ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

CHENNAI-600008

POST GRADUATE DEPARTMENT OF JOURNALISM AND COMMUNICATION

SYLLABUS

M.A. JOURNALISM AND COMMUNICATION

(SELF - SUPPORTING)

CHOICE BASED CREDIT SYSTEM

OUTCOME BASED EDUCATION

(OFFERED FROM THE ACADEMIC YEAR 2021-22)

CONTENTS

M.A. DEGREE COURSE IN JOURNALISM AND COMMUNICATION
CHOICE BASED CREDIT SYSTEM
REGULATIONS
(W.E.F 2021-2022)

PREAMBLE

As per the guidelines given by the University Grants Commission and the Tamil Nadu State Council for Higher Education, the M. A degree program 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 91 credits. Self-study paper for advanced learner is added in the syllabus, extra credits will be given to those students.

3. DURATION OF THE PROGRAM: 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 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

3

5. 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.

6. CLASSIFICATION OF SUCCESSFUL CANDIDATES:

Part I, II & III

Successful Candidates passing the examination and securing the marks
a. 75% and above in aggregate shall be declared to have passed the Examination with Distinction
b. 60% and above in aggregate shall be declared to have passed the Examination with first class
c. 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 examinations (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 program.

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 second year (third semester) 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 enroll 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 program and from the I to the III semester in the Post Graduate Programs. 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 charge. They must mentor the students regarding dates of registration, provision of list of domain related courses and dates of examination

PROGRAM 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.

PROGRAM OUTCOMES

On completion of the Program, 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.

PROGRAM 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 a team with self-awareness of personal strengths and limitations.
PSO 4	Device the ability and inquisitiveness to continuously update themselves with respect to the recent trends in the field of Journalism and Communication.
PSO 5	Assess Indian issues from different perspectives and apply them in the field of Journalism and Communication.

PROGRAM PROFILE - M.A. JOURNALISM AND COMMUNICATION

TOTAL MINIMUM CREDITS: 91   **TEACHING HOURS: 120**

S.N	CORE/ ELECTIVE	TITLE OF THE PAPER	CODE	L	T	P	H	C	CA	SE	MM
			I SEMESTER								
1	Core 1	INTRODUCTION TO COMMUNICATION	20SP21/ 1C/ICN	4	2	0	6	4	40	60	100
2	Core 2	REPORTING AND EDITING	20SP21/ 1C/REG	3	2	1	6	4	40	60	100
3	Core 3	WRITING FOR MEDIA	20SP21 /1C/WMA	2	2	2	6	4	40	60	100
4	Core 4	MULTIMEDIA SKILLS (PRACTICAL)	20SP21/ 1C/MSS	0	2	4	6	4	40	60	100
5	Elective 1	PHOTO JOURNALISM (PRACTICAL) OR	20SP21 /1E1/PJM OR	0	2	2	4	3	40	60	100
		FEATURE WRITING	20SP21/1E1/FWG	2	1	1					
6	Soft Skill 1	PERSONALITY ENRICHMENT FOR WOMEN	9G21/1S/PEW	1	1	0	2	2	-	50	50
			II SEMESTER								
7	Core 5	MEDIA LAWS AND REGULATIONS	20SP21/ 2C/MLR	3	2	0	5	4	40	60	100
8	Core 6	DIGITAL JOURNALISM (PRACTICAL)	20SP21/ 2C/DJM	1	1	3	5	4	40	60	100
9	Core 7	PRINT JOURNALISM (PRACTICAL)	20SP21 /2C/PJM	0	2	3	5	4	40	60	100
10	Core 8	RADIO JOURNALISM (PRACTICAL)	20SP21/2C/RJM	2	1	2	5	4	40	60	100
11	Elective 2	INTERCULTURAL COMMUNICATION OR COMMUNICATION FOR DEVELOPMENT	20SP21/ 2E2/ICC OR 20SP21/2E2/CDT	3 3	1 1	0 0	4	3	40	60	100
12	Extra Disciplinary Elective 1	SOCIAL MEDIA COMMUNICATION	20SP21/2E/SMC	3	1	0	4	3	40	60	100
13	Soft Skills 2	German/French/English					2	2	-	50	50
14	Internship	During Summer Vacation	20SP21/3/INP				Min. 21 days	2			

S.N	CORE/ ELECTIVE	TITLE OF THE PAPER	CODE	L	T	P	H	C	CA	SE	MM
				III SEMESTER							
15	Core 9	COMMUNICATION RESEARCH METHODS	20SP21/3C/CRM	3	2	0	5	4	40	60	100
16	Core 10	TELEVISION JOURNALISM (PRACTICAL)	20SP21/3C/TJM	1	1	3	5	4	40	60	100
17	Core 11	AUDIO VIDEO EDITING (PRACTICAL)	20SP21/3C/AVE	1	2	3	6	4	40	60	100
18	Elective 3	INTEGRATED MARKETING COMMUNICATION (OR) SPORTS JOURNALISM	20SP21/3E3/IMC OR 20SP21/3E3/SJM	3 3	0 0	1 1	4	3	40	60	100
19	Elective 4	INDIAN SOCIETY, HISTORY AND POLITICS (OR) ENVIRONMENTAL JOURNALISM	20SP21/3E4/IHP OR 20SP21/3E4/EJM	3 3	1 1	0 0	4	3	40	60	100
20	Extra Disciplinary Elective 2	BASIC JOURNALISM	20SP21/3E/BJM	2	1	1	4	3	40	60	100
21	Soft Skill 3	CORPORATE SOFT SKILLS	20SP21/3S/CSS	2	0	0	2	2	-	50	50
				IV SEMESTER							
22	Core 12	MEDIA MANAGEMENT	20SP21/4C/MMT	3	2	0	5	4	40	60	100
23	Core 13	FILM ANALYSIS AND APPRECIATION (PRACTICAL)	20SP21/4C/FAA	2	1	2	5	4	40	60	100
24	Core 14	INTERNSHIP (PRACTICAL)	20SP21/4C/INP	0	0	5	5	4		100	100
25	Core 15	PORTFOLIO AND PROJECT(PRACTICAL)	20SP21/4C/PPT	0	1	6	7	4		100	100
26	Project	PROJECT - DISSERTATION (PRACTICAL)	20SP21/4P/PRO	2	1	3	6	3		100	100
27	Soft Skill 4	PUBLIC SPEAKING	20SP21/4S/PSG	2	0	0	2	2	-	50	50
		OPTIONAL EXTRA CREDITS									
I	Extra Credits (OPTIONAL)	QUALITATIVE DATA ANALYSIS FOR SOCIAL SCIENCE RESEARCH	20SP21/3SS/QAS	-	-	-	-	2	-	100	100

L = Lecture Hours T = Tutorial HoursP=Practical Hours H = Hours per week C= Credits CA=Continuous assessment

SE=Semester Examinations MM=Maximum Marks

EVALUATION PATTERN FOR CONTINUOUS ASSESSMENT-PG

INTERNAL VALUATION BY COURSE TEACHER/S

CORE/ELECTIVE   -   THEORYPAPERS

COMPONENT	TIME	MAX.MARKS	CA MARK
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

COMPONENT	TIME	MAX.MARKS	CA MARK
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

Knowledge Level	Section	Word Limit	Marks	Total
K 4	A-2/4X10 marks	500	20	50
K4, K 5	B-2/3x15 marks	1200	30	

RUBRICS FOR CONTINUOUS ASSESSMENT

Assignment	Content/originality/Presentation/Schematic Representation and Diagram/Bibliography
Seminar	Organisation/Subject Knowledge/Visual Aids/Confidence level/Presentation- Communication and Language
Field Visit	Participation/Preparation/Attitude/Leadership
Participation	Answering Questions/Clearing Doubts/Participating in Group Discussions/Regular Attendance
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

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

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

DOUBLE VALUATION BY RESEARCH SUPERVISOR AND EXTERNAL EXAMINER

PROJECT- DISSERTATION

SEMESTER: IV

DISSERTATION: 100

VIVA: 40

PROJECT: 60

MAXIMUM MARKS: 100

PASSING MARKS: 50

INTERNSHIP

SEMESTER: IV

VIVA: 40

PROJECT: 60

MAXIMUM MARKS: 100

PASSING MARKS: 50

PORTFOLIO AND PROJECT (PRACTICAL)

SEMESTER: IV

VIVA: 40

PROJECT: 60

MAXIMUM MARKS: 100

PASSING MARKS: 50

INTRODUCTION TO COMMUNICATION

TOTAL HOURS: 90   **COURSE CODE: 20SP21/1C/ICN**
CREDITS: 4   **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   (18 hours)

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

UNIT II   (18 hours)

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

UNIT III   (18 hours)

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

UNIT IV   (18 hours)

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

UNIT V   (18 hours)

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

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
4. Seema Hassan. (2013) *Mass Communication Principles and Concepts* (second edition). CBS Publishers and Distributors
5. Kumar J Keval. (2013) *Mass Communication in India*, Jaico Publishing House

REFERENCE BOOKS:

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

CO Number	CO STATEMENT
CO 1	Outline the nature, process, functions, types and barriers of communication.
CO 2	Interpreting the different communication theories
CO 3	Distinguishing the societal functions of mass media and its effects, as well as explain the latest technologies and new media.
CO 4	Experimenting mass media and society using cultural studies approach.
CO 5	Create a plan for social development using communication.

MAPPING-COURSE OUTCOME WITH PROGRAM SPECIFIC OUTCOME

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

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

REPORTING AND EDITING

TOTAL HOURS: 90   **COURSE CODE: 20SP21/1C/REG**

CREDITS: 4   **L-T-P: 3-2-1**

COURSE OBJECTIVES:

To enable students to

- Articulate the principles and practices of news reporting
- Reenact the techniques of various kinds of writing and specialized reporting
- Acquaint themselves with writing and editing skills and evaluating how news is edited
- Associate the approaches, techniques and styles used for different stories and features
- Analyse various current affairs topics by regular media tracking

COURSE OUTLINE:

UNIT I   (18 hours)

Definition - Meaning and Scope of Journalism - Types of Journalism - Functions of Journalism – Principles of Reporting - Multimedia and Convergent Reporting - News Values- Types of News - News Gathering Techniques - Types of Sources – Credibility - Confidentiality - Types of Beats- Exclusive Reporting

UNIT II   (18 hours)

In Depth Story writing - Different Approaches (Eastern and Western) – National & Regional - Urban and Rural - Converting Data to Stories – Social Media – Blogging – Online Journalism – Ethical Challenges in News Reporting – Codes of Ethics - Deontological & Teleological ethics

UNIT III   (18 hours)

Newsroom Organisation - News Editing – Principles – Editor-Role of an Editor - Gatekeeping – Copy Editing – Principles, Types, Strategies & Symbols – Methods of News Editing (Traditional and Modern) - News Judgment -Fairness - Wire stories-Cutline

UNIT IV   (18 hours)

Style - Usage of Style book-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/Apps.

UNIT V   (18 hours)

Understanding Current Affairs Topics - Topical News Stories (Last six months) – Media Tracking – Discuss with the issues of the day - Exercises for News Writing and Editing.

RECOMMENDED TEXTBOOKS:

1. Krishnaswamy K. V. (2015) *Writing and Editing News.* Orient Blackswan.
2. Harrower, Tim. (2017).*Inside Reporting: A Practical* Guide to the Craft of Journalism.
3. Houston,Brant.(2009).*The Investigative Reporter's Handbook*:A Guide to Documents, Databases, and Techniques. Bedford/ St.Martin's.

REFERENCE BOOKS:

1. K.M. Shrivastava (2015). *News Reporting and Editing*, Sterling Publishers.
2. Parthasarathy, Rangaswamy. (1984). Basic Journalism, Macmillan.
3. Rao, Ursula. (2013). *News As Culture: Journalistic Practices and the Remaking of Indian Leadership Tradition.* Berghahn Books.
4. Wilson, N. Robert. (2010). *Editorials and Editorial Writing*. Nabu Press.
5. Yopp, J. Johnson., and Mc Adams, C. Catherine. (2009). *Reaching Audiences: A guide to Media Writing*. Allyn & Bacon.
6. 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.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	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	Prepare content and layout
CO 5	Deducing current affairs topics

MAPPING-COURSE OUTCOME WITH PROGRAM SPECIFIC OUTCOME

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

KEY: **S**TRONGLY CORRELATED-3 MODERATELY CORRELATED-2 WEAKLY CORRELATED-1 NO CORRELATION-0

WRITING FOR MEDIA

TOTAL HOURS: 90   **COURSE CODE: 20SP21 /1C/WMA**

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

COURSE OBJECTIVES:

To enable students to

- Inferring the characteristics of writing for media
- Correlate the tools of writing
- Outline the strategies of media writing
- Identifying and judging the sources to interview and research
- Locating the types of audience

COURSE OUTLINE:

UNIT I   **(18 hours)**

An Introduction to Writing for Media – Four Characteristics of Media Writing - Accuracy, Clarity, Efficiency, Precision – Writing for Media – Writing for Convergent Media – Attributes of good news story – Communication skills – Characteristics of a Media Writer – Writing Apps.

UNIT II   **(18 hours)**

Basic Tools of Writing –To get started – Think, Talk and Read - Free writing - techniques used in free writing - Mind mapping - techniques used in mind mapping – Deciding on the Objectives of writing and justification to write on that particular topic – Developing the story, Developing curiosity - Characteristics of feature writing - Read, analyze, emulate – Essential Principles to adhere for writing a grammatically good copy – Writing Styles - Journalistic Conventions - Language Sensibility. Common Errors - Spelling, Grammar, Punctuation

UNIT III   **(18 hours)**

Writing Process – Purpose of Media Writing - Broadcast writing style - Broadcast copy preparation - The structure of an article – Conventions and Practices, The Inverted Pyramid – Writing coherently, Effective ways to improve writing skills – Writing articles, reviews and editorials – The Writing process - Dealing with blocks, Writing an outline - Topic Sentences, Winning an argument with writing - Effective Strategies - Editing to improve effectiveness - Plagiarism and Copyright Issues

UNIT IV   **(18 hours)**

Sources – Types of Sources – Stored – Observational - Personal – Interview - Controlling an interview – On-the scene reporting - A staged event - a spontaneous event - a mixed event - Attribution - Quoting and Paraphrasing - Verification of sources – Internet as a source – Features - Credibility Issues – Research on topic - Gathering information - Acknowledging the references - Fact checking

UNIT V   **(18 hours)**

Audience Engagement - Building rapport with your audience – Types of Audience - Understanding the Diversity in Audience – Audience Analysis - Audience Analysis Matrix – Taking a personal tone (Film reviews, Lifestyle stories) – Communicating with the help of professional website/blog - Social Networks – Responding to audience feedback - Improvising content based on audience reviews

RECOMMENDED TEXTBOOKS:

1. Carol Rich, (2007) "*Writing and Reporting News*", 5th edition, Thomson Publishing
2. Stovel G (2006) *"Writing for Mass Media"*, 6th edition, Allyn and Bacon
3. Melvin Mencher (2006), *"News Reporting and Writing"*, 10th edition, McGraw-Hill
4. Clark, Roy Peter. (2006). *"Writing Tools: 50 Essential Strategies for Every Writer"*. Little, Brown.
5. Raman, Usha (2009), *"Writing for the Media"*, OUP

REFERENCE BOOKS:

1. Gupta, (2002), "*Basic aspects of media writing*", New Delhi: Kanishka Publishers
2. Quinn Stephen (2005) *"Convergent Journalism: The Fundamentals of Multimedia Reporting"*. Lang Publishing
3. Batty Craig and Cain Sandra (2010), *"Media Writing: A Practical Introduction"*, Palgrave Macmillan.
4. Foust James, (2005), *"Online Journalism – Principles and Practices of News for the Web"*, Holcomb Hathaway Publishers, Scottsdale
5. Fox, Walter, (2001) "*Writing the News: A Guide for Print Journalists"*, Iowa State University Press

JOURNALS:

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

E-LEARNING RESOURCES:
1. https://docs.iiep.unesco.org/peic/2748.pdf
2. https://openbooks.library.umass.edu/introwgss/
3. https://opentextbc.ca/womenintheworld/chapter/chapter-10-women-and-the-media/#over1
4. https://theswaddle.com/from-teachers-to-textbooks-gender-stereotypes-in-indian-schools/

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Finding the characteristics of media writing.
CO 2	Associating techniques and tools for effective media writing.
CO 3	Categorizing effective strategies in media writing.
CO 4	Preparing an interview and research on a topic.
CO 5	Categorizing the audience and create audience centric content.

MAPPING-COURSE OUTCOME WITH PROGRAM SPECIFIC OUTCOME

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

KEY: **STRONGLY** CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

MULTIMEDIA SKILLS (PRACTICAL)

TOTAL HOURS: 90 **COURSE CODE: 20SP21 /1C/MSS**

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

COURSE OBJECTIVES:

To enable students to

- Organize and work on different file formats
- Edit and work on different layers in photoshop
- Advanced editing and drawing with different tools
- Relate elements of design with current designing trends
- Exemplify tools in adobe illustrator

.

COURSE OUTLINE:

Unit I **(18 hours)**
Creating images for print - Image Formats - Resolution - Raster Vs. Vector - Resolution and other characteristics of different formats of Digital Images - Colour Theory

Unit II **(18 hours)**
Photoshop: Exploring Photoshop Interface - Screen Modes - Creating New Documents, Using Styles and Templates - Custom Creation Tools - Editing Image - Colour mode in Photoshop - Selection tools - Using Drawing and Painting tools - Retouching tools - Setting foreground and background colour - Layers - Unlinking layers - Masking Layers - Applying Filters - Creating and editing smart objects -Text editing in Photoshop

Unit-III **(18 hours)**
Advanced Drawing and Editing Path - Working with Colour - Transformation - Positioning - Masks - Advanced Text Editing - Modifying styles - Exporting files to other programs - Print Options and Printing of designs/works

Unit-IV **(18 hours)**
Elements of Designing - Value Principles of Design - Typography - Anatomy of a letter – Typefaces - Typographic Measurement - Typographic Standards - Typographic Guidelines –
Introduction to Adobe Illustrator:
Tools of Illustrator - Practice on Palettes - Advanced concept of drawing - Emphasis on design and - composition and experimental techniques in different media - Use of selection Tool - objects attributes - Working with Groups and Layers

Unit-V **(18 hours)**
Animation Basics - Principles of Animation - Squash and Stretch - A short history - File Types - Creating GIF and animated Banners - White Board Animation

RECOMMENDED TEXTBOOKS:

1. RoseGonnella,ChristopherNavetta,MaxFriedman,(2015)*DesignFundamentals:NotesonVisualElem ents and Principlesof Composition*, *2nd edition*. PeachpitPress
2. DavidA.Lauer,StephenPentak,DesignBasics,2012,Eighth Edition,Wadsworth Cengage Learning

REFERENCE BOOKS:

1. Adobe Photoshop CS3 – Classroom in a Book – Adobe Press
2. TayVaughan,Multimedia:MakingitWork(withCD),9thEdition,McGrawHillEducation
3. Ranjan Parekh, Principles of Multimedia, 2ndEdition, McGraw Hill Education, 2013.Modeof Evaluation:CAT/Assignment/Quiz/FAT

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Execute with different file formats in Photoshop
CO 2	Mix with different layers in the file and work creatively
CO 3	Articulate different tools to create new images
CO 4	Mash today's trends of designing in their work
CO 5	Execute working in vector based file

MAPPING-COURSE OUTCOME WITH PROGRAM SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	3	2	2	1
CO2	2	3	2	3	1
CO3	1	2	1	3	1
CO4	2	3	2	2	2
CO5	1	3	1	3	2
AVERAGE	1.4	2.8	1.6	2.6	1.4

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

PHOTO JOURNALISM (PRACTICAL)

TOTAL HOURS: 60 **COURSE CODE: 20SP21/1E1/PJM**

CREDITS: 3 **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 **(18 hours)**

Digital Camera Basics – Aperture – Shutter speed – ISO – Resolution - Lenses – Composition rules – Lightings and Equipment – Genres - What's in a Pro Camera Bag – File Formats – Tips for Success in Photography – Copyright and Fair Use of Photographs – Photojournalism Ethics

UNIT II **(18 hours)**

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

UNIT III **(18 hours)**

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

UNIT IV **(18 hours)**

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

UNIT V **(18 hours)**

Photo Techniques – Specialised, Tethering and other Studio Techniques – Photo in Interactive Graphics, Maps, Polls and Text – What Editors are looking for – Selling Your Work – photo voice & story telling- Agencies, Photoshelter and Others

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. Langford, Michael., & Bilissi, Efthimia. (2008). *Langford's Advanced Photography.* Focal Press.
7. Langford, Michael., Fox, Anna., & Smith, Richard Sawdon. (2007). *Langford's Basic Photography.* Focal 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/r eporting-editing/2010/10-ways-to-find-stories-other-journalists-are-missing/&ved=2ahUKEwjLhNToi6rkAhUkmI8KHbHnCUQQFjABegQIDxAI&usg= AOvVaw374zRM9ebbYylFdA_-VIou
3. https://www.google.com/url?sa=t&source=web&rct=j&url=https://blog.hightail.com/five- essential-post-production-tools-filmmakers/&ved=2ahUKEwjtnrOziarkAhV6IbcAHZ1GCbMQFjABegQIDxAH&usg=AOv Vaw1zBcJk8EYWAWG4jY3jEVQv&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=15671505193 70

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 PROGRAM SPECIFIC OUTCOME

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

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

FEATURE WRITING

TOTAL HOURS: 60   **COURSE CODE:20SP21/1E1/FWG**

CREDITS: 3   **L-T-P: 2-1-1**

COURSE OBJECTIVES:
To enable students to
- Define the writing process for narrative writing
- Choose the types of feature writing techniques
- Chart news reports and stories for various medium
- Find the anatomy of a news writing techniques for various medium
- Identify interview techniques and ethical considerations

COURSE OUTLINE:

UNIT I   **(12 hours)**

Story Organization -Writing Process-Story Structure - Forms - Long Form Feature Writing - Story telling-Structure-Narrative Writing-Descriptive – Process Analysis - Cause-Effect-Planning-Argumentation

UNIT II   **(12 hours)**

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

UNIT III   **(12 hours)**

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

UNIT IV   **(12 hours)**

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

UNIT V   **(12 hours)**

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

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=1 607
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.stevepavlina.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 PROGRAM 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
AVERAGE	1.8	2.6	1.6	2.8	1.8

KEY: STRONGLY CORRELATED-3 MODERATELY CORRELATED-2 WEAKLY CORRELATED-1 NO CORRELATION-0

MEDIA LAWS AND REGULATIONS

TOTAL HOURS: 75   **COURSE CODE: 20SP21/2C/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 principles
- Recognize the 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   **(15 hours)**

History of Indian Media - Impact of Emergency on the Development of Indian Media during 1980s - 2000 - Freedom of the Press - Freedom of Speech & Expression (Articles) - Indian Constitutional Provisions and Laws – Civil and Criminal Proceedings

UNIT II   **(15 hours)**

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

UNIT III   **(15 hours)**

Media's Problems including Privacy - Right to Reply - Sting Operations – Guarding against Communal Writing and Sensational and Yellow Journalism –Freebies –Bias – Paid News - Media Controversies – Social Responsibility of the Journalists – News for Development – Defamation - Hate Speech – Libel – Slander

UNIT IV   **(15 hours)**

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

UNIT V   **(15 hours)**

Media regulations- Role of Press Council of India - Guidelines for the Press – Codes Suggested for the Press by Press Council and Other National and International Organizations – Accountability and Independence of Media – Working Paper on any Legal Issue Involving Media

RECOMMENDED TEXTBOOKS:

1. Cheney, George. (2011). *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. (2012). *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
2. http://www.nraismc.com/wp-content/uploads/2017/03/205-PRESS-LAW-MEDIA-ETHICS-backup.pdf
3. http://www.nraismc.com/wp-content/uploads/2017/03/106-MEDIA-LAWS.pdf
4. http://www.legalserviceindia.com/articles/media.htm

COURSE OUTCOMES:

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

MAPPING-COURSE OUTCOME WITH PROGRAM SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	1	1	2	3
CO2	3	1	1	2	2
CO3	2	1	1	3	3
CO4	3	1	1	3	3
CO5	3	2	2	3	3
AVERAGE	2.8	1.2	1.2	2.6	2.8

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

DIGITAL JOURNALISM (PRACTICAL)

TOTAL HOURS: 75   **COURSE CODE: 20SP21/2C/DJM**

CREDITS: 4   **L-T-P: 1-1-3**

COURSE OBJECTIVES:

To enable students to
- Extend the knowledge on different aspect of new media
- Paraphrase web feature writing
- 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   (15 hours)

Digital Journalism – Definition – Advanced Web Browser extension relevance for Journalism - Media Convergence - Using Open Data for Reporting – Digital Divide

UNIT II   (15 hours)

E-newspaper - E-zine – History – Features – Trends – Limitations - Issues and Challenges - Social Media for reporting – Web blogs – Webcast - Interactive Media - Characteristics of Interactive Media

UNIT III   (15 hours)

Multimedia Package – Challenging Values – Archiving – Online Tools of Journalist - apps - Online News Room - Writing for Web

UNIT IV   (15 hours)

Digital Entrepreneurship – Revenue in Digital Journalism -Mobile Phone for Reporting - Using Social Media for Reporting – Web Authoring and Publishing

UNIT V   (15 hours)

Content Management System - Web Browser - Search Engine Optimization for Content Writing - WordPress - Creating Blogs - YouTube Channel - Future and Prospects of Online Journalism

RECOMMENDED TEXTBOOKS:

1. Deepak Kumar. (2017) *Digital Media* New Delhi Pearl Books
2. Singh, Dharmendra (2015) *New Media and Development* New Delhi Neha Publishers and Distributers
3. 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.learndigitalentrepreneurship.com/2019/02/16/what-is-digital- entrepreneurship/
5 .http://vikaspedia.in/education/Digital%20Litercy/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 digital journalist
CO 4	Develop and design write ups for digital medium
CO 5	Predict the future of digital journalism

MAPPING-COURSE OUTCOME WITH PROGRAM 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
AVERAGE	**2**	**2.6**	**1.4**	**2.8**	**2.2**

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

PRINT JOURNALISM

TOTAL HOURS: 75   **COURSE CODE: 20SP21 /2C/PJM**
CREDITS: 4   **L-T-P: 0-2-3**

COURSE OBJECTIVES:

To enable students to

- Report 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 in-depth story and interview
- Design newspaper and magazine layout and develop team coordination skills

COURSE OUTLINE:

1st Week Reporting about neighborhood (one1000 words News Feature) and (four 500 words News Stories)

2nd Week Writing a tweet based on obituaries, accidents, weather, speeches, meetings and Crime and court coverage

3rd Week Reporting on Civic Issues (four 500 words News Stories) and (Writing four News Stories)

4th Week Writing a column on political speech

5th Week Writing an interview based feature on a social problem

6th Week Writing a research based in-depth story

7th Week Writing on Art and Culture

8th Week Writing 500-word Story using data from commercial databases and the Internet

9th Week Interviewing the marginalized people in the society

10th Week Writing an editorial on current events in college

11th Week Creating a Magazine template

12th Week Drawing cartoons and caricatures

13th Week Writing an in-depth story on development issues

14th Week Shooting Photo Features and writing a diary of Events happening in College

FINAL OUTPUT:

Tabloid/ Newspaper/Magazine

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

3. Madhok, Madhuri (2015) *News and Social Media*. India: New century Publications

4. Spark, David and Harris, Geoffrey (2012) *Practical Newspaper Reporting, India.* Sage Publication

5. Mcluhan Marshall (2016). *Understanding Media, New York*. Atlantic Publication

6. Choudhury, Anirudh (2013) *Newspaper Management*. India: Wisdom Press

REFERENCE BOOKS:
1. Sumner E David (2013), *Feature and Magazine writing Action, Angle and Anecdotes*,UK, Blackwell publishing Ltd.
2. 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
3. Rich, Carole. (2010). *News Writing And Reporting, India:* Cengage Learning
4. Kumar Singh, Nagendra (2014). *Newspaper Journalism, India*: Abhijeet Publications
5. Jacquette, Dale (2007). Journalistic *Ethics Moral Responsibility in the Media, India: Pearson Education and Dorling* Kindersley

JOURNALS:
1. Written Communication; ISSN: 07410833
2. Journalism Practice; ISSN: 17512786,17512794
3. Journal of Media Watch; ISSN: 0976-0911

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

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Create news stories and features for different beats
CO 2	Demonstrate writing skills
CO 3	Apply research techniques for an in-depth story
CO 4	Devise new ways of storytelling
CO 5	Plan and bring out a magazine/tabloid/newspaper

MAPPING-COURSE OUTCOME WITH PROGRAM 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
AVERAGE	2.4	2	1.6	2.4	2.2

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED- 2 **W**EAKLY CORRELATED – 1 **N**O CORRELATION-0

RADIO JOURNALISM (PRACTICAL)

TOTAL HOURS: 75   **COURSE CODE: 20SP21/2C/RJM**

CREDITS: 4   **L-T-P: 2- 1- 2**

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
- Signify the studio usage

COURSE OUTLINE:

UNIT I   **(15 hours)**

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

UNIT II   **(15 hours)**

News Writing –Telling the Story – Building the Story – Writing Cues – Contextual Cues –News Assembly – News Reading

UNIT III   **(15 hours)**

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

UNIT IV   **(15 hours)**

News Bulletins – Styles – Production – Essentials - Scheduling

UNIT V   **(15 hours)**

Live Recording – Microphones - Audio Equipment - Studio Setup - Contemporary Practices in Radio Journalism - Apps

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

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 scheduling
CO 5	Inferring audio equipment usage

MAPPING - COURSE OUTCOME WITH PROGRAM 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
AVERAGE	**2.2**	**2.8**	**1.6**	**3**	**2**

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

INTERCULTURAL COMMUNICATION

TOTAL HOURS: 60   **COURSE CODE: 20SP21/2E2/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   (12 hours)

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

UNIT II   (12 hours)

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

UNIT III   (12 hours)

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

UNIT IV   (12 hours)

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

UNIT V   (12 hours)

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

RECOMMENDED TEXTBOOKS:

1. *Martin, N. Judith & Nakayama, K.Thomas.* (2004). *Intercultural Communication in Contexts* ,NewYork: 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.
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

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

5. https://moniviestin.jyu.fi/ohjelmat/hum/viesti/en/ics/2

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Associate the need to study intercultural communication
CO 2	Relate the relations between communication, culture and power
CO 3	Structure the relationship between society, identities, culture and communication
CO 4	Deduct the relationships between language, identity and communication
CO 5	Review society, politics, language and policies among cultures

MAPPING-COURSE OUTCOME WITH PROGRAM 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
AVERAGE	2.2	2.4	1.4	2.4	2.8

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

COMMUNICATION FOR DEVELOPMENT

TOTAL HOURS: 60   **COURSE CODE: 20SP21/2E2/DCN**

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

COURSE OBJECTIVES:

To enable students to
- Recall the various models of communication
- Identify the concept of the Third world and its issues
- Examine the issues in agriculture and the 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   (12 hours)

Introduction to Communication – Models of Communication – Lasswell – Osgood and Schramm – Gerbner – Shanon and Weaver and David Berlo – What is development – Approaches to Development – International Development Organization (UNESCO, AID) – Alternate Media – Social Movement – Social Movement Media – Citizen Journalism – Community radio – design a communication campaign

UNIT II   (12 hours)

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

UNIT III   (12 hours)

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

UNIT IV   (12 hours)

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 Paradigm

UNIT V   (12 hours)

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

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

3. Dahama, O.P. and Bhatnagar, O.P., (2003). *"Education and Communication for Development"* Oxford and IBH Publishing

REFERENCE BOOKS:

1. Prato, De Giuditta. (2013). *Asia in the Global ICT Innovation Network, Dancing with Tiger.* Chandos Publishing.
2. McQuail, D. (2000). *"Mass Communication Theories"*. London: Sage Publications
3. Patri and Patri (2002). *"Essentials of Communication"*. Greenspan Publications
4. Mikkelsen, Britha, (2002). *"Methods for Development Work and Research"*. New Delhi: Sage Publications
5. Dale R, (2004) "*Evaluating Development Programmes and Projects*". New Delhi : Sage Publications

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.economicsdiscussion.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 PROGRAM 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
CO3	3	3	1	2	2
CO4	2	2	2	1	2
CO5	2	3	2	1	2
AVERAGE	**2.4**	**2.2**	**1.4**	**1.4**	**1.8**

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

SOCIAL MEDIA COMUNICATION

TOTAL HOURS: 60   **COURSE CODE: 20SP21/2E/SMC**

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

COURSE OBJECTIVES:

To enable students to
- Identify the importance of basic journalism
- Compare the salient features and advantages of new media over traditional media
- Ascertain the development and growth of mobile journalism
- Find the online journalism challenges and practices
- Outline all social media trends

COURSE OUTLINE:

UNIT I   **(12 hours)**
Journalism- Principles and Practices - Traditional Media vs New Media – Advantages and Disadvantages - Online Journalism History – Content Management System

UNIT II   **(12 hours)**
New Media –Media Content - Media Convergence - Cyber Culture - Participatory Culture - Digital Divide – Digital Democracy

UNIT III   **(12 hours)**
New Media - Mobile Journalism – Use of Mobiles for story writing and reporting – Apps, Tools and Techniques - Smartphone Photography – Social Media Applications – News Writing for Apps, Robotic News and Reporting

UNIT IV   **(12 hours)**
Online Journalism – New Media Technology – Challenging Values - Online Research and Reporting Citizen Journalism

UNIT V   **(12 hours)**
Social Media - Cyber Forums – Community Web Portals - Social Networking Sites - Social Media Analytics – Blog – Wikis - Editorial and Ethical Challenges – Podcasts – Webcast - Cyber Laws - Online Journalism – Future and Prospects

RECOMMENDED TEXTBOOKS:

1. Bradshaw, Paul., & Rohuma, Liisa. (2017). *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age.* London: Taylor & Francis Ltd.
2. Cecilia, Friend., & Singer, B. Jane. (2015). *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. Creeber, Glen., & Royston, Martin . (2009). *Digital Culture: Understanding New Media: Understanding New Media.* Berkshire: Open University Press.
3. Pavlik, V. John. (2013). *Journalism and New Media.* New York: Columbia University Press.
4. Ward, Mike. (2013). Journalism online. Oxford : Taylor & Francis Ltd.
5. Djajalie, K. (2010). *Citizen Journalist: A Case Study on Using Blogs for Self-Promotion*. Indonesia: Equinox Publishing (Indonesia).
6. Thomsen, L. H. (2018). *Inside the TV Newsroom: Profession Under Pressure*. United Kingdom: Intellect Books Limited.

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

E-LEARNING RESOURCES:
3. https://en.m.wikipedia.org/wiki/Digital_journalism
4. http://channel-to.blogspot.com/2015/05/six-main-characteristics-of-new-media.html?m=1
5. https://en.m.wikipedia.org/wiki/Citizen_journalism
6. https://en.m.wikipedia.org/wiki/Web_analytics
7. 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 PROGRAM 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
CO3	2	1	3	2	2
CO4	1	1	2	3	2
CO5	2	1	2	3	2
AVERAGE	1.8	1.4	2	2.2	1.8

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

COMMUNICATION RESEARCH METHODS

TOTAL HOURS: 75   **COURSE CODE: 20SP21/3C/CRM**

CREDITS: 4   **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
- Composing the most appropriate methodology for their research studies

COURSE OUTLINE:

UNIT I   (15 hours)

Research Definition – Characteristics - Communication Research – Theories - Function – Scope and Importance – Scientific Approach - Basic and Applied Research - Elements of Research - Causal Inference - Research in Media Effects

UNIT II   **(15 hours)**

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

UNIT III   **(15 hours)**

Case Study - Content Analysis - Computer Assisted 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

UNIT IV   **(15 hours)**

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

UNIT V   **(15 hours)**

Preparation of Research Reports – Writing Review of Literature – Bibliography – Method of Writing References Books, Journals, Proceedings and Websites - Project Reports – Dissertations – Thesis

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 3rd 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.

8. Berger, Asa (2013) *Media Communication and Research Methods: An Introduction to Quantitative and Qualitative Approaches,* 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 PROGRAM SPECIFIC OUTCOME

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

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

TELEVISION JOURNALISM (PRACTICAL)

TOTAL HOURS: 75   **COURSE CODE: 20SP21/4C/TJM**

CREDITS: 4   **L-T-P: 1- 1- 3**

COURSE OBJECTIVES:

To enable students to
- Paraphrase basics of television journalism
- Articulate theory and techniques in real time
- Compose scripts for various programs
- Outline the practical structure of television production
- Design a creative television program 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 – 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. (2006). *Television Production Handbook*, Thomson Wadsworth.
2. Belavadi Vasuki. (2008). *Video Production Handbook*, Oxford University Press.

REFERENCE BOOKS:

1. Owens, Jim and Millerson, Gerald. (2012). *Television Production*, Focal Press.
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. (2006). *Video Production Handbook*, Focal Press.
5. Bowen, Christopher J. and ,Roy.(2013). *Grammar of the Shot* ,Focal Press, 3rd Edition.

JOURNALS:

1. Historical Journal of Film; Radio and Televison, 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 programs
CO 4	Planning and developing the structure of a program
CO 5	Produce a television program

MAPPING-COURSE OUTCOME WITH PROGRAM SPECIFIC OUTCOME

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

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

AUDIO VIDEO EDITING (PRACTICAL)

TOTAL HOURS: 90　　　　　　　　**COURSECODE: 20SP21/3C/AVE**

CREDITS: 4　　　　　　　　　　　**L-T-P: 1- 2- 3**

COURSE OBJECTIVES:

To enable students to
- Summarise 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

History of Video Editing - Fundamentals of video editing

UNIT II

Editing Methods - Softwares - Narratives and Editing Techniques – Audio DAWs tools - Linear and Nonlinear Techniques in Editing

UNIT III

Sound and sound design - Dubbing - Basics of Sound Mixing

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 Televison; 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

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Correlating 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 PROGRAM SPECIFIC OUTCOME

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

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

INTEGRATED MARKETING COMMUNICATION

TOTAL HOURS: 60   **COURSE CODE: 20SP21/3E3/IMC**

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

COURSE OBJECTIVES:

To enable students to

- Highlight the evolution, role, forms and effects of advertising
- Associate the structure of advertising agencies
- Effectively design an advertisement
- Deduce the public relations officer's roles and responsibilities and make informed judgments on critical issues
- Implement Public relations campaign

COURSE OUTLINE:

UNIT I   **(10 Hours)**

Introduction to Advertising – Advertising as a Form of Promotion: Role, Functions and Effects – Social, Ethical and Regulatory aspects of Advertising – Evolution of Advertising in India and the World.

UNIT II   **(10 Hours)**

Types and Advertising Agencies – Target Audience, Geographic Area, Media and Purpose – Formats for Production: Print Advertising, Television Commercials, Radio Commercials, Outdoor Advertising, Institutional and Promotional Advertising, Web Ads, and Alternative Media Options, Above and Below the Line Advertising – Ad Agencies: Structure, Types, ways by which Agencies Make Money – Social Media Marketing – Social Media Communication – Marketing Segmentation – Marketing Mix – Advertising Promotions

UNIT III   **(10 Hours)**

Creating an Advertisement – Elements of Advertisement: Copy/ Script, Headline, Sub-Headline, Text, Slogan, Logo, Trade Mark – Visualisation – Layout – Illustration - Colour

UNIT IV   **(10 Hours)**

Public Relations – PR and its Relevance in Modern Society – Principles of Public Relations – Public Opinion – Propaganda - Advertising and Publicity – Qualification and Responsibilities of a PRO – Code of Conduct for PR Professionals

UNIT V   (20 Hours)

Types and tools of PR – Types of PR publics: Internal and External – Tools of PR: House journals; house advertisements, media, social media; press releases and press conferences; media tours, public service announcements/ads; special events: Open house, exhibitions, demos.

Practical Component

Campaign: Print/ TV/ Radio

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.
3. Mittal, Arun 2009 Advertising and Sales Promotion New Delhi Wisdom Publications
4. Spence, Edward., & Van Heekeren Brett (2004) .Advertising Ethics. Pearson Publication.
5. Zappala,. Joseph., &Carden,R. Ann .(2010*).Public Relations Writing Worktext: A Practical Guide for the Profession*. New York :Routledge

REFERENCE BOOKS:

1. Doorley,John .,& Garcia, Fred Helio.(2007).*Reputation Management: The Key to Successful Public Relations and Corporate Communication*. New York :Routledge.
2. Henslowe,Philip .(2003).*Public Relations: A Practical Guide to the Basics*. London ; Sterling, VA : Kogan Page.
3. Oliver , Sandra.(2010) .*Public Relations Strategy*. Philadelphia :Kogan Page .
4. Stovall, Glen James(2008). *Writing for theMass* Media. Delhi : Pearson Education.
5. Theaker, Alison (Ed) (2012).*The Public Relations Handbook*. New York :Routledge.

JOURNALS:

1. Journal of Advanced Research in Journalism & Mass Communication; ISSN: 2395-3810
2. Communication Studies; ISSN: 17451035, 10510974
3. Journal of Advertising Education; ISSN: 1098-0482

E-LEARNING RESOURCES:

1. 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
4. 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

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Correlating the functions and ethical aspects of Advertising
CO 2	Calculating the target audience and structure of the advertising agencies.
CO 3	Filming an advertisement by applying the principles of designing
CO 4	Appraising the management methods of corporate and Public Relations
CO 5	Create, implement and evaluate a Public relations campaign

MAPPING-COURSE OUTCOME WITH PROGRAM SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	3	2	2	2
CO2	1	3	1	3	3
CO3	3	3	1	2	1
CO4	3	1	3	3	1
CO5	3	3	1	2	1
AVERAGE	**2.6**	**2.6**	**1.6**	**2.4**	**1.6**

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

SPORTS JOURNALISM

TOTAL HOURS: 60   **COURSE CODE: 20SP21/3E3/SJM**

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

COURSE OBJECTIVES:

To enable students to

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

COURSE OUTLINE:

UNIT I   **(12 Hours)**

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.

UNIT II   **(12 Hours)**

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

UNIT III   **(12 Hours)**

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

UNIT IV   **(12 Hours)**

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

UNIT V   **(12 Hours)**

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

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 Mass Communication; 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 Sportsperson 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 PROGRAM 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
CO4	3	3	2	3	3
CO5	2	3	2	3	2
AVERAGE	**2.6**	**2.8**	**2**	**2.6**	**2.6**

KEY: STRONGLY CORRELATED-3 MODERATELY CORRELATED-2
WEAKLY CORRELATED-1 NO CORRELATION-0

INDIAN SOCIETY, HISTORY AND POLITICS

TOTAL HOURS: 60   **COURSE CODE: 20SP21/3E4/IHP**
CREDITS: 3   **L-T-P: 3-1-0**

COURSE OBJECTIVES:

To enable students to

- Paraphrase 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
- Associate the socio-economic conditions, trade policies, politics and impact of cinema in India
- Annotate the ancient Tamil society based on Tamil literature.
- Relate the Tamil society, politics, and the impact of Christian missionaries on society and culture.

COURSE OUTLINE:

UNIT I   (12 Hours)

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

UNIT II   (12 Hours)

Rise of British Power – European Traders in India 17th and 18th 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-Dravidian Movement-Women Liberation and Dalit Liberation Movements.

UNIT III   (12 Hours)

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

UNIT IV   (12 Hours)

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 Literarure of Pallavas-Women Degradation

UNIT V   (12 Hours)

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

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
4. https://www.thoughtco.com/the-chola-empire-195485
5. 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 PROGRAM 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
AVERAGE	2.8	2.4	2.2	1.8	2.6

KEY: STRONGLY CORRELATED-3 MODERATELY CORRELATED-2
WEAKLY CORRELATED-1 NO CORRELATION-0

ENVIRONMENTAL JOURNALISM

TOTAL HOURS: 60   **COURSE CODE: 20SP21/3E4/EJM**

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

COURSE OBJECTIVES:

To enable students to

- Define the origins and characteristics of Environmental activism and movements
- Relate the coverage of environmental news and the ethical issues that confront environmental journalists
- Associate the major environmental movements
- Identify the modes and techniques of environmental journalism and explain the role of science and development
- Examine the factors that drive media coverage on the Environment

COURSE OUTLINE:

UNIT I   **(14 Hours)**
Environment journalism – Emergence - Rise of Environment Activism - Role of the State - Developments in India - UN Initiatives - Environment Protection and the Role of Media – Climate Change and Global Effect - Environmental Journalism Today - Skills for Environmental Journalism

(14 Hours)
UNIT II
Journalism on the Environment and its Challenges - Media Theory Basics for the environmental Journalist - Objectivity - Framing - News values - Agenda Setting - Advocacy journalism - The Media as Environmental Watchdog - Challenges for Investigative Environmental Journalism

UNIT III   **(12 Hours)**

Writing an Environment Feature - Features vs. News – Research - Different Types - Writing Process - Environment journalism in radio - Environmental journalism in Television-- Environmental journalism in Digital media: Scope and Techniques

UNIT IV   **(12 Hours)**
The Struggle for Issue Definition - Journalism and Environmental Protest - Social Media in Communicating Environmental Conflict - Corporate Social Responsibility and Environmental Communications

UNIT V   **(8 Hours)**
Field-based Assignment in one of the Areas of Environmental Journalism

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, Discource policies and practices* Jaipur Rawat Publications.
3. Depoe Stephen, *Voice and Environment Communication,* Palgrave, 2014
4. 2. H Bodker and I Neverla (Eds) *Environment Journalism*, Routledge, 2013
5. Hansen A, *Communication, Media and Environment,* Routledge, 2011

REFERENCE BOOKS:

1. Mathai, V.Manu. (2013). *Nuclear Power , Economic Development Discourse and the Environment : The Case of India.* New York: Routledge.
2. Pringle, Laurence.(2000) *The Environmental Movement.* Harper Collins.
3. Rangarajan, Mahesh, (Ed).(2007).*Environmental Issues in India :A Reader.*Dorling Kindersley(India) Pvt.Ltd.
4. Rootes, Christopher. (2014). *Environmental Movements: Local, National and Global.* New York :Routledge.
5. Wyss, Bob. (2008). *Covering the Environment: How Journalists Work the Green Beat?* Routledge.
6. Milstein, Pileggi, Morgan. (2017).*Environment Communication Pedagogy and Practice*.Routledge.
7. Robert Cox. (2009).Environmental Communication and the Public Sphere, 2nd Edition, Sage.
8.Routledge.(2015). *Handbook of Environment and Communication*. 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/mai n_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	Estimating the coverage of environmental news
CO 3	Grouping 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 PROGRAM 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
AVERAGE	2.6	2.8	2.4	2.2	2.2

KEY: STRONGLY CORRELATED-3 MODERATELY CORRELATED-2
WEAKLY CORRELATED-1 NO CORRELATION-0

BASIC JOURNALISM

TOTAL HOURS: 60 **COURSE CODE: 20SP21/3E/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   **(12 Hours)**

Feature: Definition and Characteristics, Structure of a Feature -Types of Feature. Writing Feature - Sources of Ideas - Collection of Materials – Presentations - Market for Features Feature Syndicates

UNIT II   **(12 Hours)**

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

UNIT III   (12 Hours)

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

UNIT IV   **(12 Hours)**

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

UNIT V   **(12 Hours)**

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

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
3. https://ethicaljournalismnetwork.org/who-we-are/5-principles-of-journalism
4. https://www.forbes.com/sites/abdullahimuhammed/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	Outlining the characteristics, structure, types and current trends in feature writing
CO 2	Highlighting the nature, scope, avenues and opportunities of freelance journalism
CO 3	Preparing illustrations for write-ups, as well as write reviews and criticisms
CO 4	Tagging the different types of reviews and difference between reviews and criticisms
CO 5	Implementing the techniques of writing columns

MAPPING-COURSE OUTCOME WITH PROGRAM SPECIFIC OUTCOME

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	1	3	2
CO2	3	3	1	3	2
CO3	3	3	2	2	3
CO4	3	2	2	3	3
CO5	2	1	2	3	3
AVERAGE	2.8	2.2	1.6	2.8	2.6

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

CORPORATE SOFT SKILLS

TOTAL HOURS: 30   **COURSE CODE: 20SP21/3S/CSS**

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

COURSE OBJECTIVES:

To enable students to
- Outline the basics of communication
- Categorise the types of communication
- Highlight the communication skills
- Relate nonverbal communication
- Present team building skills

COURSE OUTLINE:

UNIT I   **(6 Hours)**

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

UNIT II   **(6 Hours)**

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

UNIT III   **(6 Hours)**

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

UNIT IV   **(6 Hours)**

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

UNIT V   **(6 Hours)**

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

RECOMMENDED TEXTBOOKS:

1. Ramesh Mahadevan., & Ramesh Gopalaswamy. (2010).*The Ace of Soft Skills*.Pearson Education.
2. Herta, A Murphy et al, (2008). *Effective Business Communication.* 7th 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 Flowler.(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*. 11th 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/communi cation- 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

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 nonverbal communication
CO 5	Calculating team building skills

MAPPING-COURSE OUTCOME WITH PROGRAM 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
AVERAGE	2.2	2.4	2.8	2.4	2.2

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

MEDIA MANAGEMENT

TOTAL HOURS: 75   **COURSE CODE: 20SP21/4C/MMT**

CREDITS: 4   **L -T- P: 3-2-0**

COURSE OBJECTIVES:

To enable students to

- Annotate the media management skills
- Categorize the roles and functions of media organisation
- Infer the aspects of media planning
- Outline the strategies of media revenue
- Examine the industry and ownership

COURSE OUTLINE:

UNIT I   **(15 Hours)**

Media Management - Definition, Nature, Need, Structure - Process–Levels–Skills - Theories - Principles - Functions – Scope - Media as Industry - Business and Social Institution - Grenier's Development Model

UNIT II   **(15 hours)**

Media Organization - Organizational Structure and Functions of Different Medium - Ownership Patterns - Chain and Cross Media Ownership - Vertical Integration - Media Conglomerate - Media Mergers - Employment Opportunities - Media Entrepreneurship

UNIT III   **(15 hours)**

Media Planning and Strategies – Scope – Aspects - Target Audience - Media Planning - Scheduling - Execution - Production Project Cycle - Management Themes and Production Process - Project Planning, Production Management and Strategies – Budgeting - Financing and Controlling - Project Responsibility

UNIT IV   (15 hours)

Economics of Media- Media Products - Media Revenue – Subscription - Circulation – Advertising - Media Revenue models - Economic View of Media Production - Competition - Media Marketing - Space and Time Selling - Digital Marketing - Social Media Marketing - CPC or Pay Per Click (PPC Marketing) or View – eCPM - Film marketing and Digital Promotions - Audience Rating - Race for TRP - Audience Research Analysis

UNIT V   (15 Hours)

Media and Globalization - Concept of Globalization and its Impact on Indian Media - Foreign Direct Investment - Global Media Giants - Media Pluralism - Indian Media and Entertainment Industry- Contemporary Trends - Digital Production - Media Consumption and New Ways of Distribution - OTT and other Streaming Sites - Problems and Prospects

RECOMMENDED TEXTBOOKS:

1. Owen Hargie, David Dickson, Dennis Tourish. (2004)*"Communication Skills for Effective Management"*. Macmillan Education.
2. Seema Hasan. (2013)" *Mass Communication Principles and Concepts*". CBS Publishers & Distributors, Second Edition.
3. Virbala Aggarwal. (2002). "*Handbook of Journalism & Mass Comm*". Concept Pub. Co., New Delhi
4. Dennis F. Henrick. (2015) *"Media Management in the Age of Giants"*

REFERENCE BOOKS:

1. Murughan M Sakthivel. (2011). "*Management Principles & Practices*". New Age International Publishers, New Delhi.

2. Virbala Aggarwal. (2002). *"Handbook of Journalism & Mass Communication".* Concept Pub. Co., New Delhi.

3. Biplab S. Bose. "*Marketing Management*". Himalaya Publications

4. Robbins S.P ."*Organisational Behaviour"* . Prentice-Hall of India Pvt. Ltd. NewDelhi

5. Philip Kotler and Kevin Lane Keller. *"Marketing Management"* 12th Edition. Prentice Hall of India Pvt Ltd

JOURNALS:

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

E-LEARNING RESOURCES:

1. http://osou.ac.in/eresources/DJMC-06-BLOCK-03.pdf
2. https://openstax.org/books/principles-management/pages/references
3. https://open.umn.edu/opentextbooks/textbooks/34
4. https://www.saylor.org/books/

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Interpreting theories and principles in media management
CO 2	Executing techniques in media organization
CO 3	Linking media sales, scheduling and buying
CO 4	Gathering the knowledge about the media revenue
CO 5	Creating effective strategies in media management

MAPPING-COURSE OUTCOME WITH PROGRAM 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
AVERAGE	2.8	2	1.4	2.4	2.2

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

FILM ANALYSIS AND APPRECIATION (PRACTICAL)

TOTAL HOURS: 75   **COURSE CODE: 20SP21/4C/FAA**

CREDITS: 4   **L -T- P: 2-1-2**

COURSE OBJECTIVES:

To enable students to

- Gather the knowledge of world cinema and contemporary trends
- Categorize 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   **(15 hours)**
Early Cinema – Development of Cinema – Indian Cinema & World Cinema - Contemporary trends

UNIT II   **(15 hours)**
Production Process - Pre Production - Production - Post Production – Distribution - Exhibition

UNIT III   **(15 hours)**
Mise-en-scene – Sets – Make-up & Costume - Properties – Figure Expression – Movements

UNIT IV   **(15 hours)**

Cinematography – Camera Movements and Angles – Editing - Sound

UNIT V   **(15 hours)**

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

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

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	Paraphrasing aesthetics of various films

MAPPING-COURSE OUTCOME WITH PROGRAM 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
AVERAGE	**2.8**	**2**	**1.4**	**2.4**	**2.2**

KEY:**S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

INTERNSHIP (PRACTICAL)

TOTAL HOURS: 75   **COURSE CODE:20SP21/4C/INP**
CREDITS: 4   **L T P: 0-0-5**

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 working hours: 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

PORTFOLIO AND PROJECT

(PRACTICAL)

TOTAL HOURS: 105 **COURSECODE:20SP21/4C/PPT**
CREDITS: 4 **L T P: 0-1-6**

Every student shall complete and submit individual project in one of the
following specializations - Print / Broadcast (Any Production or Editing) /
New Media – Along with compilation of their specialized works.

SEMESTER IV

PROJECT – DISSERTATION (PRACTICAL)

TOTAL HOURS: 90   **COURSE CODE: 20SP21/4C/PRO**
CREDITS: 3   **L T P: 2-1-3**

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

PUBLIC SPEAKING

TOTAL HOURS: 30   **COURSE CODE: 20SP21/4S/PSG**

CREDITS: 2   **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   **(6 hours)**

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

UNIT II   (6 hours)

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

UNIT III   **(6 hours)**

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

UNIT IV   **(6 hours)**

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

UNIT V   **(6 hours)**

Adapting to the Audience – Building Credibility as a Speaker

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
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	Extending human body for communicating message
CO 5	Match with audience needs

MAPPING-COURSE OUTCOME WITH PROGRAM 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
AVERAGE	**2.4**	**2.2**	**2**	**2.6**	**1.8**

KEY: **S**TRONGLY CORRELATED-3 **M**ODERATELY CORRELATED-2 **W**EAKLY CORRELATED-1 **N**O CORRELATION-0

SELF STUDY PAPER - SEMESTER III
QUALITATIVE DATA ANALYSIS FOR SOCIAL SCIENCE RESEARCH

COURSE CODE: 20SP21/3SS/QAS
CREDITS: 2

COURSE OBJECTIVES:

To enable students to
- Equip the students with the working knowledge of MAXQDA software
- How to use it for qualitative study so that they can synthesize and triangulate data through mixed methods
- Interpret qualitative research
- Execute coding in MAXQDA
- Journal the content in word cloud

UNIT I
Introduction: Getting Familiar with MAXQDA Interface -Starting MAXQDA and Exploring the SPLASH Screen - How to Create a Project in MAXQDA-Understanding MAXQDA Interface Part 1 - The Top Panel - Understanding MAXQDA Interface Part 2 – the 4 quadrant Screen - Learning to Import and Organize Data in MAXQDA

UNIT II
Doing Transcription in MAXQDA: Understanding the Audio wave frame - Audio Controls - Understanding the Timestamps - Managing Volume and Play Speed -Inserting Document Links in Transcription - Inserting Memo in Transcription - Understanding Clip Selection Icons – Clip Selection Icons in Action

UNIT III
Theoretical Foundations of Qualitative Research-Which Qualitative Method I Should Use and When?

UNIT IV
Coding in MAXQDA: BASICS- Axial, Open, Selective and Advanced- Color, Highlight and Embedded

UNIT V
Data Visualization in MAXQDA Analytics Pro: Understanding Word Clouds and their Use - Creating Word cloud of a Selected Text/Document- Refining Word Cloud: Creating, Importing and Exporting Stop List - Word Cloud: Understanding Search Result Table

RECOMMENDED TEXTBOOKS:
3. Kuckartz, Udo & Radiker Stefan. (2019) *Analysing Qualitative data with MAXQDA.* Springer Nature Switzerland AG.
4. Wimmer, D. Roger & Dominick, R. Joseph. (2011) *Mass Media Research: An Introduction*, Cengage Learning.

REFERENCE BOOKS:

9. Berger, Asa 3rd Edition. (2011). *Media and Communication Research Method.* Sage Publication.
10. Du , Plooy. (2003). *Communication Research: Techniques, Methods and Application*, Juta and Company.
11. Kothari. C.R. (2006). *Research Methodology Methods and Techniques*, 2/e, Vishwa Prakashan.

12. Berger, Asa (2013) *Media Communication and Research Methods: An Introduction to Quantitative and Qualitative Approaches,* Sage Publication.

COURSE OUTCOMES:

CO Number	CO STATEMENT
CO 1	Collect, organize, analyze, visualize and publish data from qualitative, quantitative and mixed methods research
CO 2	Triangulate their research and develop better understanding on the methodology
CO 3	Interpret the data and build the relationship among the variables in a better way
CO 4	Executing an organized and structured approach to analysis
CO 5	Articulating an efficient researcher