

**ETHIRAJ COLLEGE FOR WOMEN  
(AUTONOMOUS)  
ETHIRAJ SALAI, CHENNAI 600008**

*Accredited with 'A' Grade by NAAC  
College with Potential for Excellence*



**Syllabus**

**of**

**M.A. Journalism and Communication  
(Self - Financing)**

*to be offered from the academic year 2015-16*

under the

**CHOICE BASED CREDIT SYSTEM**

**BY**

**DEPARTMENT OF VISUAL COMMUNICATION**

**ETHIRAJ COLLEGE FOR WOMEN**

**CHENNAI -600 008**

**M.A. DEGREE COURSE IN JOURNALISM AND COMMUNICATION  
CHOICE BASED CREDIT SYSTEM  
REGULATIONS  
(W.E.F FROM 2015-2016)**

**PREAMBLE**

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

**REGULATIONS**

**1. ELIGIBILITY FOR ADMISSION:**

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

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

The candidate shall be eligible for the award of degree only if she has undergone the prescribed course of study for a period of not less than two academic years, passed the examinations of all the four semesters prescribed, earning 90 credits.

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

Each academic year is divided into two semester sessions. The first academic year shall comprise the first and second semesters. The second academic year, the 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  |

## 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

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

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

## 7. QUESTION PAPER PATTERN

### Template

Component	Nature of the question	Maximum marks
Section –A	Answer any five	5 x 8 = 40
Section – B	Answer any three	3 x 20 = 60

**Section – A:** Five questions to be answered out of eight questions covering all the five units. Each question carries eight marks.

**Section – B:** Three questions to be answered out of five questions covering all the five units. Each question carries twenty marks.

**CHOICE BASED CREDIT SYSTEM ( From 2015- 2018batch onwards)**

**COURSE PROFILE**

<b>SEMESTER I</b>						
<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS WEEK</b>	<b>CREDITS</b>	<b>MARKS</b>		
				<b>CA</b>	<b>END SEMESTER</b>	<b>TOTAL</b>
<b>20SP15/ 1C/TCC</b>	<b>CORE 1:THEORIES OF COMMUNICATION AND CULTURE (T)</b>	<b>6</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/ 1C/NRG</b>	<b>CORE 2:NEWS REPORTING (T)</b>	<b>6</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15 /1C/IHP</b>	<b>CORE 3:INDIAN SOCIETY, HISTORY AND POLITICS (T)</b>	<b>6</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/ 1C/NPJ</b>	<b>CORE 4:NEWSPAPER JOURNALISM (P )</b>	<b>6</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15 /1E1/PJM</b> <b>OR</b> <b>20SP15/1E1/FWG</b>	<b>ELECTIVE:PHOTO JOURNALISM (P) OR FEATURE WRITING (T)</b>	<b>4</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>9G15/1S/PDW</b>	<b>SOFT SKILL:PERSONALITY DEVELOPMENT FOR WOMEN</b>	<b>2</b>	<b>2</b>	<b>-</b>	<b>50</b>	<b>50</b>
<b>TOTAL</b>		<b>30</b>	<b>21</b>			
<b>SEMESTER II</b>						
<b>20SP15/ 2C/MLE</b>	<b>CORE 1:MEDIA LAWS AND ETHICS (T)</b>	<b>5</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/ 2C/NEG</b>	<b>CORE 2:NEWS EDITING (T)</b>	<b>5</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/ 2C/THP</b>	<b>CORE 3:TAMIL SOCIETY, HISTORY AND POLITICS (T)</b>	<b>5</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15 /2C/MJM</b>	<b>CORE 4:MAGAZINE JOURNALISM (P)</b>	<b>5</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>

<b>20SP15/ 2E2/ICC</b> <b>OR</b> <b>20SP15/2E2/DCN</b>	<b>ELECTIVE:</b> <b>INTERCULTURAL</b> <b>COMMUNICATION</b> <b>(T)</b>  <b>OR</b> <b>DEVELOPMENT</b> <b>COMMUNICATION(T)</b>	<b>4</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/2E/SMC</b>	<b>NON MAJOR</b> <b>ELECTIVE :</b> <b>SOCIAL MEDIA</b> <b>COMMUNICATION</b> <b>(T)</b>	<b>4</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>SOFT SKILL-II*</b>		<b>2</b>	<b>2</b>	<b>-</b>	<b>50</b>	<b>50</b>
<b>TOTAL</b>		<b>30</b>	<b>24</b>			

**\* Soft Skill –II: Optional**

1. Business Communication
2. French for Beginners
3. German for Beginners

**SEMESTER III**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS /WEEK</b>	<b>CREDITS</b>	<b>CIA MARKS</b>	<b>END SEM MARKS</b>	<b>TOTAL</b>
<b>20SP15/3C/CRM</b>	<b>CORE 1:COMMUNICATION RESEARCH METHODS (T)</b>	<b>5</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/3C/TJM</b>	<b>CORE 2:TELEVISION JOURNALISM (P)</b>	<b>5</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/3C/RJM</b>	<b>CORE 3:RADIO JOURNALISM (P)</b>	<b>5</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/3E3/EJM</b> <b>20SP15/3E3/SJM</b>	<b>ELECTIVE: ENVIRONMENTAL JOURNALISM(T)  /SPORTS JOURNALISM (T)</b>	<b>4</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>ELECTIVE- 20SP15/3E4/ADG</b> <b>20SP15/3E4/PRS</b>	<b>ADVERTISING(T)/ PUBLIC RELATIONS (T)</b>	<b>4</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/3E/FJM</b>	<b>NON MAJOR ELECTIVE: FREELANCE JOURNALISM (T)</b>	<b>4</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/3S/CSS</b>	<b>SOFT SKILLS: CORPORATE SOFT SKILLS</b>	<b>2</b>	<b>2</b>	<b>-----</b>	<b>50</b>	<b>50</b>
<b>20SP15/3/INP</b>	<b>INTERNSHIP (P)</b>	<b>1</b>	<b>2</b>	<b>-----</b>	<b>100</b>	<b>100</b>
<b>TOTAL</b>		<b>30</b>	<b>25</b>			

**SEMESTER IV**

<b>COURSE CODE</b>	<b>COURSE TITLE</b>	<b>HRS/ WEEK</b>	<b>CREDIT S</b>	<b>CIA MARKS</b>	<b>END SEM MARKS</b>	<b>TOTAL</b>
<b>20SP15/4C/FMS</b>	<b>CORE1:FILM STUDIES (P)</b>	<b>5</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/4C/DIS</b>	<b>CORE 2:DISSERTATION(P ROJECT)</b>	<b>7</b>	<b>4</b>	<b>----</b>	<b>100</b>	<b>100</b>
<b>20SP15/4C/INT</b>	<b>CORE 3:INTERNSHIP (P)</b>	<b>5</b>	<b>4</b>	<b>----</b>	<b>100</b>	<b>100</b>
<b>20SP15/4C/PRO</b>	<b>CORE 4:PROJECT(P)</b>	<b>7</b>	<b>4</b>	<b>----</b>	<b>100</b>	<b>100</b>
<b>20SP15/4E5/OJM</b> <b>20SP15/4E5/PAC</b>	<b>ELECTIVE:  ONLINE JOURNALISM(P)/ PERFORMING ARTS AND COMMUNICATION (T)</b>	<b>4</b>	<b>3</b>	<b>40</b>	<b>60</b>	<b>100</b>
<b>20SP15/4S/PSG</b>	<b>SOFT SKILL:PUBLIC SPEAKING</b>	<b>2</b>	<b>2</b>	<b>----</b>	<b>50</b>	<b>50</b>
<b>TOTAL</b>		<b>30</b>	<b>21</b>			

### TOTAL HOURS AND CREDITS

	HOURS/WEEK	CREDITS
I SEMESTER	30	21
II SEMESTER	30	24
III SEMESTER	30	25
IV SEMESTER	30	21
TOTAL	120	91

### COURSES OFFERED TO OTHER DEPARMENTS

SEM	COURSE TITLE	COURSE CODE	TOTAL HOURS	LECTURE HOURS	TUTORIAL HOURS	PRACTICAL HOURS	CREDITS
II	Social Media Communication	20SP15/2E/SMC	4	3	1	0	3
III	Freelance Journalism	20SP15/3E/FJM	4	2	1	1	3



**TEMPLATE FOR EVALUATION PATTERN**

SEM	COURSE CODE	CONTINUOUS ASSESSMENT					TOTAL *	END SEM +	TOTA L +
		TEST I	TEST II	QUIZ/ ASSIG NMENT/ SEMI NAR/ FIELD VISIT	PARTICIPAT ORY LEARNING				
I	20SP15/1C/TCC	10	10	10	10	40	60	100	
I	20SP15/1C/NRG	10	10	10	10	40	60	100	
I	20SP15 /1C/IHP	10	10	10	10	40	60	100	
I	20SP15/ 1C/NPJ	10	10	10	10	40	60	100	
I	20SP15/1E1/PJM	10	10	10	10	40	60	100	
I	20SP15/1E1/FWG	10	10	10	10	40	60	100	
II	20SP15/ 2C/MLE	10	10	10	10	40	60	100	
II	20SP15/ 2C/NEG	10	10	10	10	40	60	100	
II	20SP15/ 2C/THP	10	10	10	10	40	60	100	
II	20SP15 /2C/MJM	10	10	10	10	40	60	100	

II	20SP15/ 2E2/ICC	10	10	10	10	40	60	100
II	20SP15/2E2/DCN	10	10	10	10	40	60	100
II	20SP15/2E/SMC	10	10	10	10	40	60	100
III	20SP15/3C/CRM	10	10	10	10	40	60	100
III	20SP15/3C/TJM	10	10	10	10	40	60	100
III	20SP15/3C/RJM	10	10	10	10	40	60	100
III	20SP15/3E3/EJM	10	10	10	10	40	60	100
III	20SP15/3E3/SJM	10	10	10	10	40	60	100
III	20SP15/3E4/PRS	10	10	10	10	40	60	100
III	20SP15/3E4/ADG	10	10	10	10	40	60	100
III	20SP15/3E/FJM	10	10	10	10	40	60	100
III	20SP15/3/INP	10	10	10	10	---	---	100
III	20SP15/3S/CSS	10	10	10	10	40	60	100
IV	20SP15/4C/FMS	10	10	10	10	40	60	100
IV	20SP15/4C/DIS					----	100	100
IV	20SP15/4C/INT					---	100	100
IV	20SP15/4C/PRO					----	100	100

IV	20SP15/4E5/OJM	10	10	10	10	40	60	100
IV	20SP15/4E5/PAC	10	10	10	10	40	60	100
IV	20SP15/4S/PSG	10	10	10	10	40	60	100

\*Continuous Assessment will be conducted for 40 marks

+End Semester Examination will be conducted for 100 marks which will be converted to 60 marks

## RUBRICS FOR CONTINUOUS ASSESSMENT EVALUATION

<b>Assignment</b>	Contents/Originality/ Presentation/Schematic Representation and Bibliography
<b>Seminar</b>	Organisation/SubjectKnowledge/ Visual Aids/ Confidence level/ Presentation
<b>Participatory Learning</b>	Answering questions/Clearing Doubts/Participation in discussion/Attendance/ Communication and Language
<b>Field Trip</b>	Participation/Preparation/ Attitude/ Leadership
<b>Case Study</b>	Finding the Problem/ Analysis/ Solution/ Justification
<b>Project</b>	Preliminary Work/Design/Content/ Presentation

## **SEMESTER I**

### **THEORIES OF COMMUNICATION AND CULTURE**

**TEACHING HOURS: 90**  
**COURSE CODE: 20SP15 /1C/TCC**

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

#### **OBJECTIVES**

To enable students to

- Understand the nature and process of Mass Communication and its relation to the Society
- Understand the role of Communication theory in Social Change and Development
- Understand Various Cultures Mediated through Media

#### **UNIT I**

Communication-Definition –Elements- Human Communication – Nature- Process- History of Communication –Communication and Culture- Mass Communication – Functions of Mass Communication- Mass Culture – Popular Culture-People Culture  
**(18 hours)**

#### **UNIT II**

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- Antonio Gramsci-Hegemony-ISA-RSA-Michel Foucault-Identity-Episteme-Discursive Formation.  
**(18 hours)**

#### **UNIT III**

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

#### **UNIT IV**

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

## UNIT V

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

(18 hours)

### BOOKS RECOMMENDED

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. Burton, Graeme. (2010). *Media and Society: Critical Perspectives*. New Delhi: Tata McGraw-Hill.
4. Fiske, John. (2010) *Understanding Popular Culture*. Routledge.
5. Kincaid, Lawrence. (1987). *Communication Theories: Eastern and Western Perspectives*. The University of Michigan: Academic Publishers.
6. Kumar, J. Keval. (2000). *Mass Communication in India*. New Delhi: Jaico Publishers.
7. Littlejohn, W. Stephen., & Foss, A. Karen . (2008). *Theories of Human Communication*. Belmont:ThomsonWadsworth.

### BOOKS FOR REFERENCE

1. Hall, Stuart. (2013) *Representation:Cultural Representations and signifying practices(Culture Media Identities Series)* Sage Publications Ltd Ltd.
2. McQuail, Denis . (2010). *McQuail's Mass Communication Theory*. University of Amsterdam: Sage Publications Ltd Ltd.
3. Melkote, R. Srinivas., & Steeves, H. Leslie. (2001).*Communication for Development in the Third World : Theory and Practice for Empowerment*. New Delhi: Sage Publications Ltd Ltd.
4. Rasmussen, M. David .(1999). *The Handbook of Critical Theory*. Wiley –Blackwell.
5. Tyson, Lois. (2006). *Critical Theory Today: A User-Friendly Guide*. New York: Routledge.

## **ONLINE SOURCES**

1. [www.communicationtheory.org](http://www.communicationtheory.org)
2. [www.onlinelibrary.wiley.com](http://www.onlinelibrary.wiley.com)
3. [www.routledge.com](http://www.routledge.com)
4. [www.mhhe.com](http://www.mhhe.com)
5. [www.koofers.com](http://www.koofers.com)

## **END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE**

### **SECTION A**

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

### **SECTION B**

Answer any THREE (out of four) questions (3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

**SEMESTER I**  
**NEWS REPORTING**

**TEACHING HOURS: 90**  
**COURSE CODE: 20SP15 /1C/NRG**

**CREDITS: 4**  
**LTP: 4 2 0**

**OBJECTIVES:**

To enable students to:

- Understand the Principles and Practices of News Reporting
- Understand the techniques of various kinds of Writing

**UNIT I**

Definition – Meaning and Scope of Journalism- Types of Journalism - Functions of Journalism – News Values- Types of News

**(20 hours)**

**UNIT II**

News Gathering Techniques - Types of Sources - Cultivation of News Sources - Credibility — Confidentiality - Types of Beats- Basics of Writing - Structure – Formats

**(20 hours)**

**UNIT III**

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

**(16 hours)**

**UNIT IV**

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

**(18 hours)**



## UNIT V

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

(16 hours)

### BOOKS RECOMMENDED

1. Harrower, Tim. (2010). *Inside Reporting: A practical Guide to the Craft of Journalism*. New Delhi: Tata Mc Graw Hill.
2. Houston, Brant. (2009). *The Investigative Reporter's Handbook: A Guide to Documents, Databases, and Techniques*. Bedford/St.Martin's.
3. Iyer, R. Ramachandra. (1979). *Quest for News*. Macmillan India.
4. Knight, M. Robert. (2010). *Journalistic Writing: Building the Skills, Honing the Craft*. Marion Street Press.
5. Kovach, Bill., & Rosenstiel, Tom. (2003). *The Elements of Journalism: What Newspeople Should Know and the Public Should Expect*. Sterling Publishers.

### BOOKS FOR REFERENCE

1. Manning, Paul. (2004). *News and News Sources*. Sage Publications Ltd.
2. Parthasarathy, Rangaswamy. (1984). *Basic Journalism*, Macmillan.
3. Rao, Ursula. (2010). *News As Culture: Journalistic Practices and the Remaking of Indian Leadership Tradition*. Berghahn Books.
4. Rudin, Richard., & Trevor, Ibbotson. (2003). *Introduction to Journalism: Essential Techniques and Background Knowledge*. Focal Press.
5. Strunk, William Jr. (1918). *Elements of Style*, W.P Humphrey.
6. Wilson, N. Robert. (2010). *Editorials and Editorial Writing*. Nabu Press.
7. Yopp, J. Johnson., and Mc Adams, C. Catherine. (2002). *Reaching Audiences: A guide to Media Writing*. Allyn & Bacon.

### ONLINE SOURCES

1. [www.rss.org.uk](http://www.rss.org.uk)
2. [www.journalism.org](http://www.journalism.org)
3. [www.city.ac.uk](http://www.city.ac.uk)
4. [www.scribd.com](http://www.scribd.com)
5. [www.ethics.npr.org](http://www.ethics.npr.org)

**END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE**

**SECTION A**

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

**SECTION B**

Answer any THREE (out of four) questions (3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

## **SEMESTER I**

### **INDIAN SOCIETY, HISTORY AND POLITICS**

**TEACHING HOURS: 90**

**COURSE CODE: 20SP15 /1C / IHP**

**CREDITS: 4**

**LTP: 4 2 0**

#### **OBJECTIVES:**

To enable students to:

- Understand Indian Society as a system
- Know and understand Indian history from a modern historical development perspective
- Be informed of Indian Politics as a Roadmap to Democracy

#### **UNIT I**

Indian Social Institutions- Social Class and Caste - Power-Stratification of the Indian Society- Marxist Conception of Class, Class Attitudes and Class Consciousness – Status of Women in Indian Society

**(18 hours)**

#### **UNIT II**

Systems of Education and Motivation- Literature- Tamil, South Indian Literature – Hindi and Sanskrit- Fine Arts: Visual Arts- Folk - Painting – Music- Dance-Architectural Development

**(18 hours)**

#### **UNIT III**

Rise of British Power – European Traders in India 17<sup>th</sup> and 18<sup>th</sup> Centuries- Portuguese, Dutch, French and British Establishments and Expansion of British Dominion in India – British Relations and Subjugation of the Principal Powers- Bengal, Oudh, Hyderabad, Mysore, Marathas and Sikhs- National Movements

**(18 hours)**

## UNIT IV

Economical Aspects – Agricultural Production – Village Economy- Peasantry, Urban Centres, and Population Industries Cotton Textiles, Handicrafts, Agro Industries – Factories and Technologies- Internal and External Trade Policies of Trade and Commerce Transport and Communication- Recent Trends of Indian HiStory

(18 hours)

## UNIT V

Indian Politics- Civil Society and Administration- Gender and Public Administration- Basic of Indian Constitution- Rethinking Decentralized Governance – Roadmap to Social Democracy

(18 hours)

### BOOKS RECOMMENDED

1. Bayly, Susan. (1999). *Caste, Society and Politics in India: From the Eighteenth Century to the Modern Age*. Cambridge University Press.
2. Betelle, Andre. (2000). *Caste, Class, Power : Society and Politics in India*. New Delhi: Oxford Press.
3. Dutt, R.P. (1979). *India Today*. Kolkata: Manisha Granthalaya.
4. Frankel, Francine., Bhargava, Rajeev., & Hasan, Zoya. (2002). *Transforming India: Social and Political Dynamics of India*. Newdelhi: Oxford University Press.
5. Gautier, Francois. (1996). *Rewriting Indian History*. Sangam Books.

### BOOKS FOR REFERENCE

1. Hasan, Zoya. (2004). *Parties and Party Politics in India*. Oxford India Press.
2. Kannupillai.V.(2006). *Construction of Indian History and Caste*. Trichy: Centre for Developing Society.
3. Kothari, Rajini. (1970). *Politics in India*. Orient Longman.
4. Pinto, Ambrose. (2004). *Higher Education, Ideology and Politics*. Bangalore: Books for Change.
5. Rajadurai, SV,. & Geetha, Va. (2007). *Periyar Century:Themes in Caste, Gender and Religion*, Bharatidasan University.
6. Srinivas, M.N. (1998). *Caste, Gender and Method*. Oxford University Press.
7. Thapar, Romila. (1990). *A History of India Vol.I & II*. Penguin Books.

## **ONLINE SOURCES**

1. [www.historydiscussion.net](http://www.historydiscussion.net)
2. [www.hinduwebsite.com](http://www.hinduwebsite.com)
3. [www.asiasociety.org](http://www.asiasociety.org)
4. [www.besthistorysites.net](http://www.besthistorysites.net)
5. [www.topdocumentaryfilms.com](http://www.topdocumentaryfilms.com)
6. [www.gktoday.in](http://www.gktoday.in)

## **END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE**

### **SECTION A**

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

### **SECTION B**

Answer any THREE (out of four) questions (3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

## **SEMESTER I**

### **NEWS PAPER JOURNALISM (PRACTICAL)**

**TEACHING HOURS: 90**  
**COURSE CODE: 20SP15 /1C/NPJ**

**CREDITS: 4**  
**LTP: 0 2 4**

#### **OBJECTIVES:**

To enable students to:

- Get trained for writing News Stories and Features for a range of Beats
- Understand the Style, Structure and Development of News Stories

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

#### **Part I**

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

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

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

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

5<sup>th</sup> Writing a 140-character tweet based on obituaries, accidents, weather, speeches, meetings, and crime and court coverage

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

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

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

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

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

## **Part II**

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

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

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

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

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

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

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

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

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

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

### **Final Output:**

#### **Tabloid Newspaper**

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

## **SEMESTER I**

### **PHOTO JOURNALISM (PRACTICAL)**

**TEACHING HOURS: 60**  
**COURSE CODE: 20SP15/1E1/PJM**

**CREDITS: 3**  
**LTP: 0 2 2**

#### **OBJECTIVES**

To enable students to

- Understand the essential elements of good visual storytelling
- Understand the techniques for developing and structuring professional caliber

#### **UNIT I**

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

**(12 hours)**

#### **UNIT II**

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

**(12 hours)**

#### **UNIT III**

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

**(12 hours)**

#### **UNIT IV**

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

**(12 hours)**



## UNIT V

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

**(12 hours)**

### BOOKS RECOMMENDED

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*

### BOOKS FOR REFERENCES

1. Evans, Duncan. (2009). *Portraits*. Ava.
2. Kobre, Kenneth. (2008). *Photojournalism: The Professionals' Approach*. Focal Press.
3. Langford, Michael., & Bilissi, Efthimia. (2008). *Langford's Advanced Photography*. Focal Press.
- 4.Langford, Michael., Fox, Anna., & Smith, Richard Sawdon. (2007). *Langford's Basic Photography*. Focal Press.
- 5.Loengard, John. (1998). *Life Photographers: What They Saw*. Bulfinch Press.

### ONLINE RESOURCES

1. [www.photographytips.com](http://www.photographytips.com)
2. [www.betterphotography.com](http://www.betterphotography.com)
3. [www.pressdemocrat.com](http://www.pressdemocrat.com)
4. [www.apimages.com](http://www.apimages.com)
5. [www.hearstfdn.org/hearst\\_journalism/index.php](http://www.hearstfdn.org/hearst_journalism/index.php)

## **SEMESTER I**

### **FEATURE WRITING**

**TEACHING HOURS: 60**  
**COURSE CODE: 20SP15/1E1/FWG**

**CREDITS: 3**  
**LTP: 0 2 2**

#### **OBJECTIVES**

To enable students to

- Understand the essential elements of feature writing

#### **UNIT I**

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

**(12 hours)**

#### **UNIT II**

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

**(12 hours)**

#### **UNIT III**

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

**(12 hours)**

#### **UNIT IV**

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

**(12 hours)**

#### **UNIT V**

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

**(12 hours)**

## **BOOKS RECOMMENDED**

1. Strunk, William Jr. (1918). *Elements of Style*, W.P Humphrey.
2. Wilson, N. Robert. (2010). *Editorials and Editorial Writing*. Nabu Press.
3. Yopp, J. Johnson., and Mc Adams, C. Catherine. (2002). *Reaching Audiences: A guide to Media Writing*. Allyn & Bacon.

## **BOOKS FOR REFERENCE**

1. Knight, M. Robert. (2010). *Journalistic Writing: Building the Skills, Honing the Craft*. Marion Street Press.
2. Rich Carole (2010) *News Writing and Reporting*. Cengage Learning
3. Webb Gary and Matthews Ray *The Functional Writer*. Holt, Rinehart and Winston Of Canada Ltd

## **ONLINE SOURCES**

1. [www.uiltexas.org](http://www.uiltexas.org)
2. [www.mediastudies.com](http://www.mediastudies.com)
3. [www.pulitzer.org](http://www.pulitzer.org)
4. [www.stage6.pbworks.com](http://www.stage6.pbworks.com)
5. [www.ethics.npr.org](http://www.ethics.npr.org)

**END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE**

**SECTION A**

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

**SECTION B**

Answer any THREE (out of four) questions (3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

**SEMESTER - I**  
**SBS 1 - PERSONALITY DEVELOPMENT FOR WOMEN**

**TEACHING HOURS: 30 HOURS**

**CREDITS: 2**

**COURSE CODE: 9SP15/1S/PDW**

**LTP: 1 1 0**

Course Code and syllabus for soft skill in keeping with the common syllabus formed for PG students of Ethiraj College.

## **SEMESTER II**

### **MEDIA LAWS AND ETHICS**

**TEACHING HOURS: 90**  
**COURSE CODE: 20SP15 /2C/MLE**

**CREDITS: 4**  
**LTP: 3 3 0**

#### **OBJECTIVES**

##### **To enable students to**

- Understand the importance of Media Laws
- Explore the Social role of Journalism & the Journalist from Legal & Ethical Perspectives
- Acquaint themselves with the essential legal and ethical provisions pertinent to Media environment

#### **UNIT I**

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

**(15 hours)**

#### **UNIT II**

Introduction to Media Laws – Classification of Laws – Copyright Act and Intellectual Property Rights – Press Laws

**(15 hours)**

#### **UNIT III**

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

**(15 hours)**

#### **UNIT IV**

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

**(15 hours)**

## UNIT V

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

(15 hours)

### BOOKS RECOMMENDED

1. Arnett, Ronald .(2008). *Communication Ethics Literacy: Dialogues and Difference*. Sage Publishers.
2. Cheney, George. (2010). *Handbook of Communication Ethics*. Routledge.
3. Neelamalar,M. (2010). *Media Law and Ethics*. Prentice Hall India.
4. Hallin, D. C., & Mancini, P. (2012). *Comparing Media Systems Beyond the Western World*. Cambridge University Press.
5. Innis, H. A. (1971). *The Bias of Communication*. University of Toronto Press
- .

### BOOKS FOR REFERENCE

1. Kimbrough, D. Oller. & Griebel, Ulrike .(2004). *Evolution of Communication Systems : A Comparative Approach*. MIT Press.
2. Ong, J. Walter. (2002). *Orality and Literacy: The Technologizing of the Word*, Routledge.
3. Siebert, F. S., Peterson, T., Schramm, W. (1956). *Four Theories of the Press. The Authoritarian, Libertarian, Social Responsibility, and Soviet Communist Concepts of What the Press Should Be and Do*. University of Illinois Press.

### ONLINE SOURCES

1. [www.theguardian.com](http://www.theguardian.com)
2. [www.cyberjournalist.org.in](http://www.cyberjournalist.org.in)
3. [media-laws.blogspot.in](http://media-laws.blogspot.in)
4. [www.nou.edu.ng](http://www.nou.edu.ng)
5. [www.journalismethics.info](http://www.journalismethics.info)

**END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE**

**SECTION A**

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

**SECTION B**

Answer any THREE (out of four) questions (3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**



**SEMESTER II**  
**NEWS EDITING**

**TEACHING HOURS: 90**  
**COURSE CODE: 20SP15 /2C/NEG**

**CREDITS: 4**  
**LTP: 3 3 0**

**OBJECTIVES**

To enable students to

- Acquaint themselves with writing and editing skills
- Understand the approaches, techniques and styles used for different Stories and Features
- Demonstrate their ability to raise Issues and critically evaluate how News is edited

**UNIT I**

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

**(18 hours)**

**UNIT II**

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

**(18 hours)**

**UNIT III**

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

**(18 hours)**

**UNIT IV**

Cutting Stories-Combining Stories-Transitions-Trimming-Headlines– Coining Headlines for News Stories- Rules-Caption Writing- -Thinking Visually-Layouts- Principles-Story- Design Elements

**(18 hours)**

## **UNIT V**

Creating and Using Info graphics-Side bars-Editing Techniques – Use of Software -  
Proof Reading – Document Preparation

**(18 hours)**

### **BOOKS RECOMMENDED**

1. Brooks, Brian et.al. (2007). *News Reporting and Writing*. St.Martin's.
2. Campbell, L.R., & Wolseley,R.E. (1961). *How to Report and Write News*. Prentice Hall Inc.
3. Chaudhary, J.C. (2007) . *Introduction to Journalism and Communication*. New Delhi: Authors Press.
4. Eric, Gill. (1936). *An Essay on Typography*. Dent JM.bOOK
6. Harcup, Tony. (2009). *Journalism:Principles and Practice*. Sage Publications Ltd Ltd.

### **BOOKS FOR REFERENCE**

1. Houston, Brant. (2009). *The Investigative Reporter's Handbook: A Guide to Documents, Databases and Techniques*. St.Martin's.
2. Kumar, Rajesh. (2011). *Citizen and Community Journalism* .New Delhi: Sumit Enterprises.
3. Parrish,S. Fred.(2001). *Photojournalism - An Introduction*. Wadsworth Publishers.
4. Rastogi , R.D. (2013). *Printing Techniques and Print Media* .New Delhi: Advance Learners Press.

### **ONLINE SOURCES**

- 1.[www. nos.org](http://www.nos.org)
- 2.[www.zeepedia.com](http://www.zeepedia.com)
- 3.[www.scribd.com](http://www.scribd.com)
- 4.[www. journalism.com](http://www.journalism.com)
- 5.[www.nieman.harvard.edu](http://www.nieman.harvard.edu)

**END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE**

**SECTION A**

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

**SECTION B**

Answer any THREE (out of four) questions (3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

## **SEMESTER II**

### **TAMIL SOCIETY, HISTORY AND POLITICS**

**TEACHING HOURS: 90**  
**COURSE CODE: 20SP15 /2C/THP**

**CREDITS: 4**  
**LTP: 3 3 0**

#### **OBJECTIVES**

To enable students to

- Gain knowledge about the Origin, Growth and Development of the Tamil Society
- Understand the rich historical heritage of Tamils
- Acquire knowledge about the Greatness and Governance of the Tamil Policy

#### **UNIT I**

Thinai Based Ancient Tamil Society on Landscapes- Family- Two Functions: Social, Psychological- Economic, Reproductive and Educational Institutions-Sangam Polity- from Historical Perspective

**(18 hours)**

#### **UNIT II**

Tamil Society during Kalapirars and Pallavas – Chola Period – Social and Cultural Life of Tamils- Ethical Literature and Architecture of Pallavas – Emergence and Fall of Cholas –Women Degradation

**(18 hours)**

#### **UNIT III**

Tamil Siddhars and their Revolutionary Thoughts - Pandyas Upsurge and Fall - Madurai Nayakars –Society and Politics of Tamils – Variety of Tamil Literacy Development

**(18 hours)**

## UNIT IV

Seventeen to Nineteenth Century Society and Politics of Tamilnadu - Ramalinga Vallalar Movement – Impact of Christian Missionaries on Society and Culture

(18 hours)

## UNIT V

Twentieth Century Tamilnadu - Impact of National Movement– Emerging Justice Party- Dravidian Movement - Marxist Movement – Women Liberation and Dalit Liberation Movements - Civil Society- Mainstream Politics of Democracy - Development and Impact of Cinema on Society and Politics –Communication and Technological Revolution Today

(18 hours)

### BOOKS RECOMMENDED

1. Aravanan,K.P.(2006) *Social History of the Tamils* . Chennai :Tamil Kottam Publishers.
2. Geetha,Va.(1998). *Towards a non-Brahmin millennium: from Iyothee Thass to Periyar Samya* .In association with Book Review Literary Trust
3. Karunakaran,K., & Others. (1992). *Tolkappiar's Conceptual Framework: Language, Literature and Society*. Chennai : New Century Book House.

### BOOKS FOR REFERENCE

4. Murugesan ,Mangala. N.K. (1986). *Social and Cultural History of Tamil Nadu*. MS Publications.
5. Pillai,K.K. ((2000).*Studies in Indian History: With Special Reference to Tamil Nadu*. Madurai :Ram Publishers.
6. Pillai,K.K. (1975). *A Social History of the Tamils*. University of Madras.
7. Rasamanikkanar, M. (2011). *Arts and Cuture of Tamil Nadu*. Saratha Publishers.

### ONLINE SOURCES

1. [www.frontline.in](http://www.frontline.in)
2. [www.peacewomen.org](http://www.peacewomen.org)
3. [www.tamilelibrary.com](http://www.tamilelibrary.com)
4. [www.odi.org](http://www.odi.org)
5. [www.controversialhistory.blogspot.com](http://www.controversialhistory.blogspot.com)

**END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE**

**SECTION A**

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

**SECTION B**

Answer any THREE (out of four) questions (3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

**SEMESTER II**  
**MAGAZINE JOURNALISM (PRACTICAL)**

**TEACHING HOURS: 90**  
**COURSE CODE: 20SP15 /2C/MJM**

**CREDITS: 4**  
**LTP: 0 3 3**

- 1<sup>st</sup> Week Writing on Art and Culture
- 2<sup>nd</sup> Week Writing a News Story based on speeches of politicians
- 3<sup>rd</sup> Week Writing 500 word Story using data from commercial databases and the Internet
- 4<sup>th</sup> Week Generating Database to write one 500 Story
- 5<sup>th</sup> Week Writing 600 words Chennai-based in-depth Story
- 6<sup>th</sup> Week Interviewing a person ( From different strata of Society – Maids, beggars, homeless
- 7<sup>th</sup>Week gypsies, child labourers etc) and writing an interview based Feature
- 8<sup>th</sup> Week Shooting Photo Features of Events happening in College
- 9<sup>th</sup> Week Drawing caricatures, Cartoons
- 10<sup>th</sup> Week Drawing up a Magazine template
- 11<sup>th</sup> Week Writing a 900 word Story on developmental Issues
- 12<sup>th</sup> Week Writing an Editorial on Current Events in College
- 13<sup>th</sup> Week Writing a College -based Diary

**Final Output:**

**Magazine**

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

## SEMESTER II

### INTERCULTURAL COMMUNICATION

**TEACHING HOURS: 60**  
**COURSE CODE: 20SP15 /2E2/ICC**

**CREDITS: 3**  
**LTP: 3 1 0**

#### OBJECTIVES

To enable students to

- Think critically about Intercultural Phenomena
- Understand how Sociological and Psychological approaches influence Communication

#### UNIT I

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

**(12 hours)**

#### UNIT II

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

**(12 hours)**

#### UNIT III

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

**(12 hours)**

#### UNIT IV

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

**(12 hours)**



## UNIT V

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

### BOOKS RECOMMENDED

1. Arnett, R.C. (1997). Communication and Community in an Age of Diversity. In Makau J.M & Arnett R.C.(Ed.), *Communication Ethics in an Age of Diversity*. University of Illinois Press.
2. Martin, N. Judith & Nakayama, K.Thomas. (2004). *Intercultural Communication in Contexts* , NewYork: McGraw-Hill.
3. McCullough, M.W. (1998). *Black and White Women as Friends. Building Cross- Race Friendships*. Cresskill: NJ: Hampton Press.

### BOOKS FOR REFERENCE

1. Wood,J.T. (1997). Diversity in dialogue: Commonalities and difference between friends. In Makau J.M & Arnett R.C.(Ed.), *Communication Ethics in an Age of Diversity*.University of Illinois Press.
2. Wiseman, R.L. (2002). Intercultural Communication Competence. In Gudykunst W.B & B. Mody (Eds.), *Handbook of International and Intercultural Communication*. Sage Publications Ltd Limited.

### ONLINE SOURCES

1. [www.mhhe.com](http://www.mhhe.com)
2. [www.imme.se/intercultural](http://www.imme.se/intercultural)
3. [www.prb.org](http://www.prb.org)
4. [www.findarticle.com](http://www.findarticle.com)
5. [www.intercultural.com](http://www.intercultural.com)

## END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

### SECTION A

Answer any FIVE (out of eight)questions(5x8=40 marks)

Each answer should not exceed 300 words

### SECTION B

Answer any THREE(out of four)questions(3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

## SEMESTER II

### DEVELOPMENT COMMUNICATION

**TEACHING HOURS: 60**  
**COURSE CODE: 20SP15/2E2/DCN**

**CREDITS: 3**  
**LTP: 3 1 0**

#### OBJECTIVES

To enable students to

- Understand the various aspects of our society, its place in the world, its major development issues.
- Comprehend how communication can help the social change, modernization and development.
- Develop effective communication for agricultural issues.

#### UNIT I

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

**(12 hours)**

#### UNIT II

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

**(12 hours)**

#### UNIT III

Agricultural Communication and Rural Development – The Genesis of Agricultural Extension – Approach in Agricultural Communication – Diffusion of Innovation – Case Studies of Communication – Support to Agriculture.

**(12 hours)**

#### UNIT IV

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

**(12 hours)**

## UNIT V

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

(12 hours)

### BOOKS RECOMMENDED

1. Fernandes, Walter. (1988). *Development with people*, Indian Social Institute. New Delhi.
2. Hornik, Robert. (1988). *Development Communication: Information Agriculture and Nutrition in Third World*. London/ NY, Longman.
3. Hoogvelt, Ankie. (1982). *The Third World in Global Development*, London Macmillan.
4. Melkote, Srinivas. (1991). *Communication for Development in the Third World - Theory and Practice*, New Delhi Sage publications.

### BOOKS FOR REFERENCE

1. Prato, De Giuditta. (2013). *Asia in the Global ICT Innovation Network, Dancing with Tiger*. Chandos Publishing.
2. Schramm, Wilbur. (1964). *Mass Media and National Development*, Stanford UP: Stanford.
3. Sondhi, Krishan. (1983). *Communication, Growth and Public Policy Breakthrough*, New Delhi.

### ONLINE SOURCES

1. [www.unrisd.org](http://www.unrisd.org)
2. [www.worldbank.org](http://www.worldbank.org)
3. [www.oecd.org](http://www.oecd.org)
4. [www.itidjournal.com](http://www.itidjournal.com)
5. [www.cs.cmu.edu](http://www.cs.cmu.edu)
6. <http://ieg.worldbankgroup.org>

## END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

### SECTION A

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

### SECTION B

Answer any THREE (out of four) questions (3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

## **SEMESTER II**

### **SOCIAL MEDIA COMMUNICATION**

**TEACHING HOURS: 60**  
**COURSE CODE: 20SP15 /2E/SMC**

**CREDITS: 3**  
**LTP: 3 1 0**

#### **OBJECTIVES**

To enable students

- To understand the salient Features and advantage of New Media over Traditional Media
- To understand the Online Journalism Challenges and Practices

#### **UNIT I**

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

**(12 hours)**

#### **UNIT II**

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

**(12 hours)**

#### **UNIT III**

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

**(12 hours)**

#### **UNIT IV**

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

**(12 hours)**

## UNIT V

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

(12 hours)

### BOOKS RECOMMENDED

1. Bradshaw, Paul., & Rohuma, Liisa. (2011). *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. London: Taylor & Francis Ltd.
2. Cecilia, Friend., & Singer, B. Jane. (2007). *Online Journalism Ethics: Traditions and Transition*. New York : M.E Sharpe Inc.
3. Creeber, Glen., & Royston, Martin. (2009). *Digital Culture: Understanding New Media: Understanding New Media*. Berkshire: Open University Press.
4. Kawamoto, Kevin. (2003). *Digital Journalism: Emerging Media and the Changing Horizons of Journalism*. Rowman & littlefield Publishers Inc.
5. Pavlik,V. John . (2013). *Journalism and New Media*. New York: Columbia University Press.

### BOOKS FOR REFERENCE

1. Rosales,G.Rey. (2006). *The Elements of Online Journalism*. New York: Universe.
2. Ward, Mike. (2013). *Journalism Online*.Oxford: Taylor & Francis Ltd.

### ONLINE SOURCES

1. [www.communityjournalism.com](http://www.communityjournalism.com)
2. [www.finance.nsw.gov.au](http://www.finance.nsw.gov.au)
3. [www.ebcomm.tufts.edu](http://www.ebcomm.tufts.edu)
4. [www.extension.ualberta.ca](http://www.extension.ualberta.ca)
5. [www.socialworktoday.com](http://www.socialworktoday.com)
6. [www.oct.ca.com](http://www.oct.ca.com)

**END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE**

**SECTION A**

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

**SECTION B**

Answer any THREE (out of four) questions (3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

## **SEMESTER III**

### **COMMUNICATION RESEARCH METHODS**

**TEACHING HOURS: 75**  
**COURSE CODE: 20SP15/3C/CRM**

**CREDITS: 4**  
**LTP: 3 2 0**

#### **OBJECTIVES**

To enable students to

- develop the most appropriate methodology for their research studies
- learn the various research techniques and to do the research in mass media

#### **UNIT I**

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

**(15 hours)**

#### **UNIT II**

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

**(15 hours)**

#### **UNIT III**

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

**(15 hours)**

#### **UNIT IV**

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

**(15 hours)**

## UNIT V

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

## REFERENCES

1. Berger, Asa 3<sup>rd</sup> Edition. (2011). *Media and Communication Research Method*. Sage Publication.
2. Du , Plooy. (2003). *Communication Research: Techniques, Methods and Application*, Juta and Company.
3. Gunter, Barrie. (2000). *Media Research Methods Measuring Audiences, Reactions and Impact*. Sage Publication.
4. Kothari. C.R. (2006). *Research Methodology Methods and Techniques*, 2/e, Vishwa Prakashan.
5. Merrigan, Gerianne., & Huston, J Carole. (2008). *Communication Research Methods* Oxford University Press.
6. Treadwell, Donald. (2010). *Introduction Communication Research paths of Inquiry*, Sage Publication.
7. Wimmer, D. Roger., & Dominick, R. Joseph. (2010.) *Mass Media Research: An Introduction*, Cengage Learning.

## ONLINE RESOURCES

1. [www.ithacalibrary.com](http://www.ithacalibrary.com)
2. [www.cancer.gov](http://www.cancer.gov)
3. [www.surrey.ac.uk](http://www.surrey.ac.uk)
4. [www.prsa.org](http://www.prsa.org)
5. [www.scienv-com.eu](http://www.scienv-com.eu)

## END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

### SECTION A

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

### SECTION B

Answer any THREE (out of four) questions (3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B**



## **SEMESTER III**

### **TELEVISION JOURNALISM (PRACTICAL)**

**TEACHING HOURS: 75**

**CREDITS: 4**

**COURSE CODE: 20SP15 /4C/TJM**

**LTP: 2 0 3**

#### **OBJECTIVES**

To enable students to

- learn the practical form of television production.
- enable students to apply theoretical knowledge.
- exercise theory and technique in real time.

#### **WEEK 1**

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

#### **WEEK 2**

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

#### **WEEK 3**

Writing for TV Programs

- Talk Shows
- Interviews
- Game Shows
- Other Programs

#### **WEEK 4**

Working with Electronic News Gathering  
TV News Reading

#### **WEEK 5**

How to Face a Camera  
Anchoring  
Managing a Panel

#### **WEEK 6**

Handling the Camera

- Camera Shots
- Camera Angles
- Camera Movements

**WEEK 7**

Working with Electronic Field Production

**WEEK 8**

Writing a Script for a Serial (soap) Format Program

**WEEK 9**

Writing Feature Stories for News

**WEEK 10**

Visual Analysis of Feature Film

**WEEK 11**

Documentation for Production

**WEEK 12-15**

Final Presentation of Production

**FINAL OUTPUT:**

1. Production of a Talk Show or News Cast or Documentary or Short Film

## **SEMESTER III**

### **RADIO JOURNALISM (PRACTICAL)**

**TEACHING HOURS: 75**

**CREDITS: 4**

**COURSE CODE: 20SP15/3C/RJM**

**LTP: 3 0 2**

#### **OBJECTIVES**

To enable students to

- understand the development of broadcast journalism in India.
- learn skills and techniques required for broadcast journalism.
- understand the characteristics of radio news with a written script.

#### **UNIT I**

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

**(15 hours)**

#### **UNIT II**

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

**(20 hours)**

#### **UNIT III**

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

**(15 hours)**

#### **UNIT IV**

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

**(15 hours)**

#### **UNIT V**

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

(10 hours)

## REFERENCES

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.
3. Crook, Tim.(1997). *International Radio Journalism*. London : Routledge
4. 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.
5. Hilliard, Robert (2000).*Writing for Television, Radio, and New Media*. Belmont, CA : Wadsworth Thomson Learning.
6. Keith , C. Michael .(2007).*The Radio Station: Broadcast, Satellite and Internet*. Boston : Elsevier/Focal Press.
7. Raiteri, Charles.(2006).*Writing for Broadcast News: A Storytelling Approach to Crafting TV and Radio News Reports*. Lanham, Md. : Rowman & Littlefield Publishers.
8. Starkey, Guy., & Crisell, Andrew.(2009).*Radio Journalism*. London: SAGE.
9. Wulfemeyer, K. Tim.(2009).*Beginning Radio and TV Newswriting: A Self-Instructional Learning Experience*. Malden, MA : Wiley-Blackwell.

## ONLINE RESOURCES

1. <http://journalistjan.wordpress.com>
2. <http://history.journalism.ku.edu>
3. <http://jfredmacdonald.com>
4. [www.academia.edu](http://www.academia.edu)
5. [www.newsonair.com](http://www.newsonair.com)
6. [www.allindiaradio.gov.in](http://www.allindiaradio.gov.in)

## **SEMESTER III**

### **ENVIRONMENTAL JOURNALISM**

**TEACHING HOURS: 60**

**CREDITS: 3**

**COURSE CODE: 20SP15/3E3/EJM**

**LTP: 3 0 1**

#### **OBJECTIVES**

To enable students to

- understand the factors that drive media coverage on the environment
- understand the ethical issues that confront environmental journalists

#### **UNIT I**

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

**(14 hours)**

#### **UNIT II**

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

**(14 hours)**

#### **UNIT III**

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

**(12 hours )**

#### **UNIT IV**

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

**(12 hours)**

## UNIT V

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

(8 hours )

### REFERENCES

1. Acharya, Keya., & Noronha, Frederick. (2010). *The Green Pen: Environmental Journalism in India and South Asia*. Los Angeles: Sage Publications Pvt. Ltd.
2. Carson, L. Rachel. (1962). *Silent Spring*. New York: Houghton Mifflin Company.
3. Pawar, S.N., Patil, B.Rajendra., & Salunkhe,S.A.(2005). *Environmental Movements in India: Strategies and Practices*. Rawat Publications.
4. Frome, Michael. (1998). *Green Ink: An Introduction to Environmental Journalism*. University of Utah Press.
5. James, A. George .(1999).*Ethical Perspectives on Environmental Issues in India* .New Delhi: A.P.H. Publishing Corporation.
6. Mathai, V.Manu. (2013). *Nuclear Power , Economic Development Discourse and the Environment : The Case of India*. New York: Routledge.
7. Pringle, Laurence.(2000) *The Environmental Movement*. Harper Collins.
8. Rangarajan, Mahesh, (Ed).(2007).*Environmental Issues in India :A Reader*.Dorling Kindersley(India) Pvt.Ltd.
9. Rootes, Christopher. (2014). *Environmental Movements: Local, National and Global*. New York :Routledge.
10. Wyss, Bob. (2008). *Covering the Environment: How Journalists Work the Green Beat?* Routledge.

### ONLINE RESOURCES

1. [www.thehoot.org](http://www.thehoot.org)
2. [www.mediamagazine.in](http://www.mediamagazine.in)
3. [www.kas.de](http://www.kas.de)
4. [www.cseindia.org](http://www.cseindia.org)
5. [www.tehelka.com](http://www.tehelka.com)

### END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

#### SECTION A

Answer any FIVE (out of eight) questions(5x8=40 marks)

Each answer should not exceed 300 words

#### SECTION B

Answer any THREE(out of four)questions(3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

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

**TEACHING HOURS: 60**

**CREDITS: 3**

**COURSE CODE: 20SP15/3E3/SJM**

**LTP: 2 2 0**

**OBJECTIVES**

To enable students to

- understand sports journalism and its elements.
- be able to use the theory knowledge in a practical environment.
- be able to use this subject as an outline to future prospects.

**UNIT I**

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

**(12 hours)**

**UNIT II**

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

**(12 hours)**

**UNIT III**

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

**(12 hours)**

**UNIT IV**

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

**(12 hours)**

## UNIT V

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

(12 hours)

## REFERENCES

1. Belavadi, Vasuki. (2008). *Video Production Handbook*. Oxford University Press.
2. Boyle, Raymond. (2006). Sports Journalism: Context and Issues(Paperback). Sage Publications.
3. Toney, James. (2013). *Sports Journalism: The Inside Track*. Bloomsbury Publishing Plc.
4. Skinner, Peter. (2007). *Sports Photography: How to Capture Action and Emotion*. Allworth Press.
5. Andrews, Phil. (2014). *Sports Journalism: A Practical Introduction*. Sage Publications.
6. Rosenthal, Brian A., Schaffer, James R., & Stofer, Kathryn T. (2009). *Sports Journalism: An Introduction to Reporting and Writing*. Rowman & Littlefield Publishers, Inc.
7. Zettl, Herbert. (2006). *Television Production Handbook*. Thomson Wadsworth.
8. Zettl, Herbert. (2007). *Video Basics*. Thomson Wadsworth.

## ONLINE RESOURCES

1. [www.aipsmedia.com](http://www.aipsmedia.com)
2. [www.asthabharati.org](http://www.asthabharati.org)
3. [www.guluezekiel.com](http://www.guluezekiel.com)
4. [www.sportsjournalists.co.uk](http://www.sportsjournalists.co.uk)

## END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

### SECTION A

Answer any FIVE (out of eight) questions(5x8=40 marks)

Each answer should not exceed 300 words

### SECTION B

Answer any THREE(out of four) questions(3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**



## **SEMESTER III**

### **ADVERTISING**

**TEACHING HOURS: 60**

**CREDITS: 3**

**COURSE CODE: 20SP15/3E4/ADG**

**LTP: 2 1 1**

#### **OBJECTIVES**

To enable students to

- recognise the roles of advertising.
- provide an introduction to the concepts and practices of contemporary brand management.

#### **UNIT I**

Definition – Importance and Functions of Advertising – Role of Advertising –Types of Advertising – Commercial – Non-Commercial – Organisational Structure of an Advertising Agency – PACT and DAGMAR Approaches – Advertising Appeals.  
**(12 hours)**

#### **UNIT II**

Advertising Message – Preparing an Effective Advertising Copy – Elements of a Print Copy – Elements of Broadcast Copy – The Brand Meaning – Brand Vs Product – Process of Branding-Brand Positioning – Product Segmentation – Brand Loyalty – Brand Awareness.  
**(12 hours)**

#### **UNIT III**

Market Mix and Market Segmentation – Creative Strategy and Creative Process – AIDAS – Model of Selling – Media Planning and Budgeting – Case Studies of Advertising Campaign – Social Advertising.  
**(12 hours)**

#### **UNIT IV**

Media Planning – The Function of Media Planning in Advertising – Role of Media Planner – Their Reach – Frequency & Impact – Cost and Other – Criterion for Selecting Media Vehicles – Reach – Frequency – GRPS – Cost Efficiency – Cost Per Thousand – Cost Per Rating – Waste – Circulation – Media Timing.  
**(12 hours)**

## UNIT V

Social Marketing and Development – Advertising Standards Council of India and other Organisation in Advertising – Ethics in Advertising – Advertising Research.

(12 hours)

## REFERENCES

1. Arens, F William., & Courtland , L Bovee. (1994). *Contemporary Advertising*. Irwin.
2. Cateora, R Philip., & Graham, John L. (1999). *International Marketing*. Irwin McGraw Hill 2.
3. David, A Aker. (1996) . *Building Strong Brands: the free press*.
4. Fowles , Jib. (1996). *Advertising and Popular Culture*. Sage Publications.
5. Jones, John Philip, (2001). *What 's in Brand-Building Brand Equity through Advertising?* Tata Graw Hill.
6. Philip., & L Roberto Eduardo. (1989). *Social Marketing Strategies for Changing Public Behavior*. The free Press.
7. Ries Al., & Ries , Laura. (2001). *The 11 Immutable Laws of Internet Branding*. Harper Collins.
8. Spence, Edward., & Van Heekeren Brett .(2004) *Advertising Ethics*. Pearson Publication.

## ONLINE RESOURCES

1. [www.business.qld.gov.au](http://www.business.qld.gov.au)
2. <http://brandededucationservices.com>
3. [www.consumerpsychologist.com](http://www.consumerpsychologist.com)
4. [www.businessdictionary.com](http://www.businessdictionary.com)
5. <http://www.advertisingarchives.co.uk>

## END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

### SECTION A

Answer any FIVE (out of eight) questions(5x8=40 marks)

Each answer should not exceed 300 words

### SECTION B

Answer any THREE(out of four) questions(3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

## **SEMESTER III**

### **PUBLIC RELATIONS**

**TEACHING HOURS: 60**

**CREDITS: 3**

**COURSE CODE: 20SP15/3E4/PRS**

**LTP: 3 1 1**

#### **OBJECTIVES**

To enable students to

- establish effective public relations with different departments of an organization
- become effective public relations professionals

#### **UNIT I**

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

**(10 hours)**

#### **UNIT II**

Who is a PRO? – Duties of a PRO – Characteristics of a PRO – Responsibilities of a PRO – PR and Communication Skills – PR – Government and Private Sector – PR Agency

**(15 hours )**

#### **UNIT III**

Understanding the Media – Broadcast Media – Media Alerts – PSAs – Direct Mail –Do's and Dont's – Working for Events – Promotions – Visits – Sponsorship

**(10 hours )**

#### **UNIT IV**

Corporate and PR – Reputation Management – Crisis Management – Corporate Social Responsibility – Case Studies – PR Campaign – Planning – Implementation – Evaluation – Audience – Demographics and Medium -Budget

**(15 hours)**

## UNIT V

Public Relations – Code of Ethics – Critical Issues – News Releases – Brochures, Pamphlets – Letters – Handouts – Oral Presentations – Company Publications  
(10 hours)

## REFERENCES

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. Clear ,Annette., & Weidema., Linda.(2002) .*Dynamics of Public Relations and Journalism: A Practical Guide for Media Studies*. Lansdowne : Juta.
4. Doorley, John ., & Garcia, Fred Helio.(2007).*Reputation Management: The Key to Successful Public Relations and Corporate Communication*. New York : Routledge.
5. Gupta, Om.(2002).*Basic aspects of Media Writing*. Delhi:Kanishka Publishers.
6. Henslowe, Philip .(2003).*Public Relations: A Practical Guide to the Basics*. London ; Sterling, VA : Kogan Page.
7. Lesly , Philip,(1998).*Handbook of Public Relations and Communications*. McGraw- Hill
8. Oliver , Sandra.(2010) .*Public Relations Strategy*. Philadelphia : Kogan Page .
9. Stovall, Glen James(2008). *Writing for the Mass Media*. Delhi : Pearson Education.
10. Theaker, Alison (Ed) (2012).*The Public Relations Handbook*. New York : Routledge.
11. Zappala,. Joseph., & Carden,R. Ann .(2010).*Public Relations Writing Worktext: A Practical Guide for the Profession*. New York : Routledge.

## ONLINE RESOURCES

1. [www.ipr.org.uk/who-needs-pr-services.html](http://www.ipr.org.uk/who-needs-pr-services.html)
2. [www.prsi.co.in/](http://www.prsi.co.in/)
3. [mass.pakgalaxy.com/](http://mass.pakgalaxy.com/)
4. [www.8prpractices.com/](http://www.8prpractices.com/)
5. [www.publicimagesnetwork.org/](http://www.publicimagesnetwork.org/)
6. [www.prfirms.org/](http://www.prfirms.org/)

## END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

### SECTION A

Answer any FIVE (out of eight) questions (5x8=40 marks)

Each answer should not exceed 300 words

### SECTION B

Answer any THREE (out of four) questions (3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

## **SEMESTER III**

### **FREELANCE JOURNALISM**

**TEACHING HOURS: 60**

**CREDITS: 3**

**COURSE CODE: 20SP15/3E/FJM**

**LTP: 2 1 1**

#### **OBJECTIVES:**

To enable students to

- understand the basics of Freelance Journalism
- equip themselves to practice as freelance journalists.

#### **UNIT I**

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

**(12 hours)**

#### **UNIT II**

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

**(12 hours)**

#### **UNIT III**

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

**(12 hours)**

#### **UNIT IV**

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

**(12 hours)**

#### **UNIT V**

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

**(12 hours)**

## REFERENCES

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.
3. Leverton, Mark. (2010) *How to work as a Freelance Journalist*,How to Books Ltd, Oxford.
4. Kamath. M. V( 2009) *The Journalists Handbook*, Vikas Publishing House Pvt. Ltd., New Delhi,
5. McKane, Anna ( 2006). *News Writing*, Sage, New Delhi
6. Alexander, Louis. (1982). *Beyond the Facts- A guide to the Art of Feature Writing*. Gulf Pub.Co., Book Division.
7. Murthy, D.V.R. (2012) *Developmental Journalism*, Dominant Publishers, New Delhi.
8. Rystrom, Kenneth. (1983) *The why, who and how of the Editorial Page*. Random House, New York
9. Robert L. Hilliard.(2005) *Writing for TV, Radio, and News Media*, Thomson Learning
10. Yopp, J.Jan and McAdams (2002). *Reaching Audiences: A Guide to Media Writing* (3rd Edition), Allyn & Bacon.

## ONLINE RESOURCES

1. [www.s3amazon.aws.com](http://www.s3amazon.aws.com)
2. [www.spj.org](http://www.spj.org)
3. [www.ijnet.org](http://www.ijnet.org)
4. [www.writersbureau.com](http://www.writersbureau.com)
5. [www.rorypecktrust.org](http://www.rorypecktrust.org)

## END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

### SECTION A

Answer any FIVE (out of eight)questions(5x8=40 marks)

Each answer should not exceed 300 words

### SECTION B

Answer any THREE(out of four)questions(3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

## **SEMESTER III**

### **CORPORATE SOFT SKILLS**

**TEACHING HOURS: 30**

**CREDITS: 2**

**COURSE CODE: 20SP15/3S/CSS**

**LTP: 2 0 0**

#### **OBJECTIVES**

To enable students to

- keep pace with all future aspects of soft skills development.
- visualize and realise all spheres of modern changes and equip themselves to face them.

#### **UNIT I**

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

**(6 hours)**

#### **UNIT II**

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

**(6 hours)**

#### **UNIT III**

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

**(6 hours)**

#### **UNIT IV**

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

**(6 hours)**

#### **UNIT V**

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

**(6 hours)**

## REFERENCES

1. Archer, M Robert. (1971). *Basic Business Communication* . Prentice - hall.
2. Butterfield, Jeff. (2012) .*Verbal Communication*. Cengage Learning.
3. Clark, Zimmer., Tinervia., & Hume Fowler.(1988).*Business English & Communication* .McGraw-Hill.
4. Hannaway, Conor., & Hunt, Gabriel.(1995). *The Management Kills Book* . Gower Publishing.
5. Herta, A Murphy et al, .(2008). *Effective Business Communication*. 7<sup>th</sup> edition. Tata McGraw-Hill.
6. Monippally, Matthukutty.M.(2001). *Business Communication Strategies*. 11<sup>th</sup> Reprint. Tata McGraw-Hill. New Delhi.
7. Ramesh Mahadevan., & Ramesh Gopaldaswamy. (2010).*The Ace of Soft Skills*.Pearson Education.

## ONLINE RESOURCES

1. [www.mindtools.com](http://www.mindtools.com)
2. [www.softskillsindia.com](http://www.softskillsindia.com)
3. [www.askmen.com](http://www.askmen.com)
4. [www.cvtips.com](http://www.cvtips.com)
5. [www.itworld.com](http://www.itworld.com)



## **SEMESTER IV**

### **FILM STUDIES (PRACTICAL)**

**TEACHING HOURS: 75**

**CREDITS: 4**

**COURSE CODE: 20SP15/4C/FMS**

**LTP: 3 0 2**

#### **OBJECTIVES**

To enable students to

- enable the students to understand various key elements of film production
- encourage the students to appreciate aesthetics of regional, national and international films.

#### **UNIT I**

Indian (Hindi, Tamil & other languages), Film form and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903-1927). German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound. Italian neo-realism (1942-1951). The French New wave (1959-1964). Japanese cinema. Cinema in the third world. Contemporary trends.

**(15 Hours)**

#### **UNIT II**

Planning, pre-production- Concept / Story development, Scripting / Screen play writing, Budgeting, Casting, Locations, Financing. Production-Shooting, Direction & Cinematography. Post production- Editing, Sound recording, Dubbing, Special effects, Graphics & Final mixing. Distribution & Exhibition.

**(15 Hours)**

#### **UNIT III**

Mise-en-scene-Realism, the power of mise-en-scene, aspects of mise-en-scene. space and time, narrative functions of mise-en-scene. Cinematographer properties-the photographic image, framing, duration of the image, montage and long take. Editing- dimensions of film editing, continuity editing, alternative to continuity editing. Sound-the powers of sound, fundamentals of film sound, dimensions of film sound, functions of film sound.

**(15 Hours)**

#### **UNIT IV**

The concept of form in films, principles of film, narrative form, non-narrative form, dividing a film into parts and Genres (language, style, grammar, syntax.)

**(15 Hours)**

## **UNIT V**

Style as a formal system, narrative unity, ambiguity, a non-classical approach to narrative films, space and time, disunity, form, style and ideology.

**(15 Hours)**

## **REFERENCES**

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. Bordwell, David & Thompson, Kristin. (2012). *Film Art: An Introduction*, McGraw –Hill Education.
5. Branigan, Edward. (1992). *Narrative Comprehension and Film*. New York: Routledge.
6. Grodal, Torben. (1999). *Moving Pictures : A New Theory of Film Genres, Feelings and Cognition*. Clarendon Press.
7. John Hill, W., & Gibson, C. Pamela . (1998), *The Oxford Guide to Film Studies*, Oxford University Press.
8. Hayward, Susan .(1996). *Key Concepts in Cinema Studies*. Routledge.
9. Hughes, Stephen. (2007). "Music in the Age of Mechanical Reproduction: Drama, Gramophone and the Beginnings of Tamil Cinema," *The Journal of Asian Studies*, 66 (1), pp. 3-34.
10. Ravindran, Gopalan. (2007). "Zizek's The Fright of Real Tears: Theory, Post-Theory and Kieslowski," *International Journal of Zizek Studies*, Vol.I No.3.
11. Ray, Satyajit. (2009). *Our Films Their Films*, Orient Blackswan.

## **ONLINE RESOURCES**

1. [www.davidbordwell.net](http://www.davidbordwell.net)
2. [www.ofcs.org](http://www.ofcs.org)
3. [www.ukessays.com](http://www.ukessays.com)
4. [cw.routledge.com](http://cw.routledge.com)
5. [www.soas.ac.uk](http://www.soas.ac.uk)

**SEMESTER IV**

**DISSERTATION (PROJECT)**

**TEACHING HOURS: 105**

**CREDITS: 6**

**COURSE CODE: 20SP15/4C/DIS**

Every student shall complete and submit individual Dissertation

## **SEMESTER IV**

### **INTERNSHIP (PRACTICAL)**

**TEACHING HOURS: 200**

**CREDITS: 6**

**COURSE CODE: 20SP15/4C/INT**

#### **OBJECTIVE**

- To expose the student to actual situations and day-to-day functioning of the Media Industry.

#### **METHODOLOGY**

For a period of one month, the student will be attached to a Media Industry on an Internship basis. The intern will be exposed to the particular area of specialization already chosen. 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.

**SEMESTER IV**

**PROJECT**

**TEACHING HOURS: 105**

**CREDITS: 6**

**COURSE CODE: 20SP15/4C/PRO**

Every student shall complete and submit individual projects in one of the three modes (Print Journalism, Radio Journalism and Television Journalism) or shall complete a Dissertation

## **SEMESTER IV**

### **ONLINE JOURNALISM (PRACTICAL)**

**TEACHING HOURS: 60**

**CREDITS: 3**

**COURSE CODE: 20SP15/4E5/OJM**

**LTP: 2 2 0**

#### **OBJECTIVES**

To enable students to

- understand online communication technology in writing, packaging and disseminating
- understand the salient features and advantages of online journalism
- understand the challenges and practices of online journalism

#### **UNIT I**

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

**(12 hours)**

#### **UNIT II**

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

**(12 hours)**

#### **UNIT III**

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

**(12 hours)**

#### **UNIT IV**

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

**(12 hours)**

## UNIT V

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

(12 hours)

## REFERENCES

1. Bradshaw, Paul., & Rohuma, Liisa. (2011). *The Online Journalism Handbook: Skills to Survive and Thrive in the Digital Age*. London: Taylor & Francis Ltd.
2. Cecilia, Friend., & B. Jane Singer. (2007). *Online Journalism Ethics: Traditions and Transitions*. New York: M.E Sharpe Inc.
3. Creeber, Glen., & Royston, Martin . (2009). *Digital Culture: Understanding New Media: Understanding New Media*. Berkshire: Open University Press.
4. Kevin, Kawamoto. (2003). *Digital Journalism: Emerging Media and the Changing Horizons of Journalism*. Oxford: Rowman & Littlefield Publishers Inc.
5. Pavlik, V. John. (2013). *Journalism and New Media*. New York : Columbia University Press.
6. Rosales, G. Rey. (2006). *The Elements of Online Journalism*. New York: Universe.
7. Saxena, Sunil. (2004). *Breaking News: The Craft & Technology of Online Journalism*. Tata McGraw Hill Education .
8. Ward, Mike. (2013). *Journalism online*. Oxford : Taylor & Francis Ltd.

## ONLINE RESOURCES

1. [www.youthjournalism.org](http://www.youthjournalism.org)
2. [www.journalism.org](http://www.journalism.org)
3. [www.mediabistro.com](http://www.mediabistro.com)
4. [www.icfj.org](http://www.icfj.org)
5. [blog.journalistics.com](http://blog.journalistics.com)

**SEMESTER IV**  
**PERFORMING ARTS AND COMMUNICATION**

**TEACHING HOURS: 60**

**CREDITS: 3**

**COURSE CODE: 20SP15 /4E5/PAC**

**L T P: 2 1 1**

**OBJECTIVES**

To enable students to

- address the origin and development of performing arts
- understand intercultural issues in performing arts
- gain knowledge about communication through dance , drama and music

**UNIT I**

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

**(10 hours)**

**UNIT II**

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

**(15 hours)**

**UNIT III**

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

**(10 hours)**

**UNIT IV**

Street Theatre – Therukoothu – Folk Dance – Puppetry

**(15 hours)**

**UNIT V**

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



(10 hours)

## REFERENCES

1. Allain ,Paul.,& Harvie ,Jen .(2013).*The Routledge Companion to Theatre and Performance*. New York: Routledge .
2. Blumenthal ,Eileen (2005). *Puppetry: A World History*.New York :Abrams.
3. Davies, David(2011).*Philosophy of the Performing Arts*.Oxford :Wiley–Blackwell.
4. Hollande ,Julia(2007).*Indian Folk Theatres*.New York : Routledge.
5. Kennedy,Dennis(2010).*The Oxford Companion to Theatre and Performance*Oxford : Oxford University Press.
6. Kershaw ,Baz., & Nicholson,Helen (Ed)(2011).*Research Methods in Theatre and Performance*. Edinburgh: Edinburgh University Press .
7. Krishna, Nandita (1996). *Folk Arts of Tamil Nadu*.Chennai :CP Ramaswami Aiyer Foundation.
8. Varadpande, Manohar Laxman (2005) *History of Indian Theatre*. New Delhi :Abhinav Publications.

## ONLINE RESOURCES

1. [www.loc.gov/performingarts](http://www.loc.gov/performingarts)
2. [www.spac.org](http://www.spac.org)
3. [www.npr.org/sections/performing-arts](http://www.npr.org/sections/performing-arts)
4. [www.performingartsnews.com](http://www.performingartsnews.com)
5. [www.artsjournal.com](http://www.artsjournal.com)

## END SEMESTER EXAMINATION QUESTION PAPER TEMPLATE

### SECTION A

Answer any FIVE (out of eight)questions(5x8=40 marks)

Each answer should not exceed 300 words

### SECTION B

Answer any THREE(out of four)questions(3x20=60 marks)

Each answer should not exceed 1200 words

**Questions to be included from all units for Section A and B.**

**SEMESTER IV**  
**PUBLIC SPEAKING**

**TEACHING HOURS: 30**

**CREDITS: 2**

**COURSE CODE: 20SP15/4S/PSG**

**LTP: 2 0 0**

**OBJECTIVES**

To enable students to

- understand the fundamental concepts of human communication
- understand the use of human body to communicate messages
- demonstrate conceptual understanding of presentation skills associated with business and professional contexts

**UNIT I**

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

**(6 hours)**

**UNIT II**

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

**(6 hours)**

**UNIT III**

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

**(6 hours)**

**UNIT IV**

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

**(6 hours)**

## **UNIT V**

Adapting to the Audience – Building Credibility as a Speaker

**(6 hours)**

### **REFERENCES**

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.

### **ONLINE RESOURCES**

1. [www.virtualspeechcoach.com](http://www.virtualspeechcoach.com)
2. [www.speaking-tips.com](http://www.speaking-tips.com)
3. [www.youtube.com](http://www.youtube.com)
4. [www.selfgrowth.com](http://www.selfgrowth.com)
5. [speakupforsuccess.com](http://speakupforsuccess.com)