – ‘Ramayan’ & ‘Harichandra’ (1932) – Srinivas cinetone – ‘Puranas’ & ‘Idhikasas’ (1938) – ‘Thiyagaboomi’ -1940 -2010.

Reference book:

1. திரைப்படம் ஒரு வாழும் கலை – பீர் முகம்மது.
2. An Introduction to film criticism :Major Critical Approaches to narrative film – Tim Bywater (Dixie college) , Thomas sob chack (Utah) , Pearson Education
3. Mass Communication in India – Keval J. Kumar – Jaico Publishing house.
4. தமிழ் சினிமா ----- அறந்தை நாராயணன்
5. சினிமா – அன்றும் இன்றும் - பிலிம் நியூஸ் ஆனந்தன்
6. சினிமா தயாரிப்பது எப்படி, மதன் கேப்ரியேல்

Core Course XIII: Writing for the media.

Objectives:

1. Learning the Skills of Writing for Media.
2. To understand the differences between writing for radio & Television .

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

Unit II: Leads for TV / Radio news (Emphasis lead, Blanket lead, Narrative lead, Question lead, Vague or teaser leads) – Body – Ending – Actualities & Sound bites – Voices, Wraparounds & Packages.

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

Unit IV: Writing for Radio /TV Websites – Attribution, Numbers, Symbols , Time of Day, Abbreviations, Titles, Ages & addresses On – Air (v) Online – Style Concerns.

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

Reference books:

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.
3. வானொலிக்கு எழுதுவது எப்படி
4. - சுந்தர ஆவடையப்பன்
5. - கோ. செல்வம்.

Major based elective -II

Video Production

Objectives:

1. Learning the art of producing videos.
2. Understanding the application of video in journalism.

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

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

Unit III: Composition – Types of shots – The Ls, The Ms, The CU, Other types of shots : ELS or XLS, LS, MS, MCU, CU, ECU, XCU, 2 –Shot, 3 – Shot, Bust, Knee Shot, O/S Shot – Frame cutting. Points for People – Head room – Lead room – Walking room – Picture balance – Symmetrical arrangement – Non – Symmetrical arrangement – Diagonal arrangement – Horizontal arrangement -Vertical arrangement – Synecdot- Things in the foreground – Angles – High angle, Normal angle, Low angle – Depth Composition.

Unit IV: Lighting – Kinds of illumination – Base light , Key light, Fill light , Back light, Back ground light.

Unit V: Editing – Live editing, Video Switcher – Off line editing – On- line editing – Assemble editing etc.

Reference books :

1.First steps to TV video production –

Sr. Mary Peter Claver

Sr. Mary Jyosita

2. சிறகுகள் தரும் சின்னத்திரைக் கலை – வெ. மு. ஷாஜகான் கனி.
மீனாட்சி புத்தக நிலையம், மதுரை.

Note : The students have to submit a video production prepared by them as individual or as group.

Major Based Elective - III

Science Communication

Objectives :

1. Knowing the importance of science communication.
2. Making to identify the different science magazines and news.

Unit I: Science – Definitions – Branches of science – Physical, Biological, Mathematical sciences .

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

Unit III: Science promoting organizations & Like TNSF science through News papers – Children’s magazines and science (Thulir).Science &Technology news in dailies – Science magazines for the common man – Kalaikathir, Manjari, Ariga Ariviyal.

Unit IV: Science Programmes in radio – for farmers, children, youth, students and the public - Health communication – Phone in programmes regarding Science in Radio &TV

Unit V: Science through television – Modern Science programmes in television – ‘Turning point’ in Doordarshan – National Geographic, Animal planet & Discovery channels.

Reference book:

1.Popular science through Mass Media – Mohan Sundar Rajan .

NON MAJOR ELECTIVE I

Language and Journalism.

Unit I: Journalism – Definitions – News concept and definitions – News values
Structure of a news story.

Unit II : Element of news story 5 ws & H – leads - types of leads – the body -
language of news – style of writing – news release – Timing.

Unit III: Features – feature writing – Difference between feature , Newsstory and
articles .

Unit IV: Opinion Pieces – Editorial - Review Articles - Middle – Letter to the
Editor – column.

Unit V:Headline writing – Tenses – Voices – Verbs – Words – Grammar –
Spelling – selection of ‘action words’ (words which occupy less space Ex: Search
– raid, enquiry – probe)

Reference books:

1. News reporting & Editing - K.M. Shrivastava, Sterling Publishers Ltd.
2. Mass communication and Journalism - D.S. Mehta, Allied Publishers. Pvt. Limited, Chennai.

NON MAJOR ELECTIVE II

Copy Editing and Proof reading

Unit I: Concept of editing – Difference between reporting & Editing – Editorial Department – Editor’s position in the Editorial – Editor’s team – other Designations – Role and Responsibilities of Editor.

Unit II: Modern News room – News editor – Chief Subeditor- Senior sub – editor - Sub – editor - Duties and functions.

Unit III: Editing the copy – Meaning & scope – Objectives – Tools – Copy selection and copy tasting .

Unit IV: Administering the editing job – steps in Editing process – copy tightening and fine tuning – style sheet – Electronic editing.

Unit V: Wire news – Rewriting stories – copy reading symbols – Correcting copy – Proof reading Basics of proof reading – Proof reading symbols.

Reference books:

1. Fundamentals of Reporting & Editing – Dr. Ambrish Saxena
Kanish Ka Publishers Distributors, New Delhi - 110 002.

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