



**BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024**

**M.A Journalism and Mass Communication Course Structure under CBCS**

**(For the candidate admitted from the academic year 2015-2016 onwards)**

**Admission and Eligibility Norms:**  
 Any individual with a Bachelor's degree of Journalism and Mass Communication /Visual Communication/Electronic Media from a recognized Indian or foreign university is eligible to apply and should be given priority. However individuals having bachelor's degree of any other discipline from a recognized Indian or foreign university are also eligible to apply. The selection will be based on *Entrance Exams and qualifying undergraduate degree marks.*

Semester	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
						Int.	Ext.	
<b>I</b>	Core Course – I (CC)	Introduction to Communication	6	5	3	25	75	100
	Core Course – II (CC)	Communication Theories	6	5	3	25	75	100
	Core Course – III (CC)	Media Society and Culture	6	5	3	25	75	100
	Core Course – IV (CC)	Reporting and Editing	6	5	3	25	75	100
	Core Course – V (CC) (Practical I)	Editorial Practice	6	4	3	40	60	100
		<b>Total</b>	<b>30</b>	<b>24</b>				
<b>II</b>	Core Course – VI (CC)	Advertising and Public Relations	6	4	3	25	75	100
	Core Course – VII (CC)	Film Studies	6	4	3	25	75	100
	Core Course – VIII (CC)	Basic Photography	6	4	3	25	75	100
	Core Course – IX (CC) (Practical II)	Photography	6	4	3	40	60	100
	Elective Course – I (EC)	Broadcast Journalism	6	4	3	25	75	100
		<b>Total</b>	<b>30</b>	<b>20</b>				

<b>III</b>	Core Course – X (CC)	Media Research Methods	6	4	3	25	75	100
	Core Course – XI (CC)	Basic Television Production	6	4	3	25	75	100
	Core Course – XII (CC) (Practical III)	Television Production	6	4	3	40	60	100
	Elective Course – II (EC)	Media Laws and Ethics	6	4	3	25	75	100
	Elective Course – III (EC)	Writing for Media	6	4	3	25	75	100
		<b>Total</b>	<b>30</b>	<b>20</b>				
<b>IV</b>	Core Course – XIII (CC)	Development Communication	6	4	3	25	75	100
	Core Course – XIV (CC)	New Media Studies	6	4	3	25	75	100
	Core Course – XV (CC)	Dissertation	6	10	-	20	80	100
	Elective Course - IV (EC)	Online Journalism	6	4	3	25	75	100
	Elective Course - V (EC)	Media Management	6	4	3	25	75	100
		<b>Total</b>	<b>30</b>	<b>26</b>				
		<b>TOTAL</b>	<b>120</b>	<b>90</b>				<b>2000</b>

## Semester I

### Core Course- I

#### INTRODUCTION TO COMMUNICATION

##### **Objective:**

**To help students understand the concept, process and functions of Communication with the help of proven models and theories.**

Unit I: Communication – Definitions – Elements of Communication – Communication Act – Sender – Message – Channel – Receiver – Effects – Feedback – Communication Process – Communis. .

Unit II: Communication Basic Models – Scope, functions and limitations of communication models; Development of communication models from simple to complex; Powerful, moderate and limited effect models; Models of Aristotle, Dance, Harold Lasswell, Braddock, Shannon and Weaver, Osgood, Wilbur Schramm, George Gerbner, Westley Hellical Dance and MacLean.

Unit III: Various types of Communication – Intrapersonal – Interpersonal -Group – Mass Communication and Mass line Communication – Functions of Communication – Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics. Effects.

Unit IV: Theories of direct and indirect influences; Bullet theory, Two-step flow theory, Theory of cognitive dissonance, concepts of selective exposure, Selective perception and selective retention; Cultivation theory, Agenda setting theory, Uses and Gratification theory; Mass society theory, Media System : Authoritarian, Libertarian, Social Responsibility Soviet Socialism, Democratic participant theory.

Unit V: Functions of Mass Communication – Mass Society – Socialisation Process – Mass Culture – McLuhan's Global Village Concept – Global Culture.

##### **REFERENCE BOOKS:**

1. Bever S.H., et.al., The Sociology of Mass Media Communications, The Social Review, The University of Keele, Staffordshire, 1969.
2. David K. Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960.
3. Denis McQuail, Mass Communication Theory, Third Edition, Sage Publication, 1994.
4. Denis McQuail and Svin Windhal, Communication Models, Longman, London, 1981.
5. James Watson, Dictionary of Communication and Media Studies.
6. John Comer and et. al, Communication Studies, Longman, London, 1981.
7. Keval J.Kumar, Mass Communication in India, Vikas Publication,s New Delhi, 1994.
8. Little John.S.W., Theories of Human Communication, Longman, London.
9. Marshal McLuhan, Understanding Media.
10. Reed H.Blasce and Edwin Haroldsen, A Taxonomy of concepts of Communication, Hasting House, 1975.
11. Warren K. Agee, Introduction to Mass Communication, New York, 1960.
12. Wilbur Schramm, The Process and Effects of Mass Communication.

## Core Course – II

### COMMUNICATION THEORIES

#### OBJECTIVE:

This course will facilitate to understand the functions of model and theory and its relationship to methodology. Further one can evaluate and apply theoretical perspectives in addressing demands in their personal and professional lives.

UNIT I: Sociological Dimensions – Scope and functions of communication in the society-social aspects in shaping communication behavior. Influence of socio-cultural institutions –Family - Dynamics of Primary and Secondary groups – personal influence theory- Marxism- Fragmentation Vs. Unification- Dynamics of social change-Dysfunction.

UNIT II: Psychological Dimensions – Communication behavior theories – Learning, Motivation and Achievement – Perception – Cognition –Attitude – Change of Attitudes - Individual Differences Theory.

UNIT III : Cultural Dimensions – Mass Media as Cultural Industry- Cultural Norms Theory – Effects Theory – Normative Theory – Narcotic –Hegemonic Theory - Electronic Colonialism – IICO & NWICO recommendations - Significations & Effect of New Information Technology- Information Seeking – Cultivation Theory, uses and gratification -Structuralism – Functionalism – Modernism – Heurmenitics.

UNIT IV : Political Dimension – Ownership and Control – Monopoly Formation of Public opinion – Propaganda – Agenda Setting Theory – Gate Keeping – Spiral Keeping – Spiral of Silence- Media Manipulation – Four Theories of Press – Political Communication – Political Socialization – Communication Politics.

UNIT V: Western and Eastern Perspectives – Differences – Western Theories in the Indian Context – Asian and Indian Models – Concept of Sadaranikaran – Sahridayas - Evolution of Communication Theories in developing countries – Alternative - Communications – A Comparison of Latin American and Indian Experiences – Participatory.

#### REFERENCE BOOKS:

1. Blunder, J. and E. Katz, The Uses of Mass Communication. Thousand Oaks, CA: Sage, 1974.
2. David Holmer, Communication Theory-Media, Technology and Society, Sage Publication, London, 2005.
3. Denis McQuail, An Introduction to Communication Theories, Sage Publication, New Delhi, 1994.
4. Denis McQuail, Mass Communication Theory, Sage Publication, London, 4th Edition 2000.
5. Duai R.& Manonmani .T, Culture and Communication: New Perspectives, Galgotia Publication, New Delhi, 1997.
6. Joalee PC., Culture, Communication and Social Change, Vikas Publication, 1989.

7. Keval J. Kumar, Mass Communication in India, Jaico Publishing Housing, Bombay, 1991.
8. Melvin C. Defleur, Theories of Mass Communication, Longman, New York, 1992.
9. Peterson et.al (ed)., The Mass Media and Modern Society, Holt Rinehart & Watson Inc. 1965.
10. Richard Collins, Media, Culture and Society, Sage Publication, New Delhi 1986.
11. Robert Craig, Hedi L. Mullaer, Theorizing Communication-Reading Across Tradition, Sage Publication, 2007.
12. Jean T. Olson, Using Communication Theory- An Introduction to planned communication, Sage Publication, London, 1992.
13. Wimal Dissanoyake, Communication Theory – The Asian Perspective, Asian Mass Communication Research and information Centre (AMIC), Singapore, 1988.
14. Yadava JS, Communication Theories, IIMC, New Delhi.

### **Core Course -III**

#### **Media, Society and Culture**

#### **Objective:**

To help students understand and analyze the role and impact of media in social system in relation to the existing socio, cultural and political scenario.

#### **UNIT I**

Media and Society: Contemporary importance of Media in modern society; Media's influence on audiences' thinking and social behavior: Media dependency-Pluralistic media and Indian society.

#### **UNIT II**

Media in Democratic Society-Media and social process: Mediated role and social conferment, status conferral, socialization-Politics and Industrial power: Political economy of policy perspectives.

#### **UNIT III**

Media, politics and ideology: Market oriented media and social dilemma culture and communication –mass-mediated culture- Communication and social conflicts- Religion and communication. Contemporary relevance of Gandhian model of Communication.

#### **UNIT IV**

Communication across cultures – new communication technologies –change and challenges-trends in mass communication in the Internet era- knowledge society Information rich and information poor.

## UNIT V

Mass Communication: Characteristics; Mass media – Growth, New media context, access, control and use. Functions of Mass communication – information, education and entertainment, Social Norm, Status conferral, Privatization, Monopolization, Canalization, Inoculation, Mass society and Mass culture.- Dysfunctions : stereotyping, cultural alienation, impact on children; Regulatory mechanism: government , professional bodies and citizen groups.

### REFERENCE BOOKS:

1. Communication and culture – A World View. K.S.Seetharam.MC Graw hill Publishers. New Delhi, 1991.
2. Social Accounting in Communication, Richard Butney, Sage Publications, 1993.
3. Global Information and World Communication, Hamid Mowlana, Sage, 1997.
4. Mass Media and Political Thought (Ed) Sideny Krans and Richards Perlof, Sage 1985
5. The language of Communication, George N Gordon, Hustings Hower, 1969
6. Theory of Information Society, France Webstar, Roulledge, 1997
7. Mass Mediated Culture, Micheal R. Real, Prentice Hall, 1977
8. Communication and Media: Constructing a Cross Discipline –Georage N.Gordon, Hasting House, 1975
9. More than words: An Introduction to Communication, Richard Dimpleby and Greema Buton, Routledge, 1998.
10. Global Communication in Transition: The end of Diversity? Hamid Mowlana, Sage 1996
11. Information Inequality, Hebert T. Shiller, Routelge, 1996
12. Introduction to Communication studies, John Fisk, Routledge, 1998
13. Television Audience and Cultural Studies, David morley, Routledge, 1998

## **Core Course - IV**

### **REPORTING AND EDITING**

#### **OBJECTIVE:**

This subject develops skills in reporting and editing for print media. Students extend their abilities as reporters by developing more advanced reporting interviewing and writing techniques appropriate for the production of longer stories. Students are introduced to basic skills and strategies for the editing and publishing of stories for publication.

#### **UNIT I**

News: Definition, concept, elements, types of news, news values, news sources, reporters, types, responsibilities and qualities, changing pattern of news coverage, style and approach.

#### **UNIT II**

General Assignments, Covering a Beat, Nature, Incident and Spot News, Press Conference, Investigative reporting, Interpretative reporting, Feature Writing, Human Interest stories, Reviews, Music, Book, Cinema, Drama, Exhibitions etc. Interviews, handling of scoops and Exclusives, Concept of Photo Journalism, Caption writing.

#### **UNIT III**

Areas: Political, legislative, civic and social life, crime and corruption, court, economic, business and industry, development, sports and fashion, science, environment and ecology, health.

#### **UNIT IV**

Organization, structure and operation of the newsroom of a daily newspaper and news agency, Need for editing, tools of editing; qualities and responsibilities of sub-editor, chief sub-editor, news editor and editor, Concept of reader's editor and Ombudsmen.

#### **UNIT V**

Editing: Knowledge of Typography, Headlines, Dummy Page Make Up, Proof-reading, layout, Photo Display, Editing of news from News agencies, Graphics, Magazine editing, symbols, tools, Lead, Body and Paragraphing.

## **REFERENCE BOOKS:**

1. Melvin Mencher's News Reporting and Writing, McGraw Hill.
2. The Associated Press Style Book.
3. Kamath, M.V., Professional Journalism. Vikas Publishing House, New Delhi.
4. A Manual for News Agency Reporters, Indian Institute of Mass Communication, New Delhi, Allied Publishers Pvt. Ltd., New Delhi.
5. News Editing, Bruce H Westley
6. Modern News Editing, Mark D. Ludwig, Gene Gilmore

### **Core Course - V EDITORIAL PRACTICE (Practical)**

#### **OBJECTIVE:**

This practical paper enables students to work in actual newsroom conditions to explore the general principles of newspaper in news collection, selection and publication. Also writing headlines leads and body, building feature stories, reporting skills, editorial policy, and judgments in processing materials for publication.” The students are expected to stay abreast of local, regional, state, national and world events by reading a local daily each day. Students should also be familiar with a national newsweekly. This activity is to ensure that students maintain broad news awareness and develop a world perspective.

Writing letter to editor, Preparing press releases, Taking interviews, News writing on different beats, Organizing press conferences, Editing different types of news, Writing headlines, Writing features and articles. News translation and other related activities. Use of computer in news writing or other practical, activities as directed and guided by teachers.



## **Semester II**

### **Core Course – VI**

#### **ADVERTISING AND 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 to advertising – relevance of advertising in markets today; Evolution and history of advertising; Advertising and the Marketing process. Constituents of advertising. Advertising as Communication, Status of Advertising industry in India, Socioeconomic effects of Advertising, Advertising in Global marketing context; Advertising theories: Hierarchy of needs, Stimulus-Response theory.

##### **UNIT II**

Types of Advertising; Critical analysis of ads; Campaign Planning; cycle, models, Strategy, Types. Advertising Agency: Structure, functions, Types, selection:, Media relationship, Global marketing and advertising; implications professional bodies; advertising agencies association Advertising standards Council, professional ethics, challenges and requirements.

##### **UNIT III**

Advertising forms; ad production Copy: copy platform, copy format, elements, appeals, Visuals and other creative elements. Techniques of print Ad. Production. Audiovisual commercials: procedure and techniques. Media: Print, electronic, outdoor and new media: characteristics, cost and effectiveness. Media Planning Process, Strategy and methods - Media buying & placement. Professional Ethics, issues and problems; Global marketing and advertising in future.

##### **UNIT IV**

Public Relations: Evolution of Public Relations, Four basic elements of public relations PR as a management concept, PR as a profession, PR Functions: public opinion, propaganda, and publicity, PR firms in India: status and growth. Public Opinion -formation and publicity-types.

## UNIT V

Organization; Public relations department, Committees; The Public relation Counsel; Tools of PR: Advertising, (house journal) Periodicals, Films, Employee Relation, shareholders, special events, PR publics, consumers, community, government, media. PR in private and public sectors; Evaluation and Research; measuring advertising effectiveness.

### REFERENCE BOOKS:

1. Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey.
2. 'Ogilvy on advertising'. David Ogilvy.
3. The Practice of Advertising' 3rd Fdn. Norman Hart, Heinemann Pub. London.
4. Global Marketing and advertising: Understanding Cultural paradoxes' Marieke de Mooij, Sage, New Delhi.
5. Effective Public Relations'. Cutlip et al., Prentice Hall, New Jersey.
6. Handbook of Public Relations'. Stephenson, Howard. Mc Graw Hill Pub., Illinois.
7. PR principles, cases and problems', Moor and Canfield.

## Core Course – VII

### FILM STUDIES

#### OBJECTIVE:

To enable the students explore films historically, culturally, theoretically and critically. This provides a scope to compare the world films and understand them in the above context.

#### UNIT I

Critical introduction to the origins of film studies as an academic discipline – Characteristics, functions, limitations of film media, elements/genres of cinema - Defining narrative- diegetic and non-diegetic elements – Narrative structure – Alternatives to narrative fiction film- documentary, ethnographic and experimental (avant-garde) films

#### UNIT II

Histories of pre-cinema, cinema and early cinema - Social context and film style- German Expressionism, Italian neorealism, French new wave, Hollywood, ,cinema verite, parallel cinema, Bollywood – Film authorship and the auteur – Independent documentary films. India/Tamil Nadu

### UNIT III

Basic aspects of film language and film aesthetics: Mis-en-scene – Cinematography, Editing, Sound, Production, Stages and element of production.

### UNIT IV

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. Theorising Indian cinema/Tamil cinema with particular reference to the cultural studies and political economy approaches

### UNIT V

An approach to film analysis- understanding audience expectations – The goal of film analysis- the importance of developing interpretive claims - economics of film production.

### **REFERENCE BOOKS:**

1. Adorno, Theodor (2002) *The Culture Industry*, Routledge.
2. Baskaran, Theodore (1981) *The Message Bearers: The Nationalist Politics and the Entertainment Media in South India*, Cre-A.
3. David Bordwell and Kristin Thompson (2010), *Film Art: An Introduction*, McGraw Hill.
4. John Hill and Pamela Church Gibson (1998), *The Oxford Guide to Film Studies*, Oxford, 1998.
5. Hayward, Susan (1996) *Key Concepts in Cinema Studies*, Routledge.
6. Hughes, Stephen (2007) "Music in the Age of Mechanical Reproduction: Drama, Gramophone and the Beginnings of Tamil Cinema," *The Journal of Asian Studies*, 66 (1), pp. 3-34.
7. Ray, Satyajit (1976) *Our Films Their Films*, Orient Longman.

**Core Course- VIII**  
**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. This course is strongly recommended for those who are endowed with a passion for visual narratives and a drive to capture news personalities and events.

UNIT I

Photography-Meaning, Definition & History of Photography, Tools of Photography, Camera-Parts of a Camera (Shutter, Apertures, Lens, Films), Types of Camera.

UNIT II

Composition: Need for composing a picture, rules / conventions of composition, elements of composition and their role / relevance in communicating a message;

UNIT III

Lighting: Properties of light, diffused light; Light sources artificial and natural; Basic lighting set-up, lighting for different situations, products, Indoor and outdoor lighting, controlling light, flash light.

UNIT IV

Photographing people, portrait and still, wildlife, environment, sports, landscape, industrial disasters, photography for advertising, conflicts war political and social photography.

UNIT V

News values for pictures, photo essays – photo features; qualities essential for photo journalism, picture magazines – colour photography, impact of technology, practical, field assignments and their evaluation.

**REFERENCE BOOKS:**

1. The encyclopedia of photography (3rd edn.) (1993) by Richard Zakia, Leatie Stroebel, Focal Press, London.
2. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.

3. Understanding Digital Photography by Joseph A .Ippolito, Thomson Press, New Delhi, 2005.
4. The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.
5. The Photographer's Handbook. 1999 by John Hedgecoe. Alfred A.Knopf Publisher,

## **Core Course- IX**

### **PHOTOGRAPHY (Practical)**

#### **LIST OF PRACTICALS**

##### **Photography**

1.     i Composition
  - a. Rule of Thirds        b. Headroom   c. Nose Room
  - ii   Subject
  - iii. Lens
2.     Lighting- Types-key –fill- back - Rim- op-low- silhouette
3.     Special Effects – Freeze frame – Slow shutter
4.     Portraits
5.     Product – Indoor, Outdoor
6.     Advertising Photography
7.     Architecture- Interior, Exterior
8.     Environmental Photography
9.     Industrial Photography
10.    Photo-journalism
11.    Photographs on Foods and Beverage
12.    Monochrome to Color
13.    Photo Essay – Photo feature
14.    Digital Image Format for Various Media
15.    Digital Print on Various Media

## **Elective Course – I**

### **Broadcast Journalism**

#### **OBJECTIVE:**

Broadcast Journalism paper is aimed at applicants wishing to pursue a career in journalism within the broadcasting sector and equips you to become a critical practitioner with journalistic skills. Broadcast Journalism adopts real-world working and industry emulation strategies ensuring that graduates are fully prepared for a career in broadcast journalism.

#### **UNIT I**

Origins and characteristics of radio and TV - characteristics of the aural faculty of humans - cultural meanings of sounds and visuals in India/Tamil Nadu - the contributions of Second World War to radio's growth - a brief history of broadcasting in India, Nature and characteristics of the medium, Broadcasting policy, Objectives, Role of radio in development, Recommendations of Committees and Working groups – Vidyalankar, Chanda, Joshi and Verghese Committees. PrasarBharathi Bill, Autonomy and Future of Radio.

#### **UNIT II**

Radio station – structure and functioning, Personnel – responsibilities, Radio programme production process – studio facilities, tapes. Writing for radio – principles and guidelines. Recording, Editing – methods and techniques. Programme formats for general and special audiences, production of news, interviews, features and documentaries, Listener ship surveys.

#### **UNIT III**

Television: Nature and Characteristics of the medium, Development of TV network in India, TV as a social and cultural force, TV and national development – SITE, INSAT; Policies and Programmes of Doordarshan, Satellite TV and Cable networks; Committees and recommendations.

#### **UNIT IV**

Television station – structure and functioning; Planning and production of TV programmes: pre production process – camera, film formats, lenses, shots, lighting principles and techniques, types of sound, audio control, writing for TV; Post production process: sequence, structure, types of transition, film editing methods and techniques, sound and graphics; Production of news, features, interviews and other programmes; Sponsored programmes, commercials, educational broadcast.

## UNIT V

Social and cultural impact of foreign TV networks, need for policy frame work , factors influencing media environment, future of public broadcasting in India, audience research, research methods and techniques, trends in audience research.

### **REFERENCE BOOKS:**

1. Barua U.L. This is All India Radio, Publication Division, New Delhi
2. Chatterji. P.C. Broadcasting in India, Sage, New Delhi
3. Berg, Jerry. Broadcasting on the Short Waves, 1945 to Today, McFarland, Jefferson
4. World Radio TV Handbook 2013: The Directory of Global Broadcasting, WRTH, London.
5. White, Ted. Broadcast news writing, Reporting and producing, Focal Press, Oxford,
6. Alan Armer. Directing Television and Film, Wadsworth Pub., California,
7. Bignell, Jonathan and Orlebar. Television Handbook, Routledge, London.

## **Semester III**

### **Core Course X**

#### **MEDIA RESEARCH METHODS**

##### **OBJECTIVE:**

The paper aims to familiarise the students with the various methods of communication research and prepare them to pursue research in their chosen areas. The paper will introduce the students to the important theories of the discipline and provide a necessary knowledge base for the budding communication researcher to explore the world of the myriad research-centred approaches to the study of communication.

##### **UNIT I**

Concept of research; Meaning, definition and nature of research; Communication research: Importance of media research; Area of Media Research; Problems of objectivity in research; Planning to research.

##### **UNIT II**

Methods/techniques of research; Hypothesis and variables; Research design and its types of Research Design; Experimental Research; Descriptive research; Exploratory Research; Conclusive Research; Sources and collection of Secondary Data; Types of data; Secondary data; Advantages & Limitations of secondary data ; Internal Sources; External Sources. Different methods of media research.

##### **UNIT III**

Sampling - meaning, types and problems ; Sampling Design; Some basic Terms; Advantages of Sampling; Disadvantages of Sampling; The sampling process; Sampling methods; Tools and methods of research; Sources of data - primary and secondary source ; Questionnaire and schedules; Observation - participatory and non participatory; Interview method; Case study; Content analysis of text, audio and video.

##### **UNIT IV**

Importance of research in media; Application of research in electronic media, Print, Advertising, New Media; Formative and summative research; Ethical issues in media research; Media research as a tool of reporting.



## **UNIT V**

Application of Statistics; Tabulation and classification of data; Data analysis, software for data analysis interpretation; Elementary statistics - mean, median and mode; Inferential statistics - correlation and regression and test of significance, principle and theory; Graphic and diagrammatic representation of data; Indexing, citation and bibliography; Research report writing.

### **REFERENCE BOOKS:**

1. Social Research and Statistics by R.N. Mukerjee, VivekPrakashan, Delhi
2. Scientific Method and Social Research by B. N. Ghosh, Sterling Publishers N. Delhi 92
3. Media and Communication research methods: an Introduction to qualitative and quantitative approaches: Arthur Asa Berger ; sage: 1933
4. Applied Communication Research: Judith M. Buddenbaum& Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005.
5. Mass Media Research– Processes, Approaches & Applications: Roger D. Wimmer& Joseph R. Dominick, Wadsworth, 2008.
6. Research Methodology– A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008.
7. Statistical Methods for Practice & Research– A Guide to Data Analysis Using SPSS: Ajai S. Gaur &Sanjaya S. Gaur, Response Books, 2009.

## **Core Course XI**

### **BASIC TELEVISION PRODUCTION**

#### **OBJECTIVE:**

The paper offers the basic concepts of television production an understanding of the operation of TV production equipment and will provide the fundamentals of development of the script for different genres.

#### **UNIT I**

Introduction to Video Camera, Working principle of a video camera, Different types of video cameras, CCD, Components of video camera, Types of lenses, White balance process and need, Camera control unit, Basic shots and their composition, Concept of looking space, head room and walking space

#### **UNIT II**

Introduction to Television Production, Video production: meaning and scope, Video production process: pre-production, production, post production, Production personnel and their duties and responsibilities, Types of video programmes production, Television studio and ENG production,

### **UNIT III**

Types of Lighting- indoor and outdoor; lighting for Television, Importance of lighting in television, Lighting equipment and control, Lighting techniques and problems.

### **UNIT IV**

Editing Concepts and Fundamentals, Editing - meaning and significance, Grammar of editing - Grammar of Picture, Grammar of Audio, eye line, point of view and continuity type- Match cut, jump cut, tempo, transition, special effects, Importance of cut away and cut in shots, Editing problems and ethics

### **UNIT V**

Planning a news Survey package, ENG – visualizing, sources, and elements of television news; Planning a news story, research and execution; Television interview-need and types, piece to camera – need and types Writing for television; writing to visuals, marking copy in production language.

### **REFERENCE BOOKS:**

1. Zettl, Hebert, Television Production Handbook. Wadsworth. Thompson Learning.
2. Zettl, Hebert; Video Basics. Wadsworth. Thompson Learning.
3. Video Editing- A post production primer by Steven E. Browne
4. Television Production by Allan Wurtzel
5. The Television lighting technique by Gerald Millerson
6. Video Camera techniques by Gerald Millerson
7. Basics of Video Production by Der Lyur& Graham

## **Core Course XII**

### **TELEVISION PRODUCTION: PRACTICAL III**

1. Production planning, pre production and post production planning-duties and responsibilities of producer/director. Production techniques-video format; documentary, serial, talk show, interview, demonstration, discussion, profiles, commercials. Set designing and make up – visualization and composition-aesthetics-directing the actors-directing the crew. .
2. Planning and Production of indoor and outdoor shootings, planning and management of live shows.
3. Film transfer and video processing. Video display systems. Multi-camera production. Lighting systems- Lighting methods and needs. Mike positioning and arrangements.
4. Shooting plans and backgrounds. Getting organized for shooting.
5. Importance of backgrounds. Real and unreal backgrounds. Neutral background. Economical settings. Location selection. Post-production editing

6. Applications of Production techniques- Script, Length and style of scripts, Story boards and components, Pre and post-production techniques, Effective shots, File shots, Footages, Special effects. Graphics and animation, Chroma key usage and Economy shooting methods.

## **Elective Course II**

### **Media Laws and Ethics**

#### **OBJECTIVE:**

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

#### **UNIT I**

Introduction to Indian constitution – overview - salient features - preamble - constitution - fundamental rights –Article 19 1 (a) – various freedoms reasonable restrictions - freedom of speech and expression and their limits – Freedom of the press - Brief view of directive principles

#### **UNIT II**

Defamation& contempt of court – intellectual property rights- trademark - patents & copy righmedia-related Acts: parliamentary privileges; books and registration Act; Working journalist Act, press council of India; official secrets Act, cinematograph Act - Introduction to cyber laws, cyber crimes; ICANN, issues related to social networking

#### **UNIT III**

Introduction to media ethics – Philosophical background in ethics – Nature of media ethics – Personal ethics and group ethics – Consequences of personal choices – Moral judgment - Standards of taste – Gender and sexual orientation – Stereotyping – Mythmaking by the media – Obscenity and pornography – Violence and brutality – Reporting during Special - sensitive situations — Ethical concerns in investigative journalism

#### **UNIT IV**

Media and diversity – Ethnic, racial and cultural identities – Social responsibility of media in presenting a representative picture of all constituent groups in society – The role of media during conflicts and wars- conflict-reduction journalism, conflict-resolution journalism – coverage of state security issues and information access – The limits of the right to know - journalism ethics and patriotism — Ethics and cheque-book journalism – New roles for journalism and public opinion.

## **UNIT V**

International instruments – Access to information laws and procedures – Right of reply provisions – and case studies right to information Act 2005 major judgements relating to media. Protection of whistleblowers –Laws regulating blasphemy hate speech, and racism –The law and professional standards relating to privacy – Free speech on the web

### **REFERENCE BOOKS:**

1. Basu, DD (2010) *Law of the Press in India*. Prentice-Hall India.
2. Basu DD (2012) *Introduction to Indian Constitution*, Prentice Hall Indi
3. Media Communication Ethics: Louis Alvin Day, Wadsworth, 2006.
4. Practicing Journalism– Values, Constraints, Implications: Nalini Ranjan, Sage, 2005
5. Rape of the Family– Sexual Violence in Indian TV Soaps: Centre for Advocacy and Research, New Delhi, 2006.

## **Elective Course III**

### **WRITING FOR MEDIA**

#### **OBJECTIVE:**

This subject will give an understanding of mass media and of how to report and write media stories appropriate for publication in print, broadcast, online and for Tamil journalism. More generally, you will be able to write effectively in any professional environment.

#### **UNIT I**

Print Journalism: elements of writing, types of writing, style book: attribution, language, style and grammar; accuracy and precision issues; purposes, sources, styles, techniques. columns – development, criticism, reviews, feature writing, editorials, news analysis, backgrounding, morality in writing for print.

#### **UNIT II**

Spoken language writing – writing for programmes – writing for radio commercials – illustrating copy with sound effects; news writing – structuring radio-copy; editing agency copy, reporter's copy-compiling radio news programmes; radio news formats- program formats- radio scripts writing intro to bytes – writing headlines, teasers and promos.

### **UNIT III**

Writing for television: writing to still, writing for video, reference visuals to words. TV news writing; marking copy in production language; writing for television programmes – research, visualization and production script; basics of broadcast news writing; rewriting wire copy, script writing- types of scripts, headlines writing, teasers and promos.

### **UNIT IV**

Characteristics of a digital story; the journalist as a digital or multimedia storyteller; writing for the web; online reporting and research; convergence and multimedia; procedures for creating a podcast; blog; video blog or vlog, flash journalism; social media as reporting tools.

### **UNIT V**

Writing for regional press; style and format of popular Tamil news papers, tabloid journalism, magazines, status of investigative and development reporting in Tamil news media; reporting and writing skills for Tamil news papers and magazines; skills for writing complex issues and multiple source story.

### **REFERENCE BOOKS:**

1. Anura Goonasekera and Paul Lee T.V. Without Borders AMIC, Singpour.
2. While T. Broadcast, News writing MacMillian New York.
3. Rivers Wlliams and work Alison Writing for the Media.
4. Wills Edgar and Holt, Writing TV and radio programmes R & W Publication.
5. Journalism Online, Mike Ward, Focal Press.
6. Somalay - Tamil Idazhgal, University of Madras.
7. Pavendan - Karuppu Sigappu Idazhiyal, KayalKavin

## **Semester IV**

### **Core Course XIII**

#### **DEVELOPMENT COMMUNICATION**

##### **OBJECTIVE:**

This paper will introduce development communication theories and the Significant development communication experiments in India. It will also touch upon the need for human rights reporting and development reporting.

##### **UNIT I**

Development- concept, processes and models of development – Indicators of development Characteristics of developing and developed societies – Gap between developed and developing societies – Development Communication- concept, strategies and barriers.

##### **UNIT II**

Development communication issues- health, education, poverty and hunger, agriculture, environment, sustainable development, gender equality, Millennium Development Goals (MDG) – Development Support Communication – Information Education Communication (IEC) and Behavioral Change Communication (BCC) – Case studies.

##### **UNIT III**

Research for development communication – Identifying stakeholders – Field techniques for data collection – Participatory development – Participatory Rural Appraisal (PRA) techniques – Computer- assisted reporting and research.

##### **UNIT IV**

Human communication and traditional media – Inter-personal and group communication – Origin, concept and characteristics of traditional media- relevance in contemporary society – Case studies of traditional media forms in India- folk songs, folk dances, folk theatre, folk tales, puppetry, folk games and street theatre.

##### **UNIT V**

Mass communication and modern media- internet, radio, TV, films and animation Development journalism and communication through grassroots comics, cartoons and posters – Choosing appropriate media, planning and producing communication for developing societies.

## **REFERENCE BOOKS:**

1. Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves, Sage, 2008.
2. Communication of Innovations– A Journey with Everett Rogers: eds Arvind Singhal & James W. Dearing, Sage, 2006.
3. Communication Technology and Human Development– Recent Experiences in the Indian Social Sector: Avik Ghosh, Sage, 2006.
4. Communications Development and Civil Society: V.S. Gupta, Concept, 2004.
5. Development Communications and Media Debate: Mridula Menon, Kanishka, 2007.
6. Development Journalism– What Next?– An Agenda for the Press: D.V.R. Murthy, Kanishka, 2007.

## **Core Course XIV**

### **NEW MEDIA STUDIES**

#### **OBJECTIVE:**

The course discusses developments in Communication and Media technologies, convergence of media, Information Society and legal, ethical and cultural issues arising out of the worldwide expansion of the new technologies.

#### **UNIT I**

New media Technology – characteristics: Information Superhighway, Convergence, Structure and Functions; - social and cultural consequences: fragmentation and digital Isolation; Social Control and Democracy – Privatization and Competition – New media access and control – Digital Divide: - E-governance – process, social and legal frameworks – Policy initiatives.

#### **UNIT II**

Information and Knowledge society – Definitions and characteristics of Information Society, Post-industrial society – Information Society Theories: Daniel Bell, Machlup, Webster, Schiller – Evolution of New media audiences: Elite, Mass, Specialized and Interactive – New media uses and gratifications – Influencing factors.

#### **UNIT III**

Social and Cultural effects of New Media: Social Networking, Information Overload, Information Rich and Information Poor, Knowledge Gap and Cultural Alienation New media impact on old media – ICTs for Development – Empowerment, right to information.

## UNIT IV

New Media Theory – Perspectives, Technological Determinism, Constructivism, Functionalism, Postmodernism, Characteristics of New Media – Uses, Adoption ICT and Social Transformation – socio-technical paradigm, Information commodification new consumption norms – knowledge gap.

## UNIT V

New media issues: Invasion of Privacy, Piracy, Cybercrimes and Pornography IT policies, Information Act and Regulations.

### REFERENCE BOOKS:

1. New media – By Ronald Rice, Sage Publications, 1984
2. Global Information and World Communication (2nd edition)– by Hamid Mowlana Sage Publications, New Delhi, 1997
3. Theories of Information Society – by Frank Webster, Routledge Publications, London, 1995
4. New Media Technology – Cultural and Commercial Perspectives – by John V. Pavlik, Allyn and Bacon Publications
5. Media performance – By Denis McQuail, Sage Publications London, 1992
6. Media Policy – Ed. By Denis McQuail, Sage Publications, London, 1998
7. Internationalizing media theory: Transition, Power, Culture – By John DH Downing, Sage Publications, New York 1997

### DISSERTATION AND VIVA VOCE

For dissertation the student has to take up a research study with the permission and approval from the guide allotted. He / She should choose from the broad field of Journalism and Mass Communication and submit the research report. The viva-voce will be held at the end of the semester. **Viva 20 Marks**      **Dissertation 80 Marks**



## **Elective Course IV**

### **ONLINE JOURNALISM**

#### **OBJECTIVE:**

The course intends to introduce the students to internet and online journalism. The course will also trace 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**

Online Journalism: Definition and Concept, Internet as a medium of communication Internet, Intranet, www, online, e-mail, blog, social media, Web 2.0 and 3.0, news group, Web servers, Cyberspace: Meaning, Information Super Highway, Internet and Information Revolution

#### **UNIT II**

Distinctive Features of Online Media, Online Journalism V/s Other News Mediums, New roles of Journalists in the Internet age, Trends in online Journalism, Online Journalism: Issues and Challenges, Web Blogs, Citizen Journalism

#### **UNIT III**

Digital Divide- Writing for the screen vs. writing for print, Linear vs. nonlinear form Styles of web writing: The art of lateral thinking and layering, Features and Articles on the Web, Interviewing on the Web, Do's and Don'ts

#### **UNIT IV**

Web page development, inserting, linking; editing and publishing, On-line editions of newspapers- Content management and economics, Conducting online searches and research, Online searching techniques, Citing Internet sources, Archiving, Photo Essays-

#### **UNIT V**

Comparative Analysis of E editions v/s print editions of national dailies, Analysis of News websites, Create a weblog and update regularly. How to start an online magazine (basics).

## **REFERENCE BOOKS:**

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
2. The New Media Handbook – Andrew Dewdney and Peter Ride
3. Andrew Bonim Writing for New Media: The Essential Guide to Writing for Interactive
4. Media, CDROM, and the Web.
5. Journalism to Online Journalism: Publishing News and Information by Roland De Wolk
6. (Allyn&Bacon,2001)
7. Introduction Digital Journalism: Emerging Media and the Changing Horizons of  
a. Journalism, Edited by Kevin Kawamoto(Rowman and Littlefield Publishers,2003)

## **Elective Course V**

### **MEDIA MANAGEMENT**

#### **OBJECTIVE:**

This paper has three main objectives: First is to introduce you to the managerial aspects of print and electronic media industries. Second is to delineate the Major management functions within industries and describe the important issues that confront individual managers. In addition, the final is to explore management career opportunities in media industries.

#### **UNIT I**

Introduction to management, Review of broad theories of management. Management in Print and Broadcast Media. Case studies, management strategies and current media industries. Differences in managing print and electronic media. Nuances in managing and marketing media products.

#### **UNIT II**

Organizational Structure - Nature of the Business – What makes a Manager – The Manager's Duties and Responsibilities — Building a Radio Station & TV Station. Communication System, Edition Planning, Printing Schedules, Time Management. Different Type of Problem like Labour etc. Human Resource Development.

#### **UNIT III**

Newsprint Policy, Management, Costing, Supplies, Inventory Control and Quality Management, Ownership Patterns. Broadcast Media management issues - The industry special - Managing media personnel - The manager's role. - Ethical issues associated with the electronic media - The organization of electronic media units - Department head positions - Middle managers - Women and minorities in management.

## UNIT IV

Newspaper finance and control – newspaper registration – R N I –Recruitment policy – training – wage policy – wage boards – readership surveys – ABC. Discussion of current industry issues - Participatory management - Financial management of Broadcast Media - Human resource management of Broadcast Media - The role of research in the management of the Broadcast Media - Audience research –

## UNIT V

Media Economy – Nature and Scope of the Media as business entity – key media Economic concepts – markets, industries – macro, micro media economic principles – time and trends, demographic changes, expected marginal utility issues in TV and film Economics.

---

### REFERENCE BOOKS:

1. Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.
3. M. V. Desai & Sewanti, Beyond Those Headlines: Insiders on the Indian Press.
4. Ashok V. Desai, Economic Aspect of Indian Press.
5. Jane Willis, Surviving in the Newspaper Business.
6. Conard C Fink, Strategic Newspaper Management.
7. Bittner, John R. Broadcasting and Telecommunication (Englewood, NJ: Prentice-Hall, Inc., 1985).
8. Eastman, Susan Tyler. Promotion & Marketing for Broadcasting & Cable (Prospect Heights, IL: Waveland Press, 1991).
9. Michael C. Keith., The Radio Station (Focal Press.,2000)
10. O'Donnell, Lewis B., Carl Hausman, and Philip Benoit, Radio Station Operations (Belmont, CA: Wadsworth Publishing Co., 1993).
11. Orlik, Peter B., The Electronic Media (Needham Heights, MA: Allyn and Bacon, 1995).

\*\*\*\*\*