

**ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

**CHENNAI-600008**

**POST GRADUATE DEPARTMENT OF JOURNALISM AND  
COMMUNICATION**

**SYLLABUS**

**M.A. JOURNALISM AND COMMUNICATION  
(SELF - FINANCING)**



**CHOICE BASED CREDIT SYSTEM**

**OUTCOME BASED EDUCATION**

(OFFERED FROM THE ACADEMIC YEAR 2018-19)

**CONTENTS**

	Page No.
Rules and regulations for the Programme	3
Programme Educational Objectives	7
Programme Outcomes	8
Programme Specific Outcomes	9
Programme Profile	10
Evaluation pattern for CA	14
Rubrics for CA Evaluation	16
Evaluation Pattern for End Semester	17
Course Profile-Semester I	19
Course Profile Semester II	20
Course profile Semester III	21
Course profile Semester IV	22
Self study Paper	126

**M.A. DEGREE COURSE IN JOURNALISM AND COMMUNICATION  
CHOICE BASED CREDIT SYSTEM  
REGULATIONS  
(W.E.F FROM 2018-2019)**

**PREAMBLE**

As per the guidelines given by the University Grants Commission and the Tamil Nadu State Council for Higher Education, the M. A degree programme is designed in such a way that it has a combination of theory and practical. It is designed in such a way that the students are given exposure to all the spheres of Journalism and also training them for the industry. The students are sent as interns to work in the media industry for a period of one month where they are trained by experts from the industry.

**REGULATIONS**

**1. ELIGIBILITY FOR ADMISSION:**

Candidates for admission to the first year of the degree of M.A. course should have Bachelor's degree in any discipline from University of Madras or some other University accepted by the syndicate as equivalent.

**2. ELIGIBILITY FOR THE AWARD OF DEGREE:**

The candidate shall be eligible for the award of degree only if she has undergone the prescribed course of study for a period of not less than two academic years, passed the examinations of all the four semesters prescribed, earning 97 credits. Self study papers for advanced learns to be added in the syllabus in due course, extra credits will be given to those students.

**3. DURATION OF THE PROGRAMME : 2 YEARS**

Each academic year is divided into two semester sessions. The first academic year shall comprise the first and second semesters. The second academic year comprises of third and fourth semesters. Each semester will have a minimum of 90 working days and each day will have 5 working hours. Teaching is organized into a modular pattern of credit courses. Credit is normally related to the number of teaching hours of a particular subject. It is also related to the number of tutorial and practical hours.

**4. COURSE OF STUDY :**

The main subject of study for Master Degree shall consist of the following:

- Part – I : Core Courses  
Part - II : Electives  
Part – III : Soft Skills

**4. PASSING MINIMUM :**

A candidate shall be declared to have passed in each paper of the main subject of study wherever prescribed, if she secured NOT LESS THAN 50 % of the marks prescribed for the examination.

**5. CLASSIFICATION OF SUCCESSFUL CANDIDATES :**

Part I, II & III

Successful Candidates passing the examination and securing the marks

1. 60% and above in aggregate shall be declared to have passed the Examination with first class
2. 50% and above but below 60% in the aggregate shall be declared to have passed the examination in the second class.

Candidates who pass all the examination (Part I, II,& III) prescribed for the course in the FIRST ATTEMPT ITSELF ALONE are eligible for ranking .

**SELF-STUDY COURSES/ADVANCED LEARNER COURSES**

**(OFFERED IN SEMESTER III)**

Self-Study Courses are **optional** for the students.

The paper will carry 2 credits.

They will be treated as extra credits.

These courses will have no instruction by the teachers-the student must learn on her own.

The department will provide the syllabus and provide guidance in the form of tutorial if necessary.

These courses must be offered for the benefit of advanced learners. Hence the cognitive level of the course must be higher than the usual UG/PG programme.

Syllabus for the course must be prepared by the department and approved by the BoS.

The Course Outline must have 5 units. Course Objectives and Course Outcomes must be provided as well as text-books and other reference material like core/allied papers. No mapping is necessary.

Department BoS can frame eligibility criteria for the paper-an advanced learner can be defined as a student who has obtained distinction in the first two years of study

(without any arrears) in the UG and in the in the first year in the case of PG courses

There will be no Continuous Assessment for Self-Study Courses.

There will be an End-Semester examination along with NME/SKB/Soft Skill papers of 100 marks maximum in case of theory papers. It can also be offered as a project (with a report) and with viva voce examination.

The Self Study Courses will have only single valuation and question papers will have to be set by the Department.

Details regarding Registration process and Fees to be collected will be intimated after due approvals are obtained.

### MOOC-Extra Credits Courses

With a view to encourage e-learning and self-directed learning, departments are instructed to encourage their students to enrol for MOOCs offered by NPTEL through the SWAYAM website of the MHRD Government of India.

MOOC-Extra Credits are **optional** and not compulsory.

Students may undertake MOOC courses from the I semester to the V Semester during the undergraduate programme and from the I to the III semester in the Post Graduate Programmes. MOOC credits obtained in the last semester of study will not be included in the statement of marks issued by the college.

To obtain credits from NPTEL and college the students must pass the proctored exams conducted by NPTEL.

On obtaining certificates from NPTEL the students can produce a copy of the same to the department. These students will be given the credits specified by NPTEL in the consolidated statement of marks as MOOC -Extra Credits

It will be forwarded by the department in the final year along with other extra credits.

NPTEL provides for a Mentor-Mentee system. Under this the Departments may screen the videos in the classroom after college hours, assist students in writing the assignments and attending the examinations.

It is suggested that Departments may assign one teacher in charge of MOOC courses as departmental in charges. They must mentor the students regarding dates of registration, provision of list of domain related courses and dates of examination

**PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

On obtaining a postgraduate degree the students will be able to:

PEO1: Display higher order thinking in the knowledge domain and demonstrate professional skills

PEO2: Contribute to the advancement and application of relevant knowledge by self-directed learning

PEO3: Extend and integrate knowledge and skills to design and develop novel products and explore innovative solutions to national and international goals of development.

PEO4: Exercise management skills and develop social interactions in a responsive, ethical and constructive way to meet global standards of excellence in all spheres of activity.

PEO5: Strive for social and economic equity based on the need for gender parity and ecological sustainability.

**PROGRAMME OUTCOMES**

On completion of the Programme, the learner will be able to:

1. Apply the knowledge gained through the study of humanities to address Political, Socio-Economic and gender issues.
2. Critically engage with history, linguistic, culture, economy, inclusivity and environment.
3. Aid in the application of mathematical, statistical and econometric tools in solving realistic economic problems.
4. Inculcate skills to evaluate, innovate and integrate the contemporary issues and motivate further learning.
5. Enhance their ethical values, communicative and employability skills.
6. Gain quality education, global in perspective to contribute towards holistic development.



**PROGRAMME SPECIFIC OUTCOME (PSOs)**

On completion of M.A. Journalism and Communication the student will be able to:

**PSO 1** - Demonstrate knowledge of theory and practical to understand the various aspects of communication by constructing, implementing and reinterpreting communication theories.

**PSO 2** - Develop skills required to participate in, design and implement research projects and discuss issues and ideas related to the field of journalism and communication.

**PSO 3** - Extend range of leadership skills and exhibit initiative while working in collaboration and demonstrate ability to work in team with self awareness of personal strengths and limitations.

**PSO 4** - Devise the ability and inquisitiveness to continuously update themselves with respect to the recent trends in field of journalism and communication.

**PSO 5** - Assess Indian issues from different perspective and apply them in the field of Journalism and communication.

**PROGRAMME PROFILE -M.A. JOURNALISM AND COMMUNICATION**

**SEMESTER-I**

SEM	COURSE CODE	TITLE OF THE PAPER	HOURS/ WK	CREDITS	TOTAL HOURS	CA	SE	TOTAL
I	20SP18/ 1C/ICN	CORE1: INTRODUCTION TO COMMUNICATION	6	4	90	40	60	100
I	20SP18/ 1C/RE1	CORE 2:NEWS REPORTING AND EDITING I	6	4	90	40	60	100
I	20SP18 /1C/IHP	CORE 3:INDIAN SOCIETY, HISTORY AND POLITICS	6	4	90	40	60	100
I	20SP18/ 1C/NPJ	CORE 4:NEWSPAPER JOURNALISM (PRACTICAL )	6	4	90	40	60	100
I	20SP18 /1E1/PJM OR 20SP18/1E1/FWG	ELECTIVE:PHOTO JOURNALISM (PRACTICAL) OR FEATURE WRITING	4	3	60	40	60	100
I	9G18/1S/PEW	SOFTSKILL: PERSONALITY ENRICHMENT FOR WOMEN	2	2	30		50	50
		<b>TOTAL HOURS</b>	<b>30</b>					
		<b>TOTAL CREDITS</b>	<b>21</b>					

## PG Department of Journalism and Communication

---

### SEMESTER-II

SEM	COURSE CODE	T TITLE OF THE PAPER	HOURS/ WK	CREDITS	TOTAL HOURS	CA	SE	TOTAL
II	20SP18/ 2C/MLE	CORE 5 : MEDIA LAWS AND ETHICS	5	4	75	40	60	100
II	20SP18/ 2C/RE2	CORE 6 : NEWS REPORTING AND EDITING II	5	4	75	40	60	100
II	20SP18 /2C/MJM	CORE 7 : MAGAZINE JOURNALISM (PRACTICAL)	5	4	75	40	60	100
II	20SP18/2C/RJM	CORE 8 : RADIO JOURNALISM (PRACTICAL)	5	4	75	40	60	100
II	20SP18/ 2E2/ICC OR 20SP18/2E2/DCN	ELECTIVE 2 : INTERCULTURAL COMMUNICATION OR DEVELOPMENT COMMUNICATION	4	3	60	40	60	100
II	20SP18/2E/SMC	NON MAJOR ELECTIVE 1 : SOCIAL MEDIA COMMUNICATION	4	3	60	40	60	100
II		SOFTSKILL	2	2	30		50	50
		<b>TOTAL HOURS</b>	<b>30</b>					
		<b>TOTAL CREDITS</b>	<b>24</b>					

## PG Department of Journalism and Communication

### SEMESTER-III

SEM	COURSE CODE	TITLE OF THE PAPER	HOURS/ WK	CREDITS	TOTAL HOURS	CA	SE	TOTAL
III	20SP18/3C/CRM	CORE 9 : COMMUNICATION RESEARCH METHODS	5	4	75	40	60	100
III	20SP18/3C/TJM	CORE 10 : TELEVISION JOURNALISM (PRACTICAL)	5	4	75	40	60	100
III	20SP18/3C/AVE	CORE 11 : AUDIO VIDEO EDITING (PRACTICAL)	5	4	75	40	60	100
III	20SP18/3E3/PRS  OR  20SP18/3E3/SJM	ELECTIVE 3 :  PUBLIC RELATIONS (PRACTICAL) /  SPORTS JOURNALISM	4	3	60	40	60	100
III	ELECTIVE- 20SP18/3E4/ADG  OR  20SP18/3E4/EJM	ELECTIVE 4 : ADVERTISING/ ENVIRONMENTAL JOURNALISM	4	3	60	40	60	100
III	20SP18/3E/BJM	NON MAJOR ELECTIVE 2 : BASIC JOURNALISM	4	3	60	40	60	100
III	20SP18/3S/CSS	SOFTSKILLS 3 : CORPORATE SOFT SKILLS	2	2	30		50	50
III	20SP18/3/INP	INTERNSHIP	1	2				
		<b>TOTAL HOURS</b>	<b>30</b>					
		<b>TOTAL CREDITS</b>	<b>25</b>					

## PG Department of Journalism and Communication

---

### SEMESTER-IV

SEM	COURSE CODE	TITLE OF THE PAPER	HOURS/ WK	CREDITS	TOTAL HOURS	CA	SE	TOTAL
IV	20SP18/4C/FMS	CORE 12 : FILM STUDIES  (PRACTICAL)	5	4	75	40	60	100
IV	20SP18/4C/DIS	CORE 13 : DISSERTATION  (PRACTICAL)	7	6	105	-	100	100
IV	20SP18/4C/INT	CORE 14 : INTERNSHIP  (PRACTICAL)	5	6	75	-	100	100
IV	20SP18/4C/PRO	CORE 15 : PROJECT  (PRACTICAL)	7	6	105	-	100	100
IV	20SP18/4E5/OJM  OR  20SP18/4E5/PAC	ELECTIVE 5 :  ONLINE JOURNALISM (PRACTICAL) / PERFORMING ARTS AND COMMUNICATION (PRACTICAL)	4	3	60	40	60	100
IV	20SP18/4S/PSG	SOFT SKILL 4 : PUBLIC SPEAKING	2	2	30		50	50
		<b>TOTAL HOURS</b>	<b>30</b>					
		<b>TOTAL CREDITS</b>	<b>27</b>					

**EVALUATION PATTERN FOR CONTINUOUS ASSESSMENT-PG**

INTERNAL VALUATION BY COURSE TEACHER/S

**CORE/ELECTIVE/PROJECT-THEORY PAPERS**

<b>COMPONENT</b>	<b>TIME</b>	<b>MAX.MARKS</b>	<b>CAMARK</b>
1. TEST I	2 HRS	50 MARKS (TO BE CONVERTED)	10
2. TEST II	2 HRS	50 MARKS (TO BE CONVERTED)	10
3. ASSIGNMENT/SEMINAR/FIELD VISIT			10
4. PARTICIPATORY LEARNING			10
TOTAL			40

**CORE/ELECTIVE-PRACTICAL PAPERS**

<b>COMPONENT</b>	<b>TIME</b>	<b>MAX.MARKS</b>	<b>CAMARK</b>
1. TEST I	2 HRS	50 MARKS (TO BE CONVERTED)	10
2. TEST II	2 HRS	50 MARKS (TO BE CONVERTED)	10
3. ASSIGNMENT/SEMINAR/FIELD VISIT			10
4. PARTICIPATORY LEARNING			10
TOTAL			40

**INTERNSHIP/DISSERTATION/PROJECT – Only End Semester Valuation**

**SOFT SKILL PAPERS - Only End Semester Valuation**

**CA QUESTION PAPER PATTERN-PG**

<b>Knowledge Level</b>	<b>Section</b>	<b>Word Limit</b>	<b>Marks</b>	<b>Total</b>
<b>K 4</b>	<b>A-2/4X5 marks</b>	<b>500</b>	<b>10</b>	<b>50</b>
<b>K4. K 5</b>	<b>B-2/3x20 marks</b>	<b>1200</b>	<b>40</b>	

**RUBRICS FOR CONTINUOUS ASSESSMENT**

<b>Assignment</b>	<b>Content/originality/Presentation/Schematic Representation and Diagram/Bibliography</b>
<b>Seminar</b>	<b>Organisation/Subject Knowledge/Visual Aids/Confidence level/presentation-Communication and Language</b>
<b>Field Visit</b>	<b>Participation/Preparation/Attitude/Leadership</b>
<b>Participation</b>	<b>Answering Questions/Clearing Doubts/Participating in Group Discussions/Regular Attendance</b>
Case Study	Finding the Problem/Analysis/Solution/Justification
Problem Solving	Understanding Concepts/Formula and Variable Identification/Logical Sequence/Answer
Group Discussion	Preparation/Situation Analysis/Relationship Management/Information Exchange/Delivery Skills
Flipped/Blended Learning	Preparation/Information Exchange/ Group interaction/Clearing doubts



**END SEMESTER EVALUATION PATTERN**

**THEORY PAPERS**

**SEMESTER I/II/III/IV**

DOUBLE VALUATION BY COURSE TEACHER AND EXTERNAL EXAMINER

MAXIMUM MARKS: 100 TO BE CONVERTED TO 60

PASSING MARKS: 50

**PRACTICAL PAPERS**

**SEMESTER I/II/III/IV**

DOUBLE VALUATION BY COURSE TEACHER AND EXTERNAL EXAMINER

MAXIMUM MARKS: 100 TO BE CONVERTED TO 60

PASSING MARK: 50

**SOFT SKILLS PAPERS**

**SEMESTER I/II/III/IV**

SINGLE VALUATION BY COURSE TEACHER

MAXIMUM MARKS: 50

PASSING MARKS: 25

**PROJECT PAPER**

SEMESTER: IV

DOUBLE VALUATION BY RESEARCH SUPERVISOR AND EXTERNAL EXAMINER

DISSERTATION: 100

VIVA: 40

PROJECT: 60

MAXIMUM MARKS: 100

PASSING MARKS: 50

**INTERNSHIP**

YEAR - II

SEMESTER – IV

VIVA: 40

PROJECT: 60

MAXIMUM MARKS: 100

PASSING MARKS: 50

**PROJECT (PRACTICAL)**

YEAR - II

SEMESTER – IV

VIVA: 40

PROJECT: 60

MAXIMUM MARKS: 100

PASSING MARKS: 50

**SEMESTER I**

**COURSE PROFILE- JOURNALISM AND COMMUNICATION**

COURSE CODE	TITLE OF THE PAPER	CREDITS	HOURS/WK	TOTAL HOURS	L-T-P	CA	SA	TOTAL
20SP18/ 1C/ICN	CORE 1 : INTRODUCTION TO COMMUNICATION	4	6	90	4-2-0	40	60	100
20SP18/ 1C/RE1	CORE 2 : NEWS REPORTING AND EDITING I	4	6	90	4-2-0	40	60	100
20SP18 /1C/IHP	CORE 3 : INDIAN SOCIETY, HISTORY AND POLITICS	4	6	90	4-2-0	40	60	100
20SP18/ 1C/NPJ	CORE 4 : NEWSPAPER JOURNALISM (PRACTICAL )	4	6	90	0-2-4	40	60	100
20SP18 /1E1/PJM OR 20SP18/1E1/FW G	ELECTIVE 1 : PHOTO JOURNALISM (PRACTICAL) OR FEATURE WRITING	3	4	60	0-2-2	40	60	100
9G18/1S/PEW	SOFTSKILL 1 : PERSONALITY ENRICHMENT FOR WOMEN	2	2	30	1-1-0		50	100
	<b>TOTAL HOURS</b>	30						
	<b>TOTAL CREDITS</b>	21						

**SEMESTER II**

**COURSE PROFILE- JOURNALISM AND COMMUNICATION**

COURSE CODE	TITLE OF THE PAPER	CREDITS	HOUR S/WK	TOTAL HOURS	L-T-P	CA	SA	TOTAL
20SP18/ 2C/MLE	CORE 5 : MEDIA LAWS AND ETHICS	4	5	90	3-3-0	40	60	100
20SP18/ 2C/RE2	CORE 6 : NEWS REPORTING AND EDITING II	4	5	90	3-3-0	40	60	100
20SP18 /2C/MJM	CORE 7 : MAGAZINE JOURNALISM (PRACTICAL)	4	5	90	0-3-3	40	60	100
20SP18/2C/RJM	CORE 8 : RADIO JOURNALISM (PRACTICAL)	4	5	75	3-0-2	40	60	100
20SP18/ 2E2/ICC OR 20SP18/2E2/DCN	ELECTIVE 2 : INTERCULTURAL COMMUNICATION OR DEVELOPMENT COMMUNICATION	3	4	60	3-1-0	40	60	100
20SP18/2E/SMC	NON MAJOR ELECTIVE 1 : SOCIAL MEDIA COMMUNICATION	3	4	60	3-1-0	40	60	100
	SOFTSKILL	2	2	30	2-0-0			50
	<b>TOTAL HOURS</b>	30						
	<b>TOTAL CREDITS</b>	24						

**SEMESTER III**

**COURSE PROFILE- JOURNALISM AND COMMUNICATION**

COURSE CODE	TITLE OF THE PAPER	CREDITS	HOUR S/WK	TOTAL HOURS	L-T-P	CA	SA	TOTAL
20SP18/3C/CRM	CORE 9 : COMMUNICATION RESEARCH METHODS	4	5	75	3-2-0	40	60	100
20SP18/3C/TJM	CORE 10 : TELEVISION JOURNALISM (PRACTICAL)	4	5	75	2-0-3	40	60	100
20SP18/3C/AVE	CORE 11 : AUDIO VIDEO EDITING (PRACTICAL)	4	5	90	0-0-5	40	60	100
20SP18/3E3/PRS OR 20SP18/3E3/SJM	ELECTIVE 3 :  PUBLIC RELATIONS (PRACTICAL) /  SPORTS JOURNALISM	3	5	60	1-1-2  2-2-0	40	60	100
ELECTIVE- 20SP18/3E4/ADG OR 20SP18/3E4/EJM	ELECTIVE 4 : ADVERTISING/ ENVIRONMENTAL JOURNALISM	3	4	60	1-1-2  3-0-1	40	60	100
20SP18/3E/BJM	NON MAJOR ELECTIVE 2 : BASIC JOURNALISM	3	4	60	2-1-1	40	60	100
20SP18/3S/CSS	SOFTSKILLS 3 : CORPORATE SOFT SKILLS	2		30	2-0-0		50	100
20SP18/3/INP	INTERNSHIP	1						
	<b>TOTAL HOURS</b>	30						
	<b>TOTAL CREDITS</b>	24						

**SEMESTER IV**

**COURSE PROFILE- JOURNALISM AND COMMUNICATION**

COURSE CODE	TITLE OF THE PAPER	CREDITS	HOURS/WK	TOTAL HOURS	L-T-P	CA	SA	TOTAL
20SP18/4C/FMS	CORE 12 : FILM STUDIES (PRACTICAL)	4	5	75	3-0-2	40	60	100
20SP18/4C/DIS	CORE 13 : DISSERTATION (PRACTICAL)	6	7	105	-	40	60	100
20SP18/4C/INT	CORE 14 : INTERNSHIP (PRACTICAL)	6	5	200	-	40	60	100
20SP18/4C/PRO	CORE 15 : PROJECT (PRACTICAL)	6	7	105	-	40	60	100
20SP18/4E5/OJM OR 20SP18/4E5/PAC	ELECTIVE 5 : ONLINE JOURNALISM (PRACTICAL) / PERFORMING ARTS AND COMMUNICATION (PRACTICAL)	3	4	60	2-2-0  2-1-1	40	60	100
20SP18/4S/PSG	SOFT SKILL 4 : PUBLIC SPEAKING	2	2	30	2-0-0		50	50
	<b>TOTAL HOURS</b>	30						
	<b>TOTAL CREDITS</b>	27						

**SEMESTER I**

**INTRODUCTION TO COMMUNICATION**

**TOTAL HOURS: 90**

**CREDITS: 4**

**COURSE CODE: 20SP18 /1C/ICN**

**L-T-P: 4-2-0**

**COURSE OBJECTIVES:**

To enable students to

- Analyze the nature, process, functions and barriers of communication
- Recognize and apply communication theories in practice.
- Evaluate the social functions of Mass media.
- Analyze society, culture and media from the cultural studies perspective
- Design and implement communication strategies for social development.

**COURSE OUTLINE:**

**UNIT I**

Communication-Definition –Elements- Human Communication – Nature- Process – Communication and Culture- Mass Communication –Functions of Mass Communication- Barriers of Communication- Types of Communication

**(18 hours)**

**UNIT II**

Role of Communication Theory- Uses and Gratification Theory – Media Dependency Theory - One Step Flow – Two Step Flow- Magic Bullet Theory- Authoritarian Theory- Libertarian- Social Responsibility- Agenda Setting Theory–Reinforcement Theory- Catharsis and Narcosis Theory - Cultivation Theory-Spiral of Silence Theory - Social Learning Theory – Critical Theory

### **UNIT III**

Mass Media- Message- Media and Society- Mass Society Theory- Social Functions of Media- Culture- Social Change and Development – Media Effects- Communication Technology- New Media – Information Processing Theory

**(18 hours)**

### **UNIT IV**

Introduction to Cultural Studies-Stuart Hall-Text Encoding-Decoding-Reception-Theodor Adorno-Culture Industry- Frankfurt School- Max Horkheimer- Critical theory- JurgenHabermas- Ideology- Public Sphere- Antonio Gramsci-Hegemony-ISA-RSA.

**(18 hours)**

### **UNIT V**

Communication for Development – Channels-Challenges-Impact- Modernization Theory- Participatory Approach- Diffusion of Innovations- Trends

**(18 hours)**

### **RECOMMENDED TEXTBOOKS:**

1. Baran, J. Stanley., & Davis, K. Dennis. (2011). *Mass Communication Theory: Foundations, Ferment, and Future*. Stamford:Cengage learning.
2. Baker, Chris. (2011) *Cultural Studies:Theory and Practices*. Sage Publication.
3. Fiske, John. (2010) *Understanding Popular Culture*. Routledge.

### **REFERENCE BOOKS:**

1. Hall, Stuart. (2013) *Representation:Cultural Representations and signifying practices(Culture Media Identities Series)* Sage Publications Ltd Ltd.
2. McQuail, Denis . (2010). *McQuail's Mass Communication Theory*. University of Amsterdam: Sage Publications Ltd Ltd.



3. Tyson, Lois. (2006). *Critical Theory Today: A User-Friendly Guide*. New York: Routledge.
4. Littlejohn, W. Stephen., & Foss, A. Karen . (2008). *Theories of Human Communication*. Belmont: Thomson Wadsworth.
5. Burton, Graeme. (2010). *Media and Society: Critical Perspectives*. New Delhi: Tata McGraw-Hill.

### **JOURNALS:**

1. Communication; ISSN: 03412059, 16134087
2. Journalism and Mass Communication Educator; ISSN: 21614326, 10776958
3. Mass Communication Research, ISSN: 10161007

### **E-LEARNING RESOURCES:**

1. <https://www.mailman.columbia.edu/research/population-health-methods/content-analysis>
2. <https://www.slideshare.net/PranavKumarOjha/advertising-research-13466787>
3. <https://examples.yourdictionary.com/bibliography-examples.html>
4. <https://www.slideshare.net/TatendaChityori/9-development-communication>
5. <https://www.gktoday.in/gk/community-radio-in-india/>

### **COURSE OUTCOMES:**

<b>CO Number</b>	<b>CO STATEMENT</b>
CO 1	To outline the nature, process, functions, types and barriers of communication.
CO 2	To explain about the different communication theories
CO 3	To discuss the societal functions of mass media and its effects, as well as explain the latest technologies and new media.
CO 4	To critique mass media and society using cultural studies approach.
CO 5	To create a plan for social development using communication.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	3	3	1	2	3
<b>CO2</b>	3	3	1	1	2
<b>CO3</b>	2	2	1	3	3
<b>CO4</b>	3	3	1	3	3
<b>CO5</b>	3	3	3	3	3
<b>AVERAGE</b>	<b>2.4</b>	<b>2.0</b>	<b>2.2</b>	<b>2.6</b>	<b>3.0</b>

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos-

Problem Solving-Group Discussion-Role Modelling

Quiz-Seminar-

Peer Learning-

Field Visits-

**SEMESTER I**

**NEWS REPORTING AND EDITING –I**

**TOTAL HOURS: 90**  
**CREDITS: 4**

**COURSE CODE: 20SP18 /1C/RE1**  
**L-T-P: 4-2-0**

**COURSE OBJECTIVES:**

To enable students to

- Explain the Principles and Practices of News Reporting
- Use the techniques of various kinds of Writing
- Acquaint themselves with writing and editing skills
- Relate the approaches, techniques and styles used for different Stories and Features
- Classify newspaper as a recorder of news and events, instrument of social service.

**COURSE OUTLINE:**

**UNIT I**

Definition – Meaning and Scope of Journalism- Types of Journalism - Functions of Journalism – News Values- Types of News - News Gathering Techniques - Types of Sources - Cultivation of News Sources - Credibility — Confidentiality - Types of Beats- Basics of Writing - Structure – Formats.

**(18 hours)**

**UNIT II**

In-depth Story writing - Different Approaches (Eastern and Western) – National & Regional - Urban and Rural - Converting Data to Stories – Generating Data for Story Writing

**(18 hours)**

### UNIT III

Definition-Editor-Role of an Editor-Newsroom Organisation - News Editing – Principles – Gate Keeping –Key Tasks of Sub-Editor - Methods of News Editing (Traditional and Modern)-News Judgment - Clarity-Tone-Sexism- Racism-Stereotyping-Fairness - Wire stories-Cutline

(18 hours)

### UNIT IV

Style-Usage of Style book-Mechanical Mistakes-Accuracy and Precision Issues-Word Editing-Quotations- Attribution – Spelling – Punctuation – Abbreviations- Grammar & Writing-Confused words-Banned words

(18 hours)

### UNIT V

Current affairs topics, topical news stories (Last six months) – Regular media tracking – Discuss with the issues of the day.

(18 hours)

### RECOMMENDED TEXTBOOKS:

1. Krishnaswamy K. V. (2015) *Writing and Editing News*. Orient Blackswan.
2. Harrower, Tim. (2010).*Inside Reporting: A Practical Guide to the Craft of Journalism*. New Delhi: Tata Mc Graw Hill.
3. Houston, Brant. (2009). *The Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques*. Bedford/ St. Martin's.

### REFERENCE BOOKS:

1. Parthasarathy, Rangaswamy. (1984). *Basic Journalism*, Macmillan.
2. Rao, Ursula. (2010). *News As Culture: Journalistic Practices and the Remaking of Indian Leadership Tradition*. Berghahn Books.
3. Wilson, N. Robert. (2010). *Editorials and Editorial Writing*. Nabu Press.
4. Yopp, J. Johnson., and Mc Adams, C. Catherine. (2002). *Reaching Audiences: A guide to Media Writing*. Allyn & Bacon.
5. Knight, M. Robert. (2010). *Journalistic Writing: Building the Skills, Honing the Craft*. Marion Street Press.

**JOURNALS:**

1. Journalism Practice: ISSN: 17512786, 17512794
2. Journal of Media Watch: ISSN: 0976-0911

**E-LEARNING RESOURCES:**

1. <http://www.studylecturenates.com/journalism-mass-communication/journalism-meaning-definition-and-scope-of-journalism>
2. <http://ecoursesonline.iasri.res.in/mod/page/view.php?id=32963>
3. <http://www.nraismc.com/wp-content/uploads/2017/03/105-EDITING-CONCEPT-PROCESS.pdf>
4. <https://vasukibelavadi.wordpress.com/2006/08/06/why-does-a-newspaper-need-a-stylebook/>
5. <https://www.jagranjosh.com/current-affairs/discussion-analysis-1421751044-catlistshow->

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Apply News gathering techniques and cultivation of News Sources
CO 2	Examine the techniques for In-depth story writing
CO 3	Appraise the methods of News Editing
CO 4	Demonstrate Proof reading skills
CO 5	Analyze current affairs topics

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	3	2	2	3	2
<b>CO2</b>	3	2	2	3	3
<b>CO3</b>	3	2	2	3	2
<b>CO4</b>	2	2	1	3	2
<b>CO5</b>	2	3	3	3	2
<b>AVERAGE</b>	<b>2.6</b>	<b>2.2</b>	<b>2</b>	<b>3</b>	<b>2.2</b>

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos-

Problem Solving-Group Discussion-Role Modelling

Quiz-Seminar-

Peer Learning-

Field Visits

**SEMESTER I**

**INDIAN SOCIETY, HISTORY AND POLITICS**

**TOTAL HOURS: 90**  
**CREDITS: 4**

**COURSE CODE: 20SP18/1C/IHP**  
**L-T-P: 4-2-0**

**COURSE OBJECTIVES:**

To enable students to

- Explain the Indian social institutions, class, caste, power using Marxist approach, and the fine arts in India.
- Outline the rise of British power and national movements in India
- Explain the socio-economic conditions, trade policies, politics and impact of cinema in India.
- Discuss the ancient Tamil society based on Tamil literature.
- Describe the Tamil society, politics, and the impact of Christian missionaries on society and culture.

**COURSE OUTLINE:**

**UNIT I**

Indian Social Institutions- Social Class and Caste - Power-Stratification of the Indian Society- Marxist Conception of Class, Class Attitudes and Class Consciousness – Status of Women in Indian Society. Systems of Education and Motivation- Literature- Tamil, South Indian Literature – Hindi and Sanskrit- Fine Arts: Visual Arts- Folk - Painting – Music- Dance- Architectural Development

**(18 hours)**

**UNIT II**

Rise of British Power – European Traders in India 17<sup>th</sup> and 18<sup>th</sup> Centuries- Portuguese, Dutch, French and British Establishments and Expansion of British Dominion in India – British

Relations and Subjugation of the Principal Powers- Bengal, Oudh, Hyderabad, Mysore, Marathas and Sikhs- National Movements - Emerging Justice Party-Draavidian Movement- Women Liberation and Dalit Liberation Movements.

(18 hours)

### UNIT III

Economical Aspects –Agricultural Production – Village Economy- , Urban Centres, and Population – Factories and Technologies- Internal and External Trade Policies of Trade and Commerce - Indian Politics- Civil Society- Mainstream Politics of Democracy Basic of Indian Constitution - Twentieth Century Tamilnadu-Development and Impact of Cinema on Society and Politics

(18 hours)

### UNIT IV

Thinai based Ancient Tamil Society on Landscapes-Family-Two Functions: Social, Psychological and Economic - Sangam Polity from Historical Perspective - Tamil Society during Kalapirars and Pallavas- Chola Period-Social and Cultural life of Tamils- Ethical Literature of Pallavas-Women Degradation.

(18 hours)

### UNIT V

Tamil Siddhars and their Revolutionary Thoughts - Pandyas Upsurge and Fall - Madurai Nayakars –Society and Politics of Tamils – Variety of Tamil Literacy Development Seventeen to Nineteenth Century Society and Politics of Tamilnadu - Ramalinga Vallalar Movement – Impact of Christian Missionaries on Society and Culture

(18 hours)

### RECOMMENDED TEXTBOOKS:

1. Thilagavathy.M. (2015) *Sangam Tamils with special Reference to Pattinapalai*, Chennai MJP Publishers.
2. Beteille, Andre. (2014). *Caste, Class, Power: Society and Politics in India*. New Delhi: Oxford Press.



### REFERENCE BOOKS:

1. Nilakanta Sastri.K.A.( 2014) History of South India, New Delhi: Oxford University Press
2. Bhargava, Rajeev (2015) Politics and Ethics of Indian Constitution, New Delhi: Oxford University Press
3. Chatterjee, Partha 2014 State and Politics in India, New Delhi: Oxford University Press
4. Verma H.C. (2012) Indian Culture and Heritage, New Delhi: Wisdom Publications
5. Rasamanikkanar, M. (2011). Arts and Culture of Tamil Nadu. Saratha Publishers.

### JOURNALS:

1. Information and Communication Society, ISSN: 1369118X.
2. Journal of Media Watch; ISSN: 0976-0911

### E-LEARNING RESOURCES:

1. <https://www.youthkiawaaz.com/2012/03/heres-how-the-status-of-women-has-changed-in-india-since-1950-till-date/>
2. <https://www.manifestias.com/2018/11/13/dravidian-movement/>
3. [https://study.com/directory/category/Agriculture/Agriculture\\_Production.html](https://study.com/directory/category/Agriculture/Agriculture_Production.html)
4. <https://www.thoughtco.com/the-chola-empire-195485>
5. [https://www.tamilnadu.ind.in/tamilnadu\\_history/nayak\\_madurai/nayaks\\_of\\_madurai.php](https://www.tamilnadu.ind.in/tamilnadu_history/nayak_madurai/nayaks_of_madurai.php)

### COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Appraise the Indian Social Institutions, Power stratification, fine arts and status of Women in India
CO 2	Analyze about the European traders in India and rise of national movements.
CO 3	Examine about the Agricultural Production, Trade Policies and Politics and Impact of Cinema in India.
CO 4	Appraise knowledge about the Tamil Society during Kalapirars and Pallavas.

CO 5	Infer about the Tamil Sidhars and Impact of Christian Missionaries on Society
------	---

**MAPPING -COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	2	1	3
CO2	3	3	2	1	3
CO3	2	2	2	3	2
CO4	3	3	3	2	3
CO5	3	2	2	2	2
<b>AVERAGE</b>	<b>2.8</b>	<b>2.4</b>	<b>2.2</b>	<b>1.8</b>	<b>2.6</b>

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar

Peer Learning

**SEMESTER I**

**NEWS PAPER JOURNALISM (PRACTICAL)**

**TOTAL HOURS: 90**

**COURSE CODE: 20SP18 /1C/NPJ**

**CREDITS: 4**

**L-T-P: 0-2-4**

**COURSE OBJECTIVES:**

To enable students to

- Design news stories and features for different beats.
- Apply the principles and implement the strategies in reporting
- Communicate effectively by acquiring writing skills for different formats.
- Effectively research on a topic for an interview.
- Design a tabloid newspaper applying the new knowledge and develop leadership and team coordination skills.

Each student is assigned a Chennai city neighborhood as a beat and spends at least two days a week in that neighborhood. From this beat reporting News and Feature Stories evolve, tied to topics discussed in class. Each week, students work on exercises under deadline conditions. In weekly sessions, instructors lead discussions on journalistic techniques and specific areas of content.

**COURSE OUTLINE:**

**Part I**

1<sup>st</sup> Week Writing four 200 words essays

2<sup>nd</sup> Week Reporting two 500 words News Stories

3<sup>rd</sup> Week Reporting College Events (two 500 words News Stories)

4<sup>th</sup> Week Reporting about neighborhood (one 1000 words News Feature) and (four 500 words News Stories)

5<sup>th</sup> week Writing a tweet based on obituaries, accidents, weather, speeches, meetings, and crime and court coverage

6<sup>th</sup> Week Reporting on Civic Issues (four 500 words News Stories) and (Writing four News Stories).

7<sup>th</sup> Week Writing one News Feature

8<sup>th</sup> Week Writing one Editorial

9<sup>th</sup> Week Writing five Letters to the Editor.

10<sup>th</sup> Week Writing Column

## **Part II**

1<sup>st</sup> Week Writing on leads

2<sup>nd</sup> Week Writing one Personal Essay

3<sup>rd</sup> Week Writing on Social problems

4<sup>th</sup> Week Writing on Food stories

5<sup>th</sup> Week Writing on Travel and Tourism

6<sup>th</sup> Week Writing on Health

7<sup>th</sup> Week Writing on Politics

8<sup>th</sup> Week Writing on Research Interviews

9<sup>th</sup> Week Writing on Art and Culture

10<sup>th</sup> Week Writing on In depth Stories

## **FINAL OUTPUT:**

### **Tabloid/ Newspaper**

Students will be put in different groups and each group will bring out a Tabloid or Newspaper.

## **RECOMMENDED TEXTBOOKS:**

1. Madhok, Madhuri (2015) *News and Social Media*, India: New century Publications
2. Spark, David and Harris, Geoffrey (2012) *Practical Newspaper Reporting*, India: Sage Publication

**REFERENCE BOOKS:**

1. Rich, Carole(2010) *News Writing And Reporting*, India: Cengage Learning
2. Kumar Singh, Nagendra (2014) *Newspaper Journalism*, India: Abhijeet Publications
3. Pape, Susan and Featherstone, Sue (2005) *Newspaper Journalism A practical Introduction*, India: Sage Publication
4. Jacquette, Dale (2007) *Journalistic Ethics Moral Responsibility in the Media*, India: Pearson Education and Dorling Kindersley
5. Choudhury, Anirudh (2013) *Newspaper Management*, India: Wisdom Press

**JOURNALS:**

1. Journalism Practice; ISSN:17512786, 17512794
2. Journal of *Media Watch*; ISSN: 0976-0911

**E-LEARNING RESOURCES:**

1. <http://www.studylecturenotes.com/journalism-mass-communication/journalism-meaning-definition-and-scope-of-journalism>
2. <http://ecoursesonline.iasri.res.in/mod/page/view.php?id=32963>
3. <http://www.nraismc.com/wp-content/uploads/2017/03/105-EDITING-CONCEPT-PROCESS.pdf>
4. <https://vasukibelavadi.wordpress.com/2006/08/06/why-does-a-newspaper-need-a-stylebook/>
5. <https://www.jagranjosh.com/current-affairs/discussion-analysis-1421751044-catlistshow->

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	To create news stories and features for different beats.
CO 2	To explain the nature and structure of news stories
CO 3	To demonstrate news stories writing skills on neighborhood.
CO 4	To discuss about journalistic techniques based on assigned beat.
CO 5	To plan and bring out a tabloid newspaper.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	2	3	2	2	3
<b>CO2</b>	3	2	1	1	1
<b>CO3</b>	3	3	3	2	1
<b>CO4</b>	3	3	2	2	3
<b>CO5</b>	3	3	2	3	3
<b>AVERAGE</b>	<b>2.4</b>	<b>1.6</b>	<b>2.4</b>	<b>2.6</b>	<b>2.8</b>

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos-

Problem Solving-Group Discussion-Role Modelling

Quiz-Seminar-

Peer Learning-

Field Visits-

**SEMESTER I**

**PHOTO JOURNALISM (PRACTICAL)**

**TOTAL HOURS: 60**

**CREDITS: 3**

**COURSE CODE: 20SP18/1E1/PJM**

**L-T-P: 0-2-2**

**COURSE OBJECTIVES:**

To enable students to

- Outline the basics and ethics of Photography
- Classify different genres of photography
- Construct stories with photos.
- Find the essential elements of good visual storytelling
- Compose the techniques for developing and structuring professional caliber

**COURSE OUTLINE:**

**UNIT I**

Camera Basics - What's in a Pro Camera Bag – File Formats – Tips for Success in Photography – Copyright and Fair Use of Photographs – Photojournalism Ethics

**(12 hours)**

**UNIT II**

Shooting the Environmental Portrait – Shooting the Self-Portrait – Photographing Objects, Places and Events – Working with Reporters – Finding Stories – Navigating Access – Identifying Photo Essay Projects – Crowd-Sourced Photography

**(12 hours)**

**UNIT III**

Editing your Own Work – Post-Production Tools – Editing Stories for Publication – Talk about Web – Based Photo Platforms

**(12 hours)**

#### UNIT IV

Writing for Photographs – Professional Style and Personal Vision – Ideas and Contact for Essay/Series Due – Importance of Captioning – The Photo Portfolio

(12 hours)

#### UNIT V

Photo Techniques – Specialised Lighting Equipment, Tethering and other Studio Techniques – Photo in Interactive Graphics, Maps, Polls and Text – What Editors are looking for – Selling Your Work – Agencies, Photoshelter and Others

(12 hours)

#### RECOMMENDED TEXTBOOKS:

1. Pearsail, Stacy. (2012). *Shooter: Combat from Behind the Camera*. Lyons Press.
2. R.Peres, Michael. (ed.) (2007). *The Focal Encyclopedia of Photography*. Focal Press.
3. Steel, Andy. (2006). *The World's Top Photographers Photojournalism: And the Stories Behind Their Greatest Images*. Rotovision.
4. Duff Hilary.(2010) *.Elixir*
5. Kobre Kenneth (2012) *Photojournalism:The Professionals Approach*

#### REFERENCE BOOKS:

1. N.N.Sarkar 2013 *Art and Print Production* New Delhi Oxford University Press
2. Janah ,Sunil 2013 *Photographing India* New Delhi Oxford University Press
3. Pinney, Christopher 2011 *Photography and Anthropology* New Delhi Oxford University Press
4. Freman, John and Luck, Steve 2015 *The Illustrated Practical Guide To Digital And Classic Photography* London Annes Publishing Ltd.
5. Kumar, Deepak 2017 *Photo and Print journalism* New Delhi Pearl Books
6. Evans, Duncan. (2009). *Portraits*. Ava.
7. Kobre, Kenneth. (2008). *Photojournalism: The Professionals' Approach*. Focal Press.
8. Langford, Michael., & Bilissi, Efthimia. (2008). *Langford's Advanced Photography*. Focal Press.
9. Langford, Michael., Fox, Anna., & Smith, Richard Sawdon. (2007). *Langford's Basic Photography*. Focal Press.
10. Loengard, John. (1998). *Life Photographers: What They Saw*. Bulfinch Press.



**JOURNALS:**

1. Photographies: ISSN: 17540763.
2. Journal of Advanced Research in Journalism & Mass Communication; ISSN: 2395-3810

**E-LEARNING RESOURCES:**

1. <https://enviragallery.com/9-best-tips-to-become-a-successful-freelance-photographer/>
2. <https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.poynter.org/reporting-editing/2010/10-ways-to-find-stories-other-journalists-are-missing/&ved=2ahUKEwjLhNToi6rkAhUkmI8KHbHnCUQQFjABegQIDxAI&usg=AOvVaw374zRM9ebbYylFdA -Vlou>
3. <https://www.google.com/url?sa=t&source=web&rct=j&url=https://blog.hightail.com/five-essential-post-production-tools-filmmakers/&ved=2ahUKEwjtnrOziarkAhV6lbcAHZ1GCbMQFjABegQIDxAH&usg=AOvVaw1zBcJk8EYWAWG4jY3jEVQv&cshid=1567150210421>
4. <https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.photoblog.com/learn/never-publish-without-captions-photos/&ved=2ahUKEwiPuYC3iqrkAhVu6XMBHX-4COwQFjABegQIDRAG&usg=AOvVaw3VsM8QIJ3Ug8PfyijnQPv0&cshid=1567150519370>
5. <https://www.google.com/url?sa=t&source=web&rct=j&url=https://contrastly.com/amazing-photography-techniques/amp/&ved=2ahUKEwjcz7itjKrkAhX-7XMBHUMiAOQQFjABegQIBBAB&usg=AOvVaw0LPW5SIZjoh9RDNGH8KXYH&ampcf=1>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Infer the basic and ethics of photography
CO 2	Identify different genres
CO 3	Develop photo story
CO 4	Discover techniques of visual story telling
CO 5	Formulate professional techniques to match the industry standard

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	2	1	3	3	2
<b>CO2</b>	2	1	3	2	2
<b>CO3</b>	2	2	3	3	3
<b>CO4</b>	3	2	2	3	2
<b>CO5</b>	3	1	3	3	3
<b>AVERAGE</b>	2.4	1.4	2.8	2.8	2.4

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Quiz/Seminar

Peer Learning

Field Visits

**SEMESTER I**  
**FEATURE WRITING**

**TOTAL HOURS: 60**  
**CREDITS: 3**

**COURSE CODE:20SP18/1E1/FWG**  
**L-T-P: 0-2-2**

**COURSE OBJECTIVES:**

To enable students to

- Explain the writing process for narrative writing
- Describe the types of Feature Writing techniques.
- Classify news reports and stories for various medium
- Explain the anatomy of a news writing techniques for various medium.
- Discuss interview techniques and ethical considerations.

**COURSE OUTLINE:**

**UNIT I**

Story Organization -Writing Process-Story Structure-Forms-Story telling-Structure-Narrative Writing-Descriptive -Process Analysis-Cause-Effect-Planning-Argumentation

**(12 hours)**

**UNIT II**

Feature Writing-Types-Techniques- Curiosity-Dealing with a Topic-Content-Tone-Readability-The Process Approach-The Basic Structure of Extended Expository Writing

**(12 hours)**

**UNIT III**

News reports Vs Stories- -Convergent Media Writing-Print vs Broadcast and Online Stories-Blogs-Podcasts Research Data-Attribution

**(12 hours)**

#### **UNIT IV**

Anatomy of a News Story: Broadcast-Print-Web-Broadcast News Writing-Online Journalism- Medium Versus Message

(12 hours)

#### **UNIT V**

Organizing Stories-Leads-Interviews- Eminent Feature Writers-Legal –Ethical considerations

(12 hours)

#### **RECOMMENDED TEXTBOOKS:**

1. Knight, M. Robert. (2010). *Journalistic Writing: Building the Skills, Honing the Craft*. MarionStreet Press.
2. Wilson, N. Robert. (2010). *Editorials and Editorial Writing*. Nabu Press.

#### **REFERENCE BOOKS:**

1. Rich Carole (2010) *News Writing and Reporting*. Cengage Learning
2. Kamath. M. V( 2009) *The Journalists Handbook*, Vikas Publishing House Pvt. Ltd., New Delhi,
3. Rowe,Dan (2016) *Feature writing for journalism and media students*. Oxford.
4. Whitaker, Charles F. and Benson Christopher (2014) *Magazine Writing*, Abe Books.
5. Pant N.C (2012) *Journalism and Mass Communication*; New Delhi,Variety Publishers.

#### **JOURNALS:**

1. Written Communication; ISSN: 0741088
2. Journal of Advanced Research in Journalism & Mass Communication; ISSN: 2395-3810

**E-LEARNING RESOURCES:**

1. [https://www.ourcommunity.com.au/marketing/marketing\\_article.jsp?articleId=1607](https://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1607)
2. <https://www.weareteachers.com/what-is-narrative-writing/>
3. <https://www.media-studies.ca/articles/feature.htm>
4. <https://wcj2.wordpress.com/2012/04/21/broadcast-news-vs-print-news-emphasizing-the-differences/amp/>
5. <https://www.stevpavlina.com/blog/2005/08/the-medium-vs-the-message/>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Apply the techniques of story organisation, narrative writing and argumentation
CO 2	Illustrate different types of Feature Writing techniques
CO 3	Compare News Reports & Stories for various medium
CO 4	Apply anatomy of a news story and the news writing techniques for various media.
CO 5	Analyze interview techniques and legal considerations

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	2	2	2	2
CO2	2	2	1	3	2
CO3	2	3	1	3	2
CO4	2	3	2	3	2
CO5	2	3	2	3	1
<b>AVERAGE</b>	<b>1.8</b>	<b>2.6</b>	<b>1.6</b>	<b>2.8</b>	<b>1.8</b>

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY  
CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar

Peer Learning

Field Visits

**SEMESTER II**

**MEDIA LAWS AND ETHICS**

**TOTAL HOURS: 75**

**COURSE CODE: 20SP18 /2C/MLE**

**CREDITS: 4**

**L-T-P: 3-2-0**

**COURSE OBJECTIVES:**

**To enable students to**

- Recognize the evolution of Indian media
- Practice journalism based on legal and ethical principles
- Recognize the ethical problems and privacy issues in mass media and make informed judgments
- Evaluate the media ownership and private treaties patterns in India
- Analyze the role of press council of India and its work within its guidelines

**COURSE OUTLINE:**

**UNIT I**

History of Indian Media - The early Newspapers - the Implications of Industrial Revolution on early Waves of Journalism - Arrival of Mass circulated Newspapers -Penny Press -the Birth of Photography –Phonogram- Wireless Telephony/Radio -Films and Television -the Birth of Journalism in India - the impact of Emergency on the Development of Indian Media during 1980s-2000.

**(15 hours)**

**UNIT II**

Introduction to Media Laws – Classification of Laws – Copyright Act and Intellectual Property Rights – Press Laws - RTI – Cyber Laws and Ethics: Development of interest; Social networking sites, Types of Cybercrimes, Issues of privacy on net, Hacking and ethical hacking

**(15 hours)**

### **UNIT III**

Media's Ethical Problems including Privacy - Right to Reply - Sting Operations – Guarding against Communal Writing and Sensational and Yellow Journalism –Freebies –Bias – Coloured Reports – Paid News - Media Controversies – Indian Constitutional Provisions and Laws – Civil and Criminal Proceedings– Social Responsibility of the Journalists – News for Development – Defamation - Hate Speech – Libel - Slander.

**(15 hours)**

### **UNIT IV**

Ethical Issues Related to Ownership of Media and National -Transnational Monopoly-Private Treaties between Media and Corporate Houses

**(15 hours)**

### **UNIT V**

Role of Press Council of India and its Broad Guidelines for the Press – Scourge of Paid News – Codes Suggested for the Press by Press Council and Other National and International Organizations – Accountability and Independence of Media – Working Paper on any Ethical Legal Issue Involving Media

**(15 hours)**

### **RECOMMENDED TEXTBOOKS:**

1. Cheney, George. (2010). Handbook of Communication Ethics. Routledge.
2. Neelamalar,M. (2010). Media Law and Ethics. Prentice Hall India.

### **REFERENCE BOOKS:**

1. Kimbrough, D. Oller. &Griebel, Ulrike .(2004). Evolution of Communication Systems : A Comparative Approach. MIT Press.
2. Ong, J. Walter. (2002). Orality and Literacy: The Technologizing of the Word, Routledge.
3. Jacquette, Dale (2007) Journalistic Ethics Moral Responsibility in the Media, India: Pearson Education and Dorling Kindersley
4. Hallin, D. C., & Mancini, P. (2012). Comparing Media Systems Beyond the Western World. Cambridge University Press.



5. Arnett, Ronald .(2008). Communication Ethics Literacy: Dialogues and Difference. Sage Publishers.

### **JOURNALS:**

1. Journal of *Media Watch*; ISSN: 0976-0911
2. Journalism Practice, ISSN: 17512786, 17512794

### **E-LEARNING RESOURCES:**

1. [https://old.o94.at/wp-content/uploads/Introduction-to-Media-Law\\_EN1.pdf](https://old.o94.at/wp-content/uploads/Introduction-to-Media-Law_EN1.pdf)
2. [http://content.inflibnet.ac.in/data-server/eacharya-documents/548158e2e41301125fd790cf\\_INFIEP\\_72/65/ET/72-65-ET-V1-S1\\_jmc-28-lec.pdf](http://content.inflibnet.ac.in/data-server/eacharya-documents/548158e2e41301125fd790cf_INFIEP_72/65/ET/72-65-ET-V1-S1_jmc-28-lec.pdf)
3. <http://www.nraismc.com/wp-content/uploads/2017/03/205-PRESS-LAW-MEDIA-ETHICS-backup.pdf>
4. <http://www.nraismc.com/wp-content/uploads/2017/03/106-MEDIA-LAWS.pdf>
5. <http://www.legalserviceindia.com/articles/media.htm>

### **COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	To outline the evolution of Indian media
CO 2	To explain the media laws, copyright and intellectual rights.
CO 3	To discuss the ethical problems and privacy issues in mass media.
CO 4	To analyze the media ownership and private treaties patterns in India.
CO 5	To discuss the role of press council of India and its guidelines.

### **MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	1	2	3
CO2	3	3	1	2	2

## PG Department of Journalism and Communication

---

<b>CO3</b>	2	3	1	3	3
<b>CO4</b>	3	3	1	3	3
<b>CO5</b>	3	3	2	3	3
<b>AVERAGE</b>	<b>2.4</b>	<b>2.2</b>	<b>2.4</b>	<b>2.6</b>	<b>2.8</b>

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

### **TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos-

Problem Solving-Group Discussion-Role Modelling

Quiz-Seminar-

Peer Learning-

Field Visits-

**SEMESTER II**

**NEWS REPORTING AND EDITING II**

**TOTAL HOURS: 75**  
**CREDITS: 4**

**COURSE CODE: 20SP18 /2C/RE2**  
**L-T-P: 3-2-0**

**COURSE OBJECTIVES:**

To enable students to

- Identify different beats for specialised reporting
- Relate pictorial representation of news in different medium
- Evaluate approaches, techniques and styles used for different Stories and Features
- Demonstrate their ability to raise Issues and critically evaluate how News is edited
- Discuss various current affairs topics by regular media tracking.

**COURSE OUTLINE:**

**UNIT I**

Exclusive Reporting – Parliament and Legislative – Business and Finance - Budget – Stock Exchange – Sports – Health – Film – Art – Culture – Celebrity Interview

**(15 hours)**

**UNIT II**

Photo Features – Cartoons – Op-ed – Social Media – Blogging – Online Journalism – Ethical Challenges in News Reporting – Codes of Ethics - Limitations

**(15 hours)**

**UNIT III**

Copy Editing – Principles, Types, Strategies & Symbols–Proof Reading Symbols – Rules of Usage – Rewriting Techniques –Types of Editorial –Rewriting News Stories – Re Editing News Stories – Identifying mistakes - Proof Reading

**(15hour)**

#### **UNIT IV**

Cutting Stories-Combining Stories-Transitions-Trimming-Headlines– Coining Headlines for News Stories- Rules-Caption Writing- Thinking Visually-Layouts-Principles-Story- Design Elements - Editing Techniques – Use of Software – Document Preparation

**(15 hours)**

#### **UNIT V**

Current affairs topics, topical news stories (Last six months) – Regular media tracking – Discuss with the issues of the day – Exercises for News Editing

**(15 hours)**

#### **RECOMMENDED TEXTBOOKS:**

1. Krishnaswamy K. V. (2015) *Writing and Editing News*. Orient Blackswan.
2. Harcup, Tony. (2009). *Journalism:Principles and Practice*. Sage Publications Ltd.

#### **REFERENCE BOOKS:**

1. Rowe,Dan (2016) ,*Feature writing for journalism and media student*, Oxford.
2. Whitaker, Charles F. and Benson Christopher (2014) *Magazine Writing*, Abe Books.
3. Houston, Brant. (2009). *The Investigative Reporter's Handbook: A Guide to Documents, Databases and Techniques*. St.Martin's.
4. Kumar, Rajesh. (2011). *Citizen and Community Journalism* .New Delhi: Sumit Enterprises
5. Rastogi, R.D. (2013). *Printing Techniques and Print Media* .New Delhi: Advance Learners Press.

#### **JOURNALS:**

1. Journalism Studies; ISSN:1461670X,14699699
2. Journal of Advanced Research in Journalism & Mass Communication;  
ISSN: 2395-3810

**E-LEARNING RESOURCES:**

1. <https://www.thoughtco.com/culture-definition-4135409>
2. <https://www.quora.com/What-is-online-journalism>
3. [https://www.scribendi.com/advice/what\\_is\\_copy\\_editing.en.html](https://www.scribendi.com/advice/what_is_copy_editing.en.html)
4. <https://www.slideshare.net/mobile/no1jenn/news-editing-101>
5. <https://www.jagranjosh.com/current-affairs/discussion-analysis-1421751044-catlistshow->

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Apply the Principles and practices of News Reporting in various fields like Sports, Health, Business and Finance etc
CO 2	Analyze ethical challenges in news reporting
CO 3	Appraise rewriting techniques and types of editorial.
CO 4	Examine layouts, design elements and editing techniques
CO 5	Analyze current affairs topics.

**MAPPING -COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	2	2	2
CO2	2	2	3	1	3
CO3	2	1	2	3	3
CO4	1	1	2	3	3
CO5	2	2	2	3	3
<b>AVERAGE</b>	<b>2</b>	<b>1.6</b>	<b>2.2</b>	<b>2.4</b>	<b>2.8</b>

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY  
CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar

Peer Learning

Field Visits

**SEMESTER II**

**MAGAZINE JOURNALISM (PRACTICAL)**

**TOTAL HOURS: 75**

**CREDITS: 4**

**COURSE CODE: 20SP18/2C/MJM**

**L-T-P: 0-2-3**

**COURSE OBJECTIVES:**

To enable students to

- Explain the structure and layout of magazine
- Report on different genres specialized for magazine.
- Plan the process of in-depth story writing
- Develop their computing skills towards layout designing
- Integrate ideas to bring a group magazine

**COURSE OUTLINE:**

1<sup>st</sup> Week Writing on Art and Culture

2<sup>nd</sup> Week Writing a News Story based on speeches of politicians

3<sup>rd</sup> Week Writing 500 word Story using data from commercial databases and the Internet

4<sup>th</sup> Week Generating Database to write one 500 Story

5<sup>th</sup> Week Writing 600 words Chennai-based in-depth Story

6<sup>th</sup> Week Interviewing a person (From different strata of Society – Maids, beggars, homeless

7<sup>th</sup> Week gypsies, child labourers etc) and writing an interview based Feature

8<sup>th</sup> Week Shooting Photo Features of Events happening in College

9<sup>th</sup> Week Drawing caricatures, Cartoons

10<sup>th</sup> Week Drawing up a Magazine template

11<sup>th</sup> Week Writing a 900 word Story on developmental Issues

12<sup>th</sup> Week Writing an Editorial on Current Events in College

13<sup>th</sup> Week Writing a College -based Diary

### **FINAL OUTPUT: Magazine**

Students will be put in different groups and each group will bring out a Magazine

### **RECOMMENDED TEXTBOOKS:**

1. Homes Tim and Nice Liz (2012), *Magazine Journalism, Journalism studies: Key texts*. Sage Publication
2. Marshall McLuhan (2016). *Understanding Media*, New York, Atlantic Publication

### **REFERENCE BOOKS:**

1. Arco (2002). *How to write articles for newspaper and magazines*. Thomson
2. McLuhan Marshall (2016). *Understanding Media*, New York, Atlantic Publication
3. Sumner E David (2013), *Feature and Magazine writing Action, Angle and Anecdotes*, UK, Blackwell publishing Ltd.
4. Navasky Victor and Cornog Evan (2012), *The Art of Making Magazines: On Being an Editor and Other Views from the Industry (Columbia Journalism Review Books)*, New York, Columbia University Press
5. Ruberg Michelle (2005), *Writer's Digest Handbook of Magazine Article Writing*, New York, Library of Congress Cataloging-in-Publication Data

### **JOURNALS:**

1. Written Communication, ISSN: 07410833
2. Journalism Practice, ISSN: 17512786,17512794

### **E-LEARNING RESOURCES:**

1. <https://www.geneseo.edu/~bennett/EdWrite.htm>
2. <https://www.media-studies.ca/articles/feature.htm>
3. <https://www.thebalancesmb.com/how-to-write-a-profile-or-interview-based-article-1360733>
4. <https://hobbylark.com/writing/How-To-Write-An-In-Depth-And-Descriptive-Short-Story>
5. <http://jayce-o.blogspot.com/2014/01/8-common-layouts-in-magazine-design.html>



**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Illustrating creative ideas for magazine layout
CO 2	Discover they way of storytelling for various genres
CO 3	Create features on various genres
CO 4	Composing layout design
CO 5	Design a magazine with their own features/articles

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	1	1	3	2
CO2	3	2	2	3	3
CO3	2	3	2	2	2
CO4	2	2	1	2	2
CO5	3	2	2	2	2
<b>AVERAGE</b>	2.4	2	1.6	2.4	2.4

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Group Discussion - Role Modelling

Peer Learning

Field Visits

Interview

**SEMESTER II**

**RADIO JOURNALISM (PRACTICAL)**

**TOTAL HOURS: 75**

**COURSE CODE: 20SP18/2C/RJM**

**CREDITS: 4**

**L-T-P: 1- 1- 3**

**COURSE OBJECTIVES:**

To enable students to

- Recall the development of Radio and Broadcast journalism in India.
- Analyze skills and techniques required for producing news.
- List the characteristics of radio and TV news.
- Illustrate the various styles of radio news bulletin.
- State the ethics and laws of radio journalism.

**COURSE OUTLINE:**

**UNIT I**

Understanding Radio and Broadcast Journalism – History of Radio Journalism –Target Audience – Types of News – Qualities of a Radio Journalist – Newsroom Structure – Radio Formats

**(15 hours)**

**UNIT II**

News Gathering –News Sources – News Writing –Telling the Story – Building the Story – Writing Cues – Contextual Cues –News Assembly – News Reading.

**(20 hours)**

**UNIT III**

News Reporting –Radio Reporter – On Location – Newscasts – Talk Shows – News Production Techniques and Public Affairs.

**(15 hours)**

#### **UNIT IV**

News Bulletins – Styles – Production – Essentials – Day part.

(15 hours)

#### **UNIT V**

Laws and Regulations – Ethics and Responsibilities – Contemporary Practices in Radio Journalism.

(10 hours)

#### **RECOMMENDED TEXTBOOKS:**

1. Boyd, Andrew(2001). *Broadcast Journalism: Techniques of Radio and Television News*. Boston: Focal Press.
2. Chantler, Paul. & Stewart, Peter (2009). *Essential Radio Journalism: How to Produce and Present Radio News*. London: A & C Black.

#### **REFERENCE BOOKS:**

1. Crook, Tim (1997). *International Radio Journalism*. London : Routledge
2. Geller, Valerie (2011). Beyond Powerful Radio: A communicator's guide to the internet Age: News, Talk, Information & Personality for Broadcasting, Podcasting, Internet, Radio. Boston: Elsevier/Focal Press.
3. Hilliard, Robert (2000).*Writing for Television, Radio, and New Media*. Belmont, CA : Wadsworth Thomson Learning.
4. Keith , C. Michael (2007).*The Radio Station: Broadcast, Satellite and Internet*. Boston Elsevier/Focal Press.
5. Raiteri, Charles (2006).*Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports*. Lanham, Md.: Rowman & Littlefield Publishers.
6. Starkey, Guy., & Crisell, Andrew.(2009).*Radio Journalism*. London: SAGE.
7. Wulfemeyer, K. Tim.(2009).*Beginning Radio and TV Newswriting: A Self-Instructional Learning Experience*. Malden, MA : Wiley-Blackwell.

#### **JOURNALS:**

1. Radio Journal, ISSN: 14767504,20401388
2. Media Watch, ISSN: 22498818

#### **E- LEARNING RESOURCES:**

1. <https://www.slideshare.net/meganhughes7906/types-of-radio-news>
2. <http://www.tpub.com/journalist/56.htm>
3. <https://radio.co/blog/7-tips-present-great-radio>
4. <https://www.slideshare.net/mannjott/ethics-of-broadcasting>

5. <https://www.kullabs.com/classes/subjects/units/lessons/notes/note-detail/7257>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Examine the history of radio journalism and interpret the qualities of Radio journalist and the target audiences
CO 2	Label the cues for news assembly and news reading
CO 3	Illustrate radio news on location
CO 4	Assess the essentials of day part
CO 5	Apply and develop the trends in radio journalism

**MAPPING - COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	3	2	3	2
CO2	3	3	1	3	2
CO3	3	3	3	3	2
CO4	1	2	1	3	1
CO5	3	3	1	3	3
<b>AVERAGE</b>	<b>2.2</b>	<b>2.8</b>	<b>1.6</b>	<b>3</b>	<b>2</b>

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group

Discussion-Role Modeling

Quiz-Seminar-

Peer Learning

Field Visits

**SEMESTER II**

**INTERCULTURAL COMMUNICATION**

**TOTAL HOURS: 60**

**COURSE CODE: 20SP18 /2E2/ICC**

**CREDITS: 3**

**L-T-P: 3-1-0**

**COURSE OBJECTIVES:**

To enable students to

- Recognize the importance of intercultural communication.
- Analyze the relationship between communication, culture and power.
- Recognize the relationship between society, identities, culture and communication
- Analyze the relationships between language, identity and communication.
- Recognize society, politics, language and policies among cultures.

**COURSE OUTLINE:**

**UNIT I**

Why study Intercultural Communication? – The Technological Imperative – The Demographic Imperative – The Economic Imperative – The Peace Imperative – The Self Awareness Imperative- The Ethical Imperative

**(12 hours)**

**UNIT II**

Culture, Communication, Context and Power – The Relationship between Culture and Communication – The Relationship between Communication and Context – The Relationship between Communication and Power

**(12 hours)**

**UNIT III**

Identity and Intercultural Communication – Social and Cultural Identities – Identity, Stereotypes and Prejudice – Identity and Language – Identity and Communication

**(12 hours)**

#### **UNIT IV**

Language and Intercultural Communication – Cultural variations in Language – Discourse:  
Language and Power – Moving between Languages – Language and Identity - Language -  
Politics and Policies – Language and Globalization

**(12 hours)**

#### **UNIT V**

Nonverbal Codes and Cultural Space – Understanding Intercultural Transitions – Culture  
Communication, and Intercultural Relationships – Culture, Communication, and Conflict –  
The international approach to Conflict – Interpretive and Critical approaches to Social  
Conflict

**(12 hours)**

#### **RECOMMENDED TEXTBOOKS:**

1. *Martin, N. Judith & Nakayama, K.Thomas. (2004). Intercultural Communication in Contexts*, New York: McGraw-Hill.
2. Fred Edmund Jandt, (2010). *An Introduction to Intercultural Communication: Identities in a Global Community* SAGE, 2010 ISBN 1412970105, 9781412970105

#### **REFERENCE BOOKS:**

1. Wiseman, R.L. (2002). Intercultural Communication Competence. In Gudykunst W.B & B. Mody (Eds.), *Handbook of International and Intercultural Communication*. Sage Publications Ltd Limited.
2. Ghosh, Anindita (2006) *Power In Print Popular Publishing And The Politics Of Language And Culture In A Colonial Society*, India: Oxford University Press
3. Verma H. C. (2012) *Indian Culture and Heritage*, India: Wisdom Publications
4. Gigi Durham Meenakshi and Kellner M. Douglas (2012) *Media And Cultural Studies*, India: Wiley Blackwell
5. KuryloAnastacia (2013) *Inter/Cultural Communication*, United States of America: Sage Publication

## JOURNALS

1. Communication Studies, ISSN: 17451035, 10510974
2. Journal of Advanced Research in Journalism & Mass Communication; ISSN: 2395-3810

## E-LEARNING RESOURCES:

1. [https://www.researchgate.net/publication/310459788\\_intercultural\\_communication](https://www.researchgate.net/publication/310459788_intercultural_communication)
2. <https://www.press.umich.edu/pdf/9780472033577-ch1.pdf>
3. <https://pdfs.semanticscholar.org/a170/0667bc41622d051aa5d6538423e04bd517cf.pdf>
4. [http://164.100.133.129:81/econtent/Uploads/Intercultural\\_Communication.pdf](http://164.100.133.129:81/econtent/Uploads/Intercultural_Communication.pdf)
5. <https://moniviestin.jyu.fi/ohjelmat/hum/viesti/en/ics/2>

## COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	To explain the need to study intercultural communication.
CO 2	To outline the relations between communication, culture and power.
CO 3	To discuss the relationship between society, identities, culture and communication
CO 4	To analyze the relationships between language, identity and communication..
CO 5	To critique society, politics, language and policies among cultures.



**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	1	2	2
CO2	3	2	1	2	3
CO3	3	2	1	3	3
CO4	3	2	1	2	3
CO5	3	3	3	3	3
<b>AVERAGE</b>	<b>2.2</b>	<b>2.2</b>	<b>2.4</b>	<b>2.2</b>	<b>3</b>

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos-

Problem Solving-Group Discussion-Role Modelling

Quiz-Seminar-

Peer Learning-

Field Visits-

**SEMESTER II**  
**DEVELOPMENT COMMUNICATION**

**TOTAL HOURS: 60**  
**CREDITS: 3**

**COURSE CODE: 20SP18/2E2/DCN**  
**L-T-P: 3-1- 0**

**COURSE OBJECTIVES:**

To enable students to

- Recall the various models of communication.
- Identify the concept of third world and its issues.
- Examine the issues in agriculture and rural sector.
- Ascertain the dominant paradigm of development.
- Evaluate how communication can help in bringing in social change, modernization and development.

**COURSE OUTLINE:**

**UNIT I**

Introduction to Communication – Models of Communication – Lass Well – Osgood and Schramm – Gerbner – Shanon and Weaver and David Berlo

**(12 hours)**

**UNIT II**

Development Communication – Third World – Empowerment in the Third World – Development Issues – Development Indicators – Concept and Theories of Development Communication – Diffusion of Innovation

**(12 hours)**

**UNIT III**

Agricultural Communication and Rural Development – The Genesis of Agricultural Extension – Approach in Agricultural Communication – Support to Agriculture – Community Radio

**(12 hours)**

#### **UNIT IV**

Dominant Paradigm of Development – Characteristics of Developing Societies – Gap between Developed and Developing Societies – Religious , Gender and Environmental Biases in the Discourse of the Dominant Paradig

(12 hour)

#### **UNIT V**

Modernization as an Economic Model – Mass Media and Modernization Approach – Modernization as Individual Change – ICT for Sustainable Development.

(12 hours)

#### **RECOMMENDED TEXTBOOKS:**

1. Y.K.Reddy (2014), *Understanding Development Communication*, New Delhi, Astha Publishers.
2. Melkote,Srinivas Raj and Steeves H.Leslei (2015), *Communication for development*, New Delhi, Sage Publications.

#### **REFERENCE BOOKS:**

1. Prato, De Giuditta. (2013). *Asia in the Global ICT Innovation Network, Dancing with Tiger*. Chandos Publishing.
2. Schramm, Wilbur. (1964). *Mass Media and National Development*, Stanford UP: Stanford.
3. Sondhi, Krishan. (1983). *Communication, Growth and Public Policy Breakthrough*, New Delhi.
4. Hoogvelt, Ankie. (1982). *The Third World in Global Development*, London Macmillan.
5. Melkote, Srinivas. (1991). *Communication for Development in the Third World - Theory and Practice*, New Delhi Sage publications.
6. Fernandes, Walter. (1988). *Development with people*, Indian Social Institute. New Delhi.
7. Hornik, Robert. (1988). *Development Communication: Information Agriculture and Nutrition in Third World*. London/ NY, Longman.

**JOURNALS:**

1. Communication Studies, ISSN: 17451035, 10510974
2. African Journal of Economic and Sustainable Development; ISSN : 20464770

**E- LEARNING RESOURCES:**

1. <https://courses.lumenlearning.com/introductiontocommunication/chapter/defining-communication/>
2. <https://www.slideshare.net/TatendaChityori/9-development-communication>
3. <https://www.gktoday.in/gk/community-radio-in-india/>
4. <http://www.economicdiscussion.net/developing-economy/characteristics-developing-economy/common-characteristics-of-developing-countries-economics/29990>
5. <http://en.modernization.ac.cn/document.action?docid=25170>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Interpret the need of communication and communication models
CO 2	Apply the concept of Diffusion of Innovation on the empowerment of third world countries
CO 3	Evaluate the support to agriculture and rural development through community radio
CO 4	Compare the divide between Developed and Developing societies and assess the dominant paradigm of development
CO 5	Design ICT for sustainable development of third world countries

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	1	1	1
CO2	2	2	1	2	2

## PG Department of Journalism and Communication

---

<b>CO3</b>	3	3	1	2	2
<b>CO4</b>	2	2	2	1	2
<b>CO5</b>	2	3	2	1	2
<b>AVERAGE</b>	<b>2.4</b>	<b>2.2</b>	<b>1.4</b>	<b>1.4</b>	<b>1.8</b>

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

### **TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar- Peer Learning

Field Visits

**SEMESTER II**

**SOCIAL MEDIA COMMUNICATION**

**TOTAL HOURS: 60**  
**CREDITS: 3**

**COURSE CODE: 20SP18 /2E/SMC**  
**L-T-P: 3-1-0**

**COURSE OBJECTIVES:**

To enable students to

- Identify the importance of basic journalism
- Relate the history and the development of Internet and the World Wide Web and its unique features
- Compare the salient Features and advantage of New Media over Traditional Media
- Find the Online Journalism Challenges and Practices
- Outline all social media trends

**COURSE OUTLINE:**

**UNIT I**

Journalism- Principles and Practices - Internet- Emergence and Growth – Advantages over Traditional Media – Disadvantages - Knowledge Society – Online Journalism History – Content Management System

**(12 hours)**

**UNIT II**

New Media – History – Nature – Characteristics - Media Content - Media Convergence - Cyber Culture - Participatory Culture - Digital Divide – Digital Democracy

**(12 hours)**

### UNIT III

Online Journalism – Forms - Online Journalist - Challenging Values-Ethics - Gatekeeper – Online Research and Reporting - Online Tools of Journalist - Reconstructing Newsroom - Citizen Journalism - Civic Life

(12 hours)

### UNIT IV

Online Journalism – New Media Technology - Web Analytics - Journalism and Cross Media Publishing – Media Accountability

(12 hours)

### UNIT V

Social Media - Cyber Forums – Community Web Portals - Social Networking Sites – Blog – Wikis - Editorial and Ethical Challenges – Podcasts – Webcast - Cyber Laws - Online Journalism – Future and Prospects

(12 hours)

### RECOMMENDED TEXTBOOKS:

1. Bradshaw, Paul., & Rohuma, Liisa. (2011). *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. London: Taylor & Francis Ltd.
2. Cecilia, Friend., & Singer, B. Jane. (2007). *Online Journalism Ethics: Traditions and Transition*. New York : M.E Sharpe Inc.

### REFERENCE BOOKS:

1. S.Jayanthi 2010 *Role of Digital Media and Web blog in Journalism* New Delhi Alpha Publications
2. Bradshaw, Paul., & Rohuma, Liisa. (2011). *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. London: Taylor & Francis Ltd.
3. Cecilia, Friend., & B. Jane Singer. (2007). *Online Journalism Ethics: Traditions and Transitions*. New York: M.E Sharpe Inc.
4. Creeber, Glen., & Royston, Martin . (2009). *Digital Culture: Understanding New Media: Understanding New Media*. Berkshire: Open University Press.
5. Pavlik, V. John. (2013). *Journalism and New Media*. New York: Columbia University Press.
6. Ward, Mike. (2013). *Journalism online*. Oxford : Taylor & Francis Ltd.

**JOURNALS:**

1. New Media and Society; ISSN: 14614448
2. Journal of Advanced Research in Journalism and Communication; ISSN: 2395-3810

**E-LEARNING RESOURCES:**

1. [https://en.m.wikipedia.org/wiki/Digital\\_journalism](https://en.m.wikipedia.org/wiki/Digital_journalism)
2. <http://channel-to.blogspot.com/2015/05/six-main-characteristics-of-new-media.html?m=1>
3. [https://en.m.wikipedia.org/wiki/Citizen\\_journalism](https://en.m.wikipedia.org/wiki/Citizen_journalism)
4. [https://en.m.wikipedia.org/wiki/Web\\_analytics](https://en.m.wikipedia.org/wiki/Web_analytics)
5. <https://firstsiteguide.com/what-is-blog/>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Outline the basics of journalism and its role in society
CO 2	Explain the history of media technologies and develop self-directed projects that synthesize creative, technical and critical approaches
CO 3	Identify the role of online journalist and analyse critically the changes that the internet has introduced to journalism
CO 4	Build on information gathering with advanced web tools
CO 5	Formulate what social media is, the various channels through which it operates and its role in society

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	2	1	1
CO2	1	2	1	2	2



## PG Department of Journalism and Communication

---

<b>CO3</b>	2	1	3	2	2
<b>CO4</b>	1	1	2	3	2
<b>CO5</b>	2	1	2	3	2
<b>AVERAGE</b>	1.8	1.4	2	2.2	1.8

PKEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

### **TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD) – Power point Presentation

Flipped Learning/Blended Classroom-E Content, Videos-

Group Discussion- Role Modeling

Quiz-Seminar- Peer Learning

**SEMESTER III**

**COMMUNICATION RESEARCH METHODS**

**TOTAL HOURS: 75**  
**CREDITS: 4**

**COURSE CODE: 20SP18/3C/CRM**  
**L-T-P: 3- 2- 0**

**COURSE OBJECTIVES:**

To enable students to

- Define communication research, its scope and importance
- Infer the sampling techniques and its application
- Acquire knowledge about case studies and content analysis
- Analyze audience measurement techniques conducted in media
- Develop the most appropriate methodology for their research studies

**COURSE OUTLINE:**

**UNIT I**

Research Definition – Characteristics - Communication Research – Theories - Function – Scope and Importance – Scientific Approach - Basic and Applied Research - Elements of Research

**(15 hours)**

**UNIT II**

Research Design Components – Qualitative Research Methods – Quantitative Research Methods - Descriptive – Exploratory - Experimental – Longitudinal Research – Analytical Surveys – Sampling and its Importance – Types of Sampling Designs – Probability and Non – Probability Sampling Designs

**(15 hours)**

**UNIT III**

Case Study - Content Analysis – Unit of Analysis – Types of Content Analysis - Research Procedure - Formulating the Research Question – Defining the Universe – Coding the Content – Data Analysis and Interpretation

**(15 hours)**

#### **UNIT IV**

Sources of Media Research – Research in Print Media - ABC – Press Audits – NRS/IRS – Research in Electronic Media - Audience Measurement – Audience Surveys - TRP – Research in Advertising - Research in Media Effects

**(15 hours)**

#### **UNIT V**

Media Research as a Tool of Reporting – Preparation of Research Reports – Writing Review of Literature – Bibliography – Importance of Method of Writing References of Books, Journals, Proceedings and Websites - Project Reports – Dissertations – Thesis

**(15 hours)**

#### **RECOMMENDED TEXTBOOKS:**

1. Wimmer, D. Roger & Dominick, R. Joseph. (2011) *Mass Media Research: An Introduction*, Cengage Learning.
2. Menon Krishna (2010) *Research methods for media and cultural studies*, New Delhi Manglam Publications.

#### **REFERENCE BOOKS:**

1. Berger, Asa 3<sup>rd</sup> Edition. (2011). *Media and Communication Research Method*. Sage Publication.
2. Shrama S R and Mehta Malti 2013 *Theories of Communication* NewDelhi Sarup Book Publishers
3. Du , Plooy. (2003). *Communication Research: Techniques, Methods and Application*, Juta and Company.
4. Gunter, Barrie. (2000). *Media Research Methods Measuring Audiences, Reactions and Impact*. Sage Publication
5. Kothari. C.R. (2006). *Research Methodology Methods and Techniques*, 2/e, Vishwa Prakashan.
6. Merrigan, Gerianne., & Huston, J Carole. (2008). *Communication Research Methods* Oxford University Press.
7. Treadwell, Donald. (2010). *Introduction Communication Research paths of Inquiry*, Sage Publication.

#### **JOURNALS:**

1. *Mass Communication Research*, ISSN: 10161007
2. *African Journalism Studies*; ISSN: 23743670

**E-LEARNING RESOURCES:**

1. <https://www.kullabs.com/classes/subjects/units/lessons/notes/note-detail/7257>
2. <https://www.snapsurveys.com/blog/qualitative-vs-quantitative-research/>
3. <https://www.mailman.columbia.edu/research/population-health-methods/content-analysis>
4. <https://www.slideshare.net/PranavKumarOjha/advertising-research-13466787>
5. <https://examples.yourdictionary.com/bibliography-examples.html>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Distinguish research types and ascertain the elements of research
CO 2	Explain the difference between qualitative and quantitative research methods and match sampling techniques
CO 3	Apply case study and content analysis technique based on the research proposal
CO 4	Evaluate and appreciate the research methodology followed in various mass media and its effects
CO 5	Prepare a research thesis

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<b>CO1</b>	1	3	1	2	2
<b>CO2</b>	1	3	1	1	1
<b>CO3</b>	2	2	2	2	1
<b>CO4</b>	2	2	2	3	3
<b>CO5</b>	3	2	1	3	1
<b>AVERAGE</b>	<b>1.8</b>	<b>2.4</b>	<b>1.4</b>	<b>2.2</b>	<b>1.6</b>

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar

Field Visits

**SEMESTER III**

**TELEVISION JOURNALISM (PRACTICAL)**

**TOTAL HOURS: 75**

**COURSE CODE: 20SP18 /4C/TJM**

**CREDITS: 4**

**L-T-P: 1- 1- 3**

**COURSE OBJECTIVES:**

To enable students to

- State basics of television journalism
- Use theory and technique in real time.
- Write scripts for various programmes
- Outline the practical structure of television production.
- Design a creative television programme of their choice.

**COURSE OUTLINE:**

**WEEK 1**

Basics of TV Journalism - Analogue to Digital – The Journey of Broadcast Technology -  
Broadcast Standards – Transmission Technologies

**WEEK 2**

Physical Attributes of a Television News Studio Floor Plan for Various Events – CCU –  
Chroma Keying

**WEEK 3**

Writing for TV Programs

- Talk Shows
- Interviews
- Game Shows
- Other Programs

**WEEK 4**

Working with Electronic News Gathering  
TV News Reading

**WEEK 5**

How to Face a Camera  
Anchoring  
Managing a Panel

**WEEK 6**

Handling the Camera

- Camera Shots
- Camera Angles
- Camera Movements

**WEEK 7**

Working with Electronic Field Production

**WEEK 8**

Writing a Script for a Serial (soap) Format Program

**WEEK 9**

Writing Feature Stories for News

**WEEK 10**

Visual Analysis of Feature Film

**WEEK 11**

Documentation for Production

**WEEK 12-15**

Final Presentation of Production

**FINAL OUTPUT:**

Production of a Talk Show/News Cast/ Documentary/ Short Film/Music video/ Commercial and PSA

**RECOMMENDED TEXTBOOKS:**

1. Zettl, Herbert, *Television Production Handbook*, Thomson Wadsworth, 2006
2. Belavadi Vasuki, *Video Production Handbook*, Oxford University Press , 2008

**REFERENCE BOOKS:**

1. Owens, Jim and Millerson, Gerald, *Television Production*, Focal Press 2012
2. Hampe, Barry, *Making documentary films and videos*, Fenn and Company Ltd.Canada
3. McGrath, [Patrick](#) , Goodman, [Robert M.](#) , *Editing Digital Video*, McGraw-Hill Professional Publishing
4. Millerson Gerald, *Video Production Handbook*, Focal Press, 2006
5. Bowen, Christopher J. and ,Roy, *Grammar of the Shot* ,Focal Press, 3rd Edition, 2013

**JOURNALS:**

1. Historical Journal of Film, Radio and Television, ISSN: 01439685
2. Bioscope: South Asian Screen Studies, ISSN: 0974-9276
3. International Journal of Digital Television, ISSN: 20404182, 20404190

**E-LEARNING RESOURCES:**

1. <https://innovation.media/newswheel/the-shift-from-analogue-to-digital-broadcast-news>
2. <https://www.techopedia.com/definition/476/chroma-key>
3. <https://www.scriptreaderpro.com/how-to-write-for-tv/>
4. <http://www.nraismc.com/wp-content/uploads/2017/03/204-TV-JOURNALISM-backup.pdf>
5. <https://www.revolvy.com/page/Electronic-field-production>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Recalling basics of television journalism
CO 2	Compare and contrast theories with techniques
CO 3	Preparing various scripts for television programmes
CO 4	Planning and developing the structure of a program
CO 5	Produce a television programme



**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	2	1	2	3	3
<b>CO2</b>	3	1	2	3	2
<b>CO3</b>	3	3	2	3	2
<b>CO4</b>	2	1	2	2	2
<b>CO5</b>	2	2	3	3	2
<b>AVERAGE</b>	<b>2.4</b>	<b>1.6</b>	<b>2.2</b>	<b>2.8</b>	<b>2.2</b>

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar

Peer Learning

Field Visits

**SEMESTER III**

**AUDIO VIDEO EDITING (PRACTICAL)**

**TOTAL HOURS: 75**

**COURSECODE: 20SP18/3C/AVE**

**CREDITS: 4**

**L-T-P: 0- 0- 5**

**COURSE OBJECTIVES:**

To enable students to

- List basics of video editing
- Identify the tools in Audio DAWs
- Illustrate sound and sound design
- Outline the principles of video and audio editing
- Design an AV of their choice

**COURSE OUTLINE:**

**UNIT I**

Fundamentals of video editing

**UNIT II**

Narratives and editing techniques – Audio DAWs tools - Techniques

**UNIT III**

Sound and sound design

**UNIT IV**

Principles of video editing – Principles of Audio Editing

**UNIT V**

Non – linear software – Audio – Video - hands-on training

**FINAL OUTPUT:**

Create Video Memes/ Remix/ Montage/ Building any story sequence

**RECOMMENDED TEXTBOOKS:**

1. Carroll Brain (2017), *Writing and Editing for Digital Media*, New York & London, Routledge.
2. Kauffmann Sam (2017), *Avid Editing, A guide for beginning and intermediate users*, New York & London, Routledge.

**REFERENCE BOOKS:**

1. Crittenderi, Roger (2003). *Fundamentals of Digital Audio*. Routledge
2. Jackson, Wallace (2016). *Digital Video Editing Fundamentals*. Apress.
3. Langford, Simon (2013). *Digital Audio Editing: Correcting and Enhancing Audio with DAWs*. CRC Press
4. Jackson, Wallace (2015). *Digital Audio Editing Fundamentals*. Apress.
5. Kefauver P. Alan and Patschke David (2007). *Fundamentals of Digital Audio*. A-R Editions

**JOURNALS:**

1. Historical Journal of Film, Radio and Television, ISSN: 01439685
2. Bioscope: South Asian Screen Studies, ISSN: 0974-9276

**E-LEARNING RESOURCES:**

1. <https://helpx.adobe.com/in/premiere-pro/how-to/edit-videos.html>
2. <https://beonair.com/five-basic-video-editing-techniques-every-videographer-shouldknow/>
3. <https://flypaper.soundfly.com/produce/what-is-sound-design/>
4. <https://www.frontlineclub.com/workshop-the-principles-of-good-audio-editing/>
5. [https://www.webopedia.com/amp/TERM/N/non\\_linear\\_editing.html](https://www.webopedia.com/amp/TERM/N/non_linear_editing.html)

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	State and define the fundamentals of video editing
CO 2	Describe the narratives and the various editing techniques
CO 3	Judge the sound design in a AV
CO 4	Evaluate the principles of audio and video editing with the softwares

CO 5	Conceive, compose and develop an AV
------	-------------------------------------

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

<b>CO/PSO</b>	<b>PSO 1</b>	<b>PSO 2</b>	<b>PSO 3</b>	<b>PSO 4</b>	<b>PSO 5</b>
<b>CO1</b>	3	2	1	3	2
<b>CO2</b>	2	2	2	3	2
<b>CO3</b>	2	1	1	3	2
<b>CO4</b>	1	1	1	3	2
<b>CO5</b>	2	2	3	3	3
<b>AVERAGE</b>	<b>2</b>	<b>1.6</b>	<b>1.6</b>	<b>3</b>	<b>2.2</b>

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Hands on training on a NLE software

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group Discussion

Quiz-Seminar

Peer Learning

**SEMESTER III**

**PUBLIC RELATIONS (PRACTICAL)**

**TOTAL HOURS: 60**  
**CREDITS: 3**

**COURSE CODE: 20SP18/3E4/PRS**  
**L-T-P: 0-1-3**

**COURSE OBJECTIVES:**

To enable students to

- Recognize the evolution, role, functions, elements of Public relations and propaganda
- Recognize the Public relations officer's roles and responsibilities and make informed judgments on critical issues.
- Effectively design messages for different types of media formats
- Apply the management principles in corporate and Public relations
- Design implement and evaluate a Public relations campaign applying the appropriate strategies.

**COURSE OUTLINE:**

**UNIT I**

The Origins of Public Relations- Definition – Scope – Functions – Activities of PR – Role of PR – Elements of PR – Public Relations Media: Advertising and Publicity – Propaganda – Definition and Types

**(10 hours)**

**UNIT II**

Who is a PRO? – Duties of a PRO – Characteristics of a PRO – Responsibilities of a PRO – PR and Communication Skills – PR – Government and Private Sector – PR Agency - Public Relations – Code of Ethics – Critical Issues

**(10 hours )**

### UNIT III

Understanding the Media – Media Alerts – PSAs – Direct Mail — News Releases – Brochures - Pamphlets – Letters – Handouts – Oral Presentations – Digital Media and Society – Social Media – Information Society – Network Society – Knowledge Society

(10 hours)

### UNIT IV

Corporate and PR – Reputation Management – Crisis Management – Corporate Social Responsibility – Company Publications - Case Studies

(10 hours)

### UNIT V

PR Campaign – Working for Events – Promotions – Visits – Sponsorship - Planning – Implementation – Evaluation

(20 hours)

### RECOMMENDED TEXTBOOKS:

1. Breakenridge, K. Deirdre. (2012). *Social Media and Public Relations: Eight New Practices for the PR Professional*. Upper Saddle River, N.J. : FT Press.
2. Butterick, Keith. (2011). *Introducing Public Relations: Theory and Practice*. London ; Thousand Oaks.

### REFERENCE BOOKS:

1. Clear, Annette., & Weidema, Linda. (2002). *Dynamics of Public Relations and Journalism: A Practical Guide for Media Studies*. Lansdowne : Juta.
2. Doorley, John., & Garcia, Fred Helio. (2007). *Reputation Management: The Key to Successful Public Relations and Corporate Communication*. New York : Routledge.
3. Gupta, Om. (2002). *Basic aspects of Media Writing*. Delhi: Kanishka Publishers.
4. Henslowe, Philip. (2003). *Public Relations: A Practical Guide to the Basics*. London ; Sterling, VA : Kogan Page.
5. Oliver, Sandra. (2010). *Public Relations Strategy*. Philadelphia : Kogan Page.
6. Stovall, Glen James. (2008). *Writing for the Mass Media*. Delhi : Pearson Education.
7. Theaker, Alison (Ed) (2012). *The Public Relations Handbook*. New York : Routledge.
8. Zappala, Joseph., & Carden, R. Ann. (2010). *Public Relations Writing Worktext: A Practical Guide for the Profession*. New York : Routledge.

**JOURNALS:**

1. Journal of Advanced Research in Journalism & Mass Communication;  
ISSN: 2395-3810
2. Communication Studies, ISSN: 17451035, 10510974

**E-LEARNING RESOURCES:**

1. [http://persmin.gov.in/otraining/UNDPProject/undp\\_modules/PublicRelationsNDLM.pdf](http://persmin.gov.in/otraining/UNDPProject/undp_modules/PublicRelationsNDLM.pdf)
2. <https://www.praccreditation.org/resources/documents/APRSG-PR-Mgmt-Function.pdf>
3. [https://shodhganga.inflibnet.ac.in/bitstream/10603/20156/10/10\\_chapter%204.pdf](https://shodhganga.inflibnet.ac.in/bitstream/10603/20156/10/10_chapter%204.pdf)
4. [https://newhorizonindia.edu/nhc\\_kasturinagar/wp-content/uploads/2018/05/PUBLIC-RELATIONS-CHAPTER-4.pdf](https://newhorizonindia.edu/nhc_kasturinagar/wp-content/uploads/2018/05/PUBLIC-RELATIONS-CHAPTER-4.pdf)
5. [http://lib.oup.com.au/he/PR/Chia2e/chia2e\\_pr\\_onlinechapter.pdf](http://lib.oup.com.au/he/PR/Chia2e/chia2e_pr_onlinechapter.pdf)

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	To outline the evolution of Public relations and propaganda, as well as explain the applications
CO 2	To explain about Public relations officer's roles and responsibilities, code of ethics and critical issues.
CO 3	To identify the different types of media formats
CO 4	To analyze the management methods of corporate and Public relations
CO 5	To create, implement and evaluate a Public relations campaign

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	2	2	2

## PG Department of Journalism and Communication

---

<b>CO2</b>	1	3	1	3	3
<b>CO3</b>	3	3	1	2	1
<b>CO4</b>	3	1	3	3	1
<b>CO5</b>	3	3	1	2	1
<b>AVERAGE</b>	<b>2.4</b>	<b>2.2</b>	<b>2.0</b>	<b>2.2</b>	<b>2.0</b>

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

### **TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos-

Problem Solving-Group Discussion-Role Modelling

Quiz-Seminar-

Peer Learning-

Field Visits-



**SEMESTER III**  
**SPORTS JOURNALISM**

**TOTAL HOURS: 60**  
**CREDITS: 3**

**COURSE CODE: 20SP18/3E3/SJM**  
**L-T-P: 2-2-0**

**COURSE OBJECTIVES:**

To enable students to

- To explain what is sports journalism and the media's influence on sports.
- To explain the relationship between the Sportsperson and the Agent
- To apply the Inverted Pyramid and Diamond Structure and explain the different media.
- To explain Sports Public Relations and apply the various camera techniques for sports events.
- To discuss famous sports personalities and anchoring and Interview techniques for Sports

**COURSE OUTLINE:**

**UNIT I**

What is Sports Journalism – History of Sports Journalism in USA – Uk – Europe – India – Media's Influence on Sports – Sports Influence on Media – The Sports Department in Media.

**(12 hours)**

**UNIT II**

The World's Foremost Sports Journalists – Sports Journalist Organizations –The Game – The Sportsperson and the Agent – The Reporter – The sources – The Angle –Press Conferences and Press Releases – Taking Interviews – Covering Events

**(12 hours)**

### **UNIT III**

The Inverted Pyramid and Diamond Structure – Sports News – Sports Features – Sports Photography – Reporting the Action – Exploring the Different Media – Print Media and Sports – Broadcast Media (TV and Radio) and Sports – Online/Digital Media and Sports

**(12 hours)**

### **UNIT IV**

Sports News Agencies and Freelancing – Sports Public Relations – Working in a Newsroom – Production Personnel – Basic TV Studio – Expanded TV Studio – Camera Shots- Angles – Movements – Camera Support Systems – Floor Plan for Sports Events

**(12 hours)**

### **UNIT V**

Writing Hard News – Writing Features – Anchoring Sports Events – Live Interviews – Vox Pops – Sports Awards and Events – Famous Sports Personalities – Dealing with Situations – Sports and the 24x7 Media

**(12 hours)**

### **RECOMMENDED TEXTBOOKS:**

1. Toney, James. (2013). *Sports Journalism: The Inside Track*. Bloomsbury Publishing Plc.
2. Belavadi, Vasuki. (2008). *Video Production Handbook*. Oxford University Press.

### **REFERENCE BOOKS:**

1. Andrews, Phil. (2014). *Sports Journalism: A Practical Introduction*. Sage Publications.
2. Rosenthal, Brian A., Schaffer, James R., & Stofer, Kathryn T. (2009). *Sports Journalism: An Introduction to Reporting and Writing*. Rowman & Littlefield Publishers, Inc.
3. Zettl, Herbert. (2006). *Television Production Handbook*. Thomson Wadsworth.
4. Zettl, Herbert. (2007). *Video Basics*. Thomson Wadsworth.
5. Skinner, Peter. (2007). *Sports Photography: How to Capture Action and Emotion*. Allworth Press.

### **JOURNALS:**

1. Games and Culture; ISSN:15554120

2. Journal of Advanced Research in Journalism and  
MassCommunication:ISSN:23953810

**E-LEARNING RESOURCES:**

1. <https://www.latrobe.edu.au/nest/the-impact-of-social-and-digital-media-on-sport/>
2. <https://www.scholastic.com/teachers/articles/teaching-content/how-conduct-journalistic-interview/>
3. <https://www.wipo.int/ip-sport/en/broadcasting.html>
4. <https://prhacker.com/sports-pr-definition/>
5. <https://www.biographyonline.net/sport/100-sporting-personalities.html>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Examine what is sports journalism and the media's influence on sports.
CO 2	Appraise the relationship between the Sports person and the Agent
CO 3	Apply the Inverted Pyramid and Diamond Structure and explain the different media.
CO 4	Examine Sports Public Relations and apply the various camera techniques for Sports events.
CO 5	Apply anchoring and Interview techniques for Sports

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	2	2	3
CO2	3	3	2	3	3
CO3	2	2	2	2	2

## PG Department of Journalism and Communication

---

<b>CO4</b>	3	3	2	3	3
<b>CO5</b>	2	3	2	3	2
<b>AVERAGE</b>	<b>2.6</b>	<b>2.8</b>	<b>2</b>	<b>2.6</b>	<b>2.6</b>

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1  
NO CORELATION-0

### **TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos-

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar-

Peer Learning-

Field Visits-

**SEMESTER III**

**ADVERTISING**

**TOTAL HOURS: 60**  
**CREDITS: 3**

**COURSE CODE: 20SP18/3E4/ADG**  
**L-T-P: 1-1-2**

**COURSE OBJECTIVES:**

To enable students

- To identify and use various advertising media.
- To compare and contrast advertising on various mass medium
- To identify methods used for market segmentation
- To predict the frequency and impact of advertisements
- To explore the research in advertising

**COURSE OUTLINE:**

**UNIT I**

Definition – Importance and Functions of Advertising – Role of Advertising – Types of Advertising – Advertising Agency – Advertising Appeals.

**(12 hours)**

**UNIT II**

Copy writing – Print ad – Broadcast ad – Online ad - Branding - Positioning, loyalty, awareness

**(12 hours)**

**UNIT III**

Product Segmentation - Market Mix and Market Segmentation – Creative Process – AIDAS – Social Advertising – Case Studies

**(12 hours)**

**UNIT IV**

Media Planning – The Function – Role – Frequency & Impact – Cost and other Criterion for Selecting Media Vehicles – Reach – Frequency – Circulation – Time and space- Growth and Development of ad in India- PLC-product Life Cycle- Advertising Response Hierarchy Models

(12 hours)

## UNIT V

Social Marketing and Development – ASCI and other Organisation in Advertising – Ethics in Advertising – Advertising Research.

(12 hours)

### RECOMMENDED TEXTBOOKS:

1. Mittal, Arun 2009 *Advertising and Sales Promotion* New Delhi Wisdom Publications
2. Arens, F William., & Courtland , L Bovee. (1994). *Contemporary Advertising*. Irwin.

### REFERENCE BOOKS:

1. Cateora, R Philip., & Graham, John L. (1999). *International Marketing*. Irwin McGraw Hill 2.
2. David, A Aker. (1996) . *Building Strong Brands: the free press*.
3. Fowles , Jib. (1996). *Advertising and Popular Culture*. Sage Publications.
4. Jones, John Philip, (2001). *What's in Brand-Building Brand Equity through Advertising?*, Tata Graw Hill.
5. Philip., & L Roberto Eduardo. (1989). *Social Marketing Strategies for Changing Public Behavior*. The free Press.
6. Ries Al., & Ries , Laura. (2001). *The 11 Immutable Laws of Internet Branding*. Harper Collins.
7. Spence, Edward., & Van Heekeren Brett .(2004) .*Advertising Ethics*. Pearson Publication.

### JOURNALS:

1. Journal of Advertising Education: ISSN: 1098-0482
2. Journal of Advanced Research in Journalism & Mass Communication; ISSN: 2395-3810

### E-LEARNING RESOURCES:

1. <https://yourbusiness.azcentral.com/role-advertisement-business-4948.html>
2. <https://www.wordstream.com/online-ads>
3. <https://ebn.bmj.com/content/21/1/7>
4. <http://www.yourarticlelibrary.com/advertising/selection-of-advertising-media-for-a-company-14-factors/48659>

5. <https://www.mdgadvertising.com/marketing-insights/eight-principles-of-advertising-ethics/>

**6. COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Demonstrate an understanding of the overall role advertising plays in the media & business world
CO 2	Identify and understand the various advertising media
CO 3	Demonstrate an understanding of how an advertising agency operates
CO 4	Demonstrate an understanding of advertising strategies and budgets
CO 5	Demonstrate an understanding of what will be required to achieve success, in terms of skills and attitude.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	2	2	1
CO2	2	1	1	2	2
CO3	3	2	2	3	2
CO4	2	2	1	2	2
CO5	1	1	3	2	2
<b>AVERAGE</b>	<b>2.2</b>	<b>1.4</b>	<b>1.8</b>	<b>2.2</b>	<b>1.8</b>

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Group Discussion

Quiz-Seminar

Peer Learning



**SEMESTER III**  
**ENVIRONMENTAL JOURNALISM**

**TOTAL HOURS: 60**  
**CREDITS: 3**

**COURSE CODE: 20SP18/3E3/EJM**  
**L-T-P: 3-0-1**

**COURSE OBJECTIVES:**

To enable students to

- Explain the origins and characteristics of Environmental Activism and movements in India and Tamil Nadu
- Explain the coverage of environmental news and the ethical issues that confront environmental journalists
- Discuss the major environmental movements across the world and India.
- Identify the modes and techniques of Environmental Journalism and explain the role of science and development.
- Explain the factors that drive media coverage on the Environment.

**COURSE OUTLINE:**

**UNIT I**

Origins and Characteristics of Environmental Activism -Movements in India/Tamil Nadu-  
The Cultural Meanings of Nature – Land – Water – Air - Sky and Light in Tamil Nadu-  
Understanding Emerging Environmental Dangers

**(14 hours)**

**UNIT II**

Globalisation - The Green Politics vs The Politics of News - Environment - Science and the  
Political Process

**(14hours)**

**UNIT III**

A Critical Understanding of Major Environmental Movements across the World and India –  
The Minamata Movement Three Mile Island Anti Nuclear Movement, Silent Valley  
Movement - Chipko Movement - Narmada Bachao Andolan Movement and the Kudankulam  
Anti Nuclear Movement.

**(12hours)**

#### **UNIT IV**

Modes and Techniques of Environmental Journalism – Understanding the Alternative Meanings of Science and Technologies – Cultivation of Critical Perspectives on the Mainstream Narratives of the Role of Science in Development and Science as Development.

(12hours)

#### **UNIT V**

One Field-based Assignment in one of the Areas of Environmental Journalism.

( 8hours )

#### **RECOMMENDED TEXTBOOKS:**

1. Acharya, Keya., & Noronha, Frederick. (2010). *The Green Pen: Environmental Journalism in India and South Asia*. Los Angeles: Sage Publications Pvt. Ltd.
2. Verma K.Manish (2015) *Globalization and Environment, Discourse policies and practices* Jaipur Rawat Publications.

#### **REFERENCE BOOKS:**

1. Mathai, V.Manu. (2013). *Nuclear Power , Economic Development Discourse and the Environment : The Case of India*. New York: Routledge.
3. Pringle, Laurence.(2000) *The Environmental Movement*. Harper Collins.
4. Rangarajan, Mahesh, (Ed).(2007).*Environmental Issues in India :A Reader*.Dorling Kindersley(India) Pvt.Ltd.
5. Rootes, Christopher. (2014). *Environmental Movements: Local, National and Global*. New York :Routledge.
6. Wyss, Bob. (2008). *Covering the Environment: How Journalists Work the Green Beat?* Routledge.

#### **JOURNALS:**

1. Journalism; ISSN: 14648849, 17413001
2. Journal of Advanced Research in Journalism & Mass Communication; ISSN: 2395-3810

#### **E-LEARNING RESOURCES:**

1. [http://michiganintheworld.history.lsa.umich.edu/environmentalism/exhibits/show/main\\_exhibit/origins](http://michiganintheworld.history.lsa.umich.edu/environmentalism/exhibits/show/main_exhibit/origins)

2. <https://www.tutor2u.net/business/reference/what-is-globalisation>
3. <http://www.ecoindia.com/education/chipko-movement.html>
4. <https://www.sciencedirect.com/topics/social-sciences/science-and-technology-studies>
5. <http://theconversation.com/why-covering-the-environment-is-one-of-the-most-dangerous-beats-in-journalism-105477>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Outline the origins and characteristics of Environmental Activism and movements in India and Tamil Nadu
CO 2	Examine the coverage of environmental news
CO 3	Discuss the major environmental movements across the world and India.
CO 4	Appraise the modes and techniques of Environmental Journalism and explain the role of science and development.
CO 5	Apply the techniques in Environmental Journalism.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	2	2	2
CO2	2	3	2	1	2
CO3	2	2	3	2	2
CO4	3	3	3	3	2
CO5	3	3	2	3	3
<b>AVERAGE</b>	<b>2.6</b>	<b>2.8</b>	<b>2.4</b>	<b>2.2</b>	<b>2.2</b>

KEY: STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1 NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos-

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar-

Peer Learning-

Field Visits-

**SEMESTER III**

**BASIC JOURNALISM**

**TOTAL HOURS: 60**

**COURSE CODE: 20SP18/3E/BJM**

**CREDITS: 3**

**L-T-P: 2-1-1**

**COURSE OBJECTIVES:**

To enable students to

- Analyze the types of feature and apply the principles to write a feature effectively.
- Recognize the avenues, opportunities in freelance journalism and make effective use for professional development.
- Communicate effectively and clearly through illustrations, reviews and criticisms.
- Analyze the different types of reviews, criticism and develop their unique writing styles.
- Design and implement the techniques of writing columns.

**COURSE OUTLINE:**

**UNIT I**

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

**(12 hours)**

**UNIT II**

Freelance Journalism: Concept, Nature and Scope of Freelance Journalism- Qualifications of Freelance Journalists - Avenues and Opportunities for Freelance Journalists

**( 12 hours)**

**UNIT III**

Freelancing - Illustrations - Illustrating the Write-ups with Photographs, Drawings, Maps, Caricatures - Writing for Reviews, Criticisms and Other Journalistic and Creative Writings

(12 hours)

#### UNIT IV

Review: Types of Reviews - Book Review, Film Review, Drama Review – Difference Between Review and Criticism

(12 hours)

#### UNIT V

Columns: Characteristics-Techniques of Writing Columns - Types of Column- Columnists

(12 hours)

#### RECOMMENDED TEXTBOOKS:

1. Hennessy *Writing Feature Articles - A Practical Guide to methods and Markets.*
2. Goodman, Michelle. (2007) *Anti 9 to 5 Job Guide*, Purseues Books Group.

#### REFERENCE BOOKS:

1. Leverton, Mark. (2010) *How to work as a Freelance Journalist*,How to Books Ltd,Oxford.
2. Kamath. M. V( 2009) *The Journalists Handbook*, Vikas Publishing House Pvt. Ltd., New Delhi,
3. McKane, Anna ( 2006). *News Writing*, Sage, New Delhi
4. Murthy, D.V.R. (2012) *Developmental Journalism*, Dominant Publishers, New Delhi.
5. Robert L. Hilliard.(2005) *Writing for TV, Radio, and News Media*, Thomson Learning
6. Yopp, J.Jan and McAdams (2002). *Reaching Audiences: A Guide to Media Writing* (3rd Edition), Allyn& Bacon.

#### JOURNALS:

1. Written Communication; ISSN: 0741088
2. Journal of Advanced Research in Journalism & Mass Communication;ISSN: 2395-3810

**E-LEARNING RESOURCES:**

1. <https://www.thoughtco.com/different-kinds-of-feature-stories-you-can-write-2074322>
2. [https://www.thenewsmanual.net/Manuals%20Volume%201/volume1\\_02.htm](https://www.thenewsmanual.net/Manuals%20Volume%201/volume1_02.htm)
3. <https://ethicaljournalismnetwork.org/who-we-are/5-principles-of-journalism>
4. <https://www.forbes.com/sites/abdullahimammed/2017/07/12/how-to-launch-your-freelance-writing-career/#f3cecb14b9ba>
5. <https://www.freelancewriting.com/feature-articles/writing-feature-articles-that-sell/>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	To discuss the characteristics, structure, types and current trends in feature writing.
CO 2	To outline the nature, scope, avenues and opportunities of freelance journalism.
CO 3	To prepare illustrations for write-ups, as well as write reviews and criticisms.
CO 4	To explain the different types of reviews and differentiate between reviews and criticisms
CO 5	To apply the techniques of writing columns.

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
<b>CO1</b>	3	2	1	3	2
<b>CO2</b>	3	3	1	3	2
<b>CO3</b>	3	3	2	2	3
<b>CO4</b>	3	2	2	3	3
<b>CO5</b>	3	1	2	3	3

## PG Department of Journalism and Communication

---

<b>AVERAGE</b>	<b>2.2</b>	<b>2.4</b>	<b>2.6</b>	<b>2.6</b>	<b>2.4</b>
----------------	------------	------------	------------	------------	------------

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

### **TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos-

Problem Solving-Group Discussion-Role Modelling

Quiz-Seminar-

Peer Learning-

Field Visits-



**SEMESTER III**

**CORPORATE SOFT SKILLS**

**TOTAL HOURS: 30**  
**CREDITS: 2**

**COURSE CODE: 20SP18/3S/CSS**  
**L-T-P: 2-0-0**

**COURSE OBJECTIVES:**

To enable students to

- Outline the basics of communication
- Label the types of communication
- List the communication skills
- Classify non verbal communication
- Define team building skills

**COURSE OUTLINE:**

**UNIT I**

Communication – Meaning – Importance & Principles of Communication –Forms of Communication – Techniques of Effective Communication.

**(6 hours)**

**UNIT II**

Types of Communication – Functional – Situational – Verbal - Non-Verbal – Interpersonal – Group - Interactive – Public - Dyadic.

**(6 hours)**

**UNIT III**

Communication Skills – Speaking – The Essential Qualifications of an Effective Speaker – Conversation – Group Discussion – Listening – Requirements for Effective Listening – Types of Listening – Writing.

**(6 hours)**

**UNIT IV**

Non Verbal Expressions – Body Languages – Gestures – Postures – Facial Expressions – Dress Codes - Business Etiquette and Personal Grooming.

**(6 hours)**

## UNIT V

Goal Setting – Time Management – Presentation Skills – Aptitude Training – Team Building  
– Conflict Solution – Managerial Skills – Decision Making Etc.

(6 hours)

### RECOMMENDED TEXTBOOKS:

1. Ramesh Mahadevan., & Ramesh Gopaldaswamy. (2010). *The Ace of Soft Skills*. Pearson Education.
2. Herta, A Murphy et al, (2008). *Effective Business Communication*. 7<sup>th</sup> edition. Tata McGraw-Hill.

### REFERENCE BOOKS:

1. Archer, M Robert. (1971). *Basic Business Communication* . Prentice - hall.
2. Butterfield, Jeff. (2012) .*Verbal Communication*. Cengage Learning.
3. Clark, Zimmer., Tinervia., & Hume Fowler.(1988).*Business English & Communication* .McGraw-Hill.
4. Hannaway, Conor., & Hunt, Gabriel.(1995). *The Management Kills Book* . Gower Publishing.
5. Monippally, Matthukutty.M.(2001). *Business Communication Strategies*. 11<sup>th</sup> Reprint. Tata McGraw-Hill. New Delhi.

### JOURNALS:

1. Soft skills and time space learning; ISSN: 14777282
2. IUP journal of soft skills ; ISSN: 1781314

### ONLINE RESOURCES

1. <http://www.yourarticlelibrary.com/management/communication/communication-meaning-purpose-importance-and-principles/60291>
2. <https://www.marketing91.com/five-types-of-communication/>
3. <https://www.indeed.co.in/career-advice/resumes-cover-letters/communication-skills>
4. <https://www.thoughtco.com/what-is-nonverbal-communication-1691351>
5. [https://www.masc.sc/SiteCollectionDocuments/MEO\\_TeamBuildingHandouts.pdf](https://www.masc.sc/SiteCollectionDocuments/MEO_TeamBuildingHandouts.pdf)

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Apply basics of communication
CO 2	Categorize different types of communication
CO 3	Identify different communication skills
CO 4	Relate non verbal communication
CO 5	Develop team building skills

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	2	1	1
CO2	2	2	3	2	2
CO3	2	2	3	3	3
CO4	2	3	3	3	3
CO5	2	3	3	3	2
<b>AVERAGE</b>	<b>2.2</b>	<b>2.4</b>	<b>2.8</b>	<b>2.4</b>	<b>2.2</b>

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group Discussion-Role Modeling

Peer Learnin

**SEMESTER IV**

**FILM STUDIES (PRACTICAL)**

**TOTAL HOURS: 75**  
**CREDITS: 4**

**COURSE CODE: 20SP18/4C/FMS**  
**L -T- P: 3-0-2**

**COURSE OBJECTIVES:**

To enable students to

- Acquire the knowledge of world Cinema and contemporary trends
- Perceive various stages of film production process
- Infer various key elements of Mis-en-scene
- Experiment with the nuisances of cinematography and editing
- Appreciate aesthetics of regional, national and international films.

**COURSE OUTLINE:**

**UNIT I**

World Cinema – Early Cinema – Development of Cinema – Contemporary trends

**(15 Hours)**

**UNIT II**

Production Process: Pre Production - Production - Post Production – Distribution - Exhibition

**(15 Hours)**

**UNIT III**

Mise-en-scene – Sets – Make-up & Costume - Properties – Figure Expression – Movements

**(15 Hours)**

**UNIT IV**

Cinematography – Camera Movements and Angles – Editing - Sound

**(15 Hours)**

## UNIT V

Film Forms - Censor Board - Film Awards – Film Appreciation and Criticism

(15 Hours)

### FINAL OUTPUT:

Each student will do film analysis of any two movies. (Regional/National & International)

### RECOMMENDED TEXTBOOKS:

1. Bordwell, David and Thompson, Kristin. (2013). *Film Art An Introduction*. New York: McGraw –Hill
2. John Hill, W., & Gibson, C. Pamela. (1998), *The Oxford Guide to Film Studies*, Oxford University Press

### REFERENCE BOOKS:

1. Adorno, W. Theodor. (2001). *The Culture Industry: Selected Essays on Mass Culture*. Routledge.
2. Allen, Richard & Smith, Murray. (1999). *Film Theory and Philosophy*. Oxford University Press.
3. Baskaran, Theodore. (1981). *The Message Bearers: The Nationalist Politics and the Entertainment Media in South India, 1880 -1945*. Cre-A.
4. Branigan, Edward. (1992). *Narrative Comprehension and Film*. New York: Routledge.
5. Grodal, Torben. (1999). *Moving Pictures: A New Theory of Film Genres, Feelings and Cognition*. Clarendon Press.
6. Hayward, Susan. (1996). *Key Concepts in Cinema Studies*. Routledge.
7. Ray, Satyajit. (2009). *Our Films Their Films*, Orient Blackswan.
8. Rai Sudha and Jain Hasbir (2015) *Films and Feminism* Jaipur Rawat Publications

### JOURNALS:

1. Journal of cinema and media studies ;ISSN:00097101
2. Journal of Advanced Research in Journalism & Mass Communication; ISSN: 2395-3810
3. Journal of British Cinema and Television; ISSN: 17434521, 17551714

### E-LEARNING RESOURCES:

1. <https://www.sothetheorygoes.com/the-evolution-of-cinema/>
2. <https://www.masterclass.com/articles/learn-about-the-postproduction-process-in-film>
3. <http://www.elementsofcinema.com/directing/mise-en-scene-in-films/>

4. <https://whatis.techtarget.com/definition/cinematography?amp=1>
5. [http://www.elementsofcinema.com/film\\_form/FILM-FORM.html](http://www.elementsofcinema.com/film_form/FILM-FORM.html)

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Review world cinema and contemporary films
CO 2	Identify production process in film
CO 3	Relate Mis-en-scene in contemporary film
CO 4	Practice the techniques of cinematography and editing
CO 5	Relate aesthetics of various films

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	1	2	2
CO2	3	2	1	2	2
CO3	3	1	1	2	2
CO4	3	2	2	3	3
CO5	2	3	2	3	2
<b>AVERAGE</b>	<b>2.8</b>	<b>2</b>	<b>1.4</b>	<b>2.4</b>	<b>2.2</b>

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar

Peer Learning

Field Visits

**SEMESTER IV**

**DISSERTATION**

**TOTAL HOURS: 105**  
**CREDITS: 6**

**COURSE CODE: 20SP18/4C/DIS**

Every student shall complete and submit individual Dissertation. The format for thesis protocol is as follows:

- Title
- Acknowledgement
- Certificate
- Introduction
- Aims and course objectives
- Review of literature
- Methodology
- Findings
- Summary & Conclusion
- References/ Bibliography
- Sample Questionnaire



**SEMESTER IV**

**INTERNSHIP (PRACTICAL)**

**TOTAL HOURS: 75**  
**CREDITS: 6**

**COURSE CODE: 20SP18/4C/INT**

To expose the student to actual situations and day-to-day functioning of the Media Industry every student will be an internee for a period of one month.

**METHODOLOGY**

For a period of one month, the student will be attached to a Media Industry as an internee. The intern will be exposed to the particular area of specialization of their choice. The student has to do a weekly reporting to the faculty guide of the department and update about the progress. A report and viva-voce will complete the process of evaluation.

Every student shall complete and submit individual Internship report. The work dairy format is as follows:

**WORK DIARY**

**Week No. : \_\_\_\_\_ No. of Hours Completed: \_\_\_\_\_ Hours to be Completed: \_\_\_\_\_**

S.No.	Date	Timings		Work Description	Supervisor's Signature
		From	To		

**Supervisor's Remarks:**

**Signature of the Staff In – Charge**

**SEMESTER IV**

**ONLINE JOURNALISM (PRACTICAL)**

**TOTAL HOURS: 60**  
**CREDITS: 3**

**COURSE CODE: 20SP18/4E5/OJM**  
**L-T-P: 2-2-0**

**COURSE OBJECTIVES:**

To enable students

- To extend the knowledge on different aspect of new media
- To paraphrase Web feature writing
- To show the various roles of online journalist
- Recognize online communication technology in writing, packaging and disseminating
- Infer the salient features, advantages and future of online journalism

**COURSE OUTLINE:**

**UNIT I**

Online Journalism - Definition – Concept-Multimedia - Content management systems - News Group – Web Browser Search Engine - New Media Technology - E – Governance – Media Content – Media Convergence – Digital Divide

**(12 hours)**

**UNIT II**

E-newspaper - E-zine – History – Features – Trends – Limitations - Issues and Challenges - Cyber Space – Social Media – Features –Trends – Limitations - Issues and Challenges - Web blogs - Podcasts – Webcast - Photo essays

**(12 hours)**

**UNIT III**

Role of Online Journalists – Challenging Values – Online Searching Techniques – Archiving – Online Tools of Journalist - Role of a Journalist in an Online News Room - Writing for Web

**(12 hours)**

#### **UNIT IV**

Digital Entrepreneurship – Revenue in Online Journalism - Content Management and Economics – Web Authoring and Publishing

(12 hours)

#### **UNIT V**

Ethics - Ethical Issues - Challenges - Gatekeeper - Mythmaking in Online Journalism - Cyber Crime in India – Cyber Laws – IT Act and Amendments – Convergence Bill Copyright – Future and Prospects of Online Journalism.

(12 hours)

#### **RECOMMENDED TEXTBOOKS:**

1. Singh, Dharmendra (2015) *New Media and Development* New Delhi Neha Publishers and Distributers
2. Heinrich, Ansgard 2014 *Network Journalism Journalistic Practice* in interactive spheres New York Routledge

#### **REFERENCE BOOKS:**

1. Srinivasa K.S. 2015 *Information and Communication technology* New Delhi Navyug Books International
2. Kellner M. Douglas and Durham Meenakshi Gigi 2012 *Media and cultural Studies* UK Wiley-Blackwell
3. Dixit, Manoj 2014 *Social media and Journalism* New Delhi Enkay Publishing House
4. Dixit, Manoj 2012 *E- Journalism in Digital Age* New Delhi Enkay Publishing House
5. Joshi, Vinod kumar 2011 *Online Journalism* New Delhi Enkay Publishing House

#### **JOURNALS:**

1. New media and society, ISSN: 14614448
2. Journal of Advanced Research in Journalism & Mass Communication; ISSN: 2395-3810

#### **E-LEARNING RESOURCES:**

1. <https://firstsiteguide.com/what-is-blog/>
2. <https://www.techopedia.com/definition/2493/cyberspace>
3. <https://www.usability.gov/how-to-and-tools/methods/writing-for-the-web.html>
4. <https://www.learn.digitalentrepreneurship.com/2019/02/16/what-is-digital-entrepreneurship/>

5 <http://vikaspedia.in/education/Digital%20Literacy/information-security/cyber-laws>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Identify the aspects of new media and their advantages
CO 2	Compute various features in various new media platforms
CO 3	Practice the role of online journalist
CO 4	Develop and design write ups for digital medium
CO 5	Predict the future of online journalism

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	2	1	3	2
CO2	2	3	1	3	3
CO3	3	3	1	3	2
CO4	2	2	2	3	2
CO5	1	3	2	2	2
<b>AVERAGE</b>	2	2.6	1.4	2.8	2.2

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar

Peer Learning

**SEMESTER IV**

**PERFORMING ARTS AND COMMUNICATION (PRACTICAL)**

**TOTAL HOURS: 60**  
**CREDITS: 3**

**COURSE CODE: 20SP18 /4E5/PAC**  
**L-T-P: 2-1-1**

**COURSE OBJECTIVES:**

To enable students to

- Recall the origin and development of performing arts
- Infer the importance of theatre
- Apply intercultural issues in performing arts
- Appraise various folk forms
- Assess recent trends in drama and performances

**COURSE OUTLINE:**

**UNIT I**

History of Performing Arts – A Socio-Cultural History of Traditional Communication –  
Performing Arts in Tamil Nadu – Performers – Masks – Body Adornment

**(10 hours)**

**UNIT II**

Theatre – Theatricality – Theatre and Opera – Drama – Stage – Romanticisation –  
Characteristics and Genres of Theatre Arts in India – Music Styles – Dance – Indian Dance  
Styles

**(15 hours)**

**UNIT III**

Cross Cultural Studies in Performing Arts – Marginalization and Performing Arts –  
Empowerment – Feminism and Performing Arts.

**(10 hours)**

#### UNIT IV

Street Theatre – Therukoothu – Folk Dance – Puppetry

(15 hours)

#### UNIT V

Modern Trends in Drama and Performances – Digital Performance – Virtual Practices

(10 hours)

#### RECOMMENDED TEXTBOOKS:

1. Allain ,Paul.,& Harvie ,Jen .(2013).*The Routledge Companion to Theatre and Performance*. New York: Routledge .
2. Davies, David(2011).*Philosophy of the Performing Arts*.Oxford :Wiley–Blackwell.

#### REFERENCE BOOKS:

1. Kennedy,Dennis(2010).*The Oxford Companion to Theatre and Performance*Oxford : Oxford University Press.
2. Hollande ,Julia(2007).*Indian Folk Theatres*.New York : Routledge.
3. Krishna, Nandita (1996). *Folk Arts of Tamil Nadu*.Chennai :CP Ramaswami Aiyer Foundation.
4. Varadpande, Manohar Laxman (2005) *History of Indian Theatre*. New Delhi :Abhinav Publications
5. Blumenthal ,Eileen (2005). *Puppetry: A World History*.New York :Abrams.

#### JOURNALS:

1. International Journal of Performing Arts and Digital Media ; ISSN : 200400934
2. Journal of Advanced Research in Journalism and Mass Communication; ISSN: 2395-3810

#### E-LEARNING RESOURCES:

1. <https://www.britannica.com/art/performance-art>
2. <https://www.holidify.com/pages/dances-of-india-272.html>
3. <https://www.sleek-mag.com/article/feminist-performance-art/>
4. <https://disco.teak.fi/asia/therukoothu-the-street-theatre-of-tamilnadu/>
5. <https://www.ip-label.co.uk/expertise-apm/digital-performance-management-monitoring/>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Outline the performing arts and history in Tamil Nadu
CO 2	List the characteristics and genres of theatre arts in India
CO 3	Experiment with empowerment and feminism on performing arts
CO 4	Discover the need and scope of various folk forms
CO 5	Choose and propose modern trends such as digital performance and virtual practices

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	1	1	1
CO2	3	2	1	2	2
CO3	2	2	3	3	2
CO4	3	2	2	3	2
CO5	2	2	3	3	3
<b>AVERAGE</b>	<b>2.6</b>	<b>1.8</b>	<b>2</b>	<b>2.4</b>	<b>2</b>

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2WEAKLY CORELATED-1  
NO CORELATION-0



**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar

Peer Learning

**SEMESTER IV**

**PUBLIC SPEAKING**

**TOTAL HOURS: 30**  
**CREDITS: 2**

**COURSE CODE: 20SP18/4S/PSG**  
**L-T-P: 2-0-0**

**COURSE OBJECTIVES:**

To enable students to

- Define the fundamental concepts of human communication
- Order structure of speech
- Select delivery of speech
- Define the use of human body to communicate messages
- Adapt to different kinds of audience

**COURSE OUTLINE:**

**UNIT I**

Choosing and Developing a Topic – Choosing a Topic – Defining Purpose – Analyzing the Speaking Situation – Gathering Information

**(6 hours)**

**UNIT II**

Structuring the Speech – Organising in Logical Order – Beginning and Ending the Speech – Supporting Material – Using visual Aids

**(6 hours)**

**UNIT III**

Presenting Your Message: Dealing with Stage Fright – Types of Delivery – Practicing the Speech – Guidelines for Delivery

**(6 hours)**

#### **UNIT IV**

Presentation Skills – Using effective Body Language – Voice Control for Comprehension, Interest and Enhanced Meaning – Analysing the Audience and Setting

**(6 hours)**

#### **UNIT V**

Adapting to the Audience – Building Credibility as a Speaker

**(6 hours)**

#### **RECOMMENDED TEXTBOOKS:**

1. Lucas E Stephen (2011), *The Art of Public Speaking*, New York, Mc Graw Hill
2. Hair O Dan, Rubenstein Hannah & Stewart Rob (2019), *A Pocket Guide to Public Speaking*, MacMillan

#### **REFERENCE BOOKS:**

1. B.Adler, Ronald., & Rodman, George. (2006). *Understanding Human Communication*. Oxford University Press.
2. De Vito, Joseph. (2007). *Human Communication-The Basics Course*. Boston: Pearson.
3. Wood, Julia. (2004). *Communication Mosaics: An Introduction to the Field of Communication* . Belmont: CA: Thomson/Wadsworth.
4. Narula, Uma. (2006). *Communication Models*.
5. Duck, Steve., & T.Mcmahan, David. (2009). *The Basics of Communication – A Relational Perspective*. Sage Publications.

#### **JOURNALS:**

1. International journal of quality research ; ISSN : 18006450
2. IUP journal of soft skills ; ISSN: 1781314

#### **ONLINE RESOURCES**

1. [https://saylordotorg.github.io/text\\_business-communication-for-success/s14-02-choosing-a-topic.html](https://saylordotorg.github.io/text_business-communication-for-success/s14-02-choosing-a-topic.html)
2. <https://www.gingerpublicspeaking.com/article/the-balanced-way-to-structure-a-speech-talk-or-presentation>

3. <https://2012books.lardbucket.org/books/public-speaking-practice-and-ethics/s17-01-four-methods-of-delivery.html>
4. <https://www.verywellmind.com/public-speaking-skills-3024308>
5. <https://www.comm.pitt.edu/audience-adaptation>

**COURSE OUTCOMES:**

CO Number	CO STATEMENT
CO 1	Infer the basic concepts of human communication
CO 2	Recalling the structure of speech
CO 3	Practice the delivery of speech
CO 4	Using human body for communicating message
CO 5	Match with audience needs

**MAPPING-COURSE OUTCOME WITH PROGRAMME SPECIFIC OUTCOME**

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	2	3	2	3	1
CO2	2	3	2	2	1
CO3	3	2	1	2	1
CO4	2	2	3	3	3
CO5	3	1	2	3	3
<b>AVERAGE</b>	<b>2.4</b>	<b>2.2</b>	<b>2</b>	<b>2.6</b>	<b>1.8</b>

KEY:STRONGLY CORELATED-3 MODERATELY CORELATED-2 WEAKLY CORELATED-1  
NO CORELATION-0

**TEACHING METHODOLOGY:**

Lecture (Chalk and Talk-OHP-LCD)

Flipped Learning/Blended Classroom-E Content, Videos-

Problem Solving-Group Discussion-Role Modeling

Quiz-Seminar

Peer Learning

Field Visit

**SELF STUDY PAPER**

**SEMESTER III**

**(DISSERTATION/ PROJECT (PRACTICAL))**

**COURSE CODE:**

**CREDITS: 2**

Every student shall complete and submit individual Dissertation. The format for thesis protocol is as follows:

- Title
- Acknowledgement
- Certificate
- Introduction
- Aims and course objectives
- Review of literature
- Methodology
- Findings
- Summary & Conclusion
- References/ Bibliography
- Sample Questionnaire

Every student shall complete and submit individual project in one of the following specializations.

- Print Journalism
- Radio Production
- Television Production
- On line Journalism/ Digital Form