DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

REGULATIONS AND SYLLABUS
for the
DEGREE OF MASTER OF ARTS
in
JOURNALISM AND MASS COMMUNICATION (ELECTRONIC MEDIA)
[5 Year Integrated Course]

Semester pattern
under

CHOICE BASED CREDIT SYSTEM (CBCS)

Students Admitted From the
Academic Year 2018 – 2019 and thereafter

PERIYAR UNIVERSITY
Periyar Palkalai Nagar
SALEM – 636 011

PERIYAR UNIVERSITY

REGULATIONS FOR
M.A. JOURNALISM AND MASS COMMUNICATION (ELECTRONIC MEDIA)
(5 YEAR INTEGRATED COURSE)
WITH SEMESTER SYSTEM under CBCS

(Effective from the academic year 2018-2019 and thereafter)

REGULATIONS

1. ELIGIBILITY FOR ADMISSION

A pass in Higher Secondary Examination or an Examination accepted as equivalent thereto by the syndicate (**10+2 or 10+3 year Diploma**), subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **Master of Arts in Journalism And Mass Communication (Electronic Media)** [5 year integrated Course] **degree examination** of this university after a course of study of Five academic years (Ten semesters).

2. DURATION OF THE COURSE

The course shall extend over a period of Five years comprising of Ten Semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

3. COURSE OF STUDY

The course of study shall comprise instruction in the following subjects according to the syllabus and books prescribed from time to time. The syllabus for various subjects shall be clearly demarcated into five viable units in each paper/subject. Part-I, Part-II, Part–III and Part– IV subjects are as prescribed in the scheme of examination.

4. EXAMINATIONS

The theory examination shall be **Three hours** duration to each paper at the end of each semester. The candidate failing in any subject(s) will be permitted to appear for each failed subject(s) in the subsequent examination. The practical examinations for the course should be conducted at the end of the semester.

4. (a) Submission of record note books for practical examinations

Candidates appearing for practical examinations should submit bonafide Record Note Books/Audio, Video CDs DVDs/ Lab journal etc., prescribed for practical examinations; otherwise the candidates will not be permitted to appear for the practical examinations. However, in genuine cases where the students, who could not submit the record note books, they may be permitted to appear for the practical examinations, provided the concerned Head of the department from the institution of the candidate certified that the candidate has performed the experiments prescribed for the course. For such candidates who do not submit Record Books, zero (0) marks will be awarded for record note books.

5. Revision of Regulations and Curriculum

The University may revise/amend/change the Regulations and Scheme of Examinations, if found necessary.

6. (a). Passing Minimum – Theory

The candidate shall be declared to have passed the examination if the candidate secure **not less than 50 marks** put together **out of 100** (CIA–25 marks and End sem–75) in the University examination in each theory paper.

6. (b). Passing Minimum – Practical

The candidate shall be declared to have passed the examination if the candidate secure not less than 50 marks put together out of 100 **(CIA 40 marks and End sem–60 marks)** in the University examination in each practical paper.

7. Question Paper Pattern for M.A. Journalism and Mass Communication (Electronic Media) (5 year Integrated course) with semester system under CBCS

7.1(a). THEORY - *Question Paper Pattern [End Sem]* **(Total Marks: 75)**

PART – A (10 x 2 = 20 Marks)
(Answer ALL questions), (Two questions from each unit)

PART – B (5 x 3 = 15 Marks)
(Answer ALL questions) & (One question from each unit with Either or Internal Choice)

PART – C (5x 8 = 40 Marks)
(Answer ALL questions) &(One question from each unit with Either or Internal Choice)

7.1 (b). THEORY - Internal Marks Distribution[CIA] (Total Marks: 25)
- Attendance :5 Marks

- Assignment :5 Marks

- Internal (Sessional) Examinations :15 Marks

7.2 (a). **PRACTICAL–*Marks Distribution & Question paper Pattern* (Max. Marks: 100) [External [EA]: 60 Marks & Internal [CIA]: 40 Marks]**

8. Commencement of this Regulation

These regulations shall take effect from the academic year 2018-19, i.e, for students who are admitted to the first year of the course during the academic year 2018-2019 and thereafter.

PERIYAR UNIVERSITY

SCHEME OF EXAMINATIONS

M.A. JOURNALISM AND MASS COMMUNICATION (ELECTRONIC MEDIA)
(5 YEAR INTEGRATED COURSE)
WITH SEMESTER SYSTEM under CBCS
(Effective from the academic year 2018-2019 and thereafter)

(The Scheme of examinations under Choice Based Credit System (CBCS) for different semesters shall be as follows)

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
I Semester	18 IJMC TL01	Tamil-I	3	3			25	75	100
	18 IJMC EL01	English-I	3	3			25	75	100
	18 IJMC C01	Introduction to Human communication	5	3	1	1	25	75	100
	18 IJMC P01	Communication skills – Practical	5			5	40	60	100
	18 IJMC A01	Sociology	4	4			25	75	100
	18 IJMC SB01	Computers in communication media – Theory	4	2	1	1	25	75	100
			24	15	02	07			

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
II Semester	18 IJMC TL02	Tamil-II	3	3			25	75	100
	18 IJMC EL02	English-II	3	3			25	75	100
	18 IJMC C02	Writing of Media - Theory	5	2	1	2	25	75	100
	18 IJMC P02	Fundamentals of Design- Practical	5			5	40	60	100
	18 IJMC A02	Social Psychology	4	2	1	1	25	75	100
							25	75	100
			20	10	02	08			

Syllabus for M.A. JMC (electronic media) (5 year integrated course) with semester system under CBCS
(Effective from the academic year 2018-2019 and thereafter)

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
III Semester	18 IJMC TL03	Tamil-III	3	3			25	75	100
	18 IJMC EL03	English-III	3	3			25	75	100
	18 IJMC C03	Television Programme production - Theory	5	3	1	1	25	75	100
	18 IJMC P03	Radio Programme Production techniques-Practical	5	1	1	3	40	60	100
	18 IJMC A03	Digital Photography – Theory	4	2	1	1	25	75	100
	18 IJMC SB02	Inkscape	4	2	1	1	25	75	100
		Value Education	2	2			25	75	100
			26	16	04	06			

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
IV Semester	18 IJMC TL04	Tamil-IV	3	3			25	75	100
	18 IJMC EL04	English-IV	3	3			25	75	100
	18 IJMC C04	Advertising – Theory	5	3	1	1	25	75	100
	18 IJMC P04	Television Programme production – Practical	5	1	1	3	40	60	100
	18 IJMC A04	Photography – Practical	4		1	3	40	60	100
	18 IJMC SB03	Photoshop & CorelDraw	4	2	1	1	25	75	100
		Environment studies	2	2			25	75	100
		First Internship Training in anyMedia/Production House in 30 days/4 weeks *[to be undertaken during summer holidays]*					Internship report to be evaluated in Semester V		
			26	14	04	08			

Syllabus for M.A. JMC (electronic media) (5 year integrated course) with semester system under CBCS
(Effective from the academic year 2018-2019 and thereafter)

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
V Semester	18 IJMC C05	Audiography - Theory	5	3	1	1	25	75	100
	18 IJMC C06	Citizen Journalism - Theory	5	4	1		25	75	100
	18 IJMC C07	Folklore Communication	5	3	1	1	25	75	100
	18 IJMC P05	Advertising – Practical	5			5	40	60	100
	18 IJMC P06	First Internship Report Evaluation	5				40	60	100
	18 IJMC NM01	Marketing	3	2	1		25	75	100
			28	12	04	07			

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
VI Semester	18 IJMC C08	Film Studies	5	4	1		25	75	100
	18 IJMC C09	Public Relations	5	3	1	1	25	75	100
	18 IJMC P07	Audio Production – Practical	5			5	40	60	100
	18 IJMC PRJ01	Documentary production -Project	5			5	40	60	100
	18 IJMC NM02	Indian constitution	3	3			25	75	100
			23	10	02	11			

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	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
VII Semester	18 IJMC C10	Communication Theories and Models	5	5			25	75	100
	18 IJMC C11	Electronic Newsgathering & Reporting(ENG)	5	3	1	1	25	75	100
	18 IJMC C12	Media Laws and Ethics	5	5			25	75	100
	18 IJMC P08	Fundamentals of Animation – Practical	5			5	40	60	100
	18 IJMC E01	Compeering and Anchoring – Practical	4		2	2	40	60	100
		Human Rights	2	2			25	75	100
			26	15	03	08			

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
VIII Semester	18 IJMC C13	Film theories and criticism	5	3	1	1	25	75	100
	18 IJMC C14	New Media Theory	5	5			25	75	100
	18 IJMC P09	Web Design – Practical	5			5	40	60	100
	18 IJMC P10	Short Film – Practical	5			5	40	60	100
	Supportive 1		3	3			25	75	100
		Second Internship Training in Media/Production House in 30 days/4 weeks *[to be undertaken during summer holidays]*			Internship report to be evaluated in Semester IX					
			23	11	1	11			

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	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
IX Semester	18 IJMC C15	Media Research Methods	5	5			25	75	100
	18 IJMC C16	Current Affairs and Media Issues	5	3	1	1	25	75	100
	18 IJMC P11	Video Magazines – Practical	5			5	40	60	100
	18 IJMC P12	Second Internship Report Evaluation	5			5	40	60	100
	Supportive 2		3	3					
			23	11	01	11			

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
X Semester	18 IJMC C17	Online Journalism	5	3	1	1	25	75	100
	18 IJMC PRJ02	Research Project/Thesis / Dissertation	8		5	3	40	60	100
	18 IJMC PRJ03	E- Media Portfolio Development	8			8	40	60	100
			21	21					

MA JMC (Electronic Media) 5 years Integrated

Semester 1

	Subject Code	Subjects	Credit	Hours			Marks		
				L	**T**	**P**	CIA	End Sem	Total
I Semester	18 IJMC TL01	Tamil-I	3	3			25	75	100
	18 IJMC EL01	English-I	3	3			25	75	100
	18 IJMC C01	Introduction to Human communication	5	3	1	1	25	75	100
	18 IJMC P01	Communication skills – Practical	5			5	40	60	100
	18 IJMC A01	Sociology	4	4			25	75	100
	18 IJMC SB01	Computers in communication media – Theory	4	2	1	1	25	75	100
			24	15	02	07			

Syllabus for M.A. JMC (electronic media) (5 year integrated course) with semester system under CBCS
(Effective from the academic year 2018-2019 and thereafter)

Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC TL01	Tamil-I	3	3			25	75	100
Objectives :									

Syllabus for M.A. JMC (electronic media) (5 year integrated course) with semester system under CBCS
(Effective from the academic year 2018-2019 and thereafter)

Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC EL01	English-I	3	3			25	75	100
Objectives :									

Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C01	Introduction to Human communication	5	3	1	1	25	75	100

Objectives:

- To employ and improve adequate skills of active listening and critical thinking, and to master verbal communication skills.
- To introduce basic intrapersonal and interpersonal concepts of building societal relationship.
- To obtain techniques related to the nonverbal communication that involve a) eye gaze, b) facial analysis, c) graphic symbols, d) facial expression.

Unit 1 - Fundamentals of Communication

Components of Communication, Communication process, Communication Principles, Purpose of Communication, Perception: Definition, process, Perception process: Selection, Organization, Interpretation. Errors in Perceptions: Stereotyping and Prejudice, Self and Communication. Culture and communication. Listening, The importance of listening in our Lives, types of listening, barriers to listening, gender differences in listening, effective listening skills.

Unit 2 - Forms of Communication

Intra personal communication, interpersonal communication, small group communication, organizational communication, public speaking and mass communication.

Unit 3 - Nonverbal Communication

Non-verbal communication: Meaning, nature &scope.Nonverbal Codes: Bodily Movement and Facial Expression, Physical Attraction, Space, Time, Touching, Vocal Cues, Clothing and Other Artifacts. Ways to Improve Nonverbal Communication.

Unit 4 - Language and Meaning

Nature of Language, Is language an enhancement or an obstacle to communication? Grammatical errors. Colloquialisms, Clichés , Euphemisms and Doublespeak, Slang, Profanity, Jargon, Informal and IM Language, Regionalisms, Sexist, Racist, Heterosexist, and Ageist Language. Guidelines to improve language skills.

Unit 5 - Exercises

Introducing oneself and others, Greetings for different occasions, Interview Handling, E-Mail etiquette, Presentation Skills, Public speaking.

References:

1. Rosenberg, Karl Erik (2000) - Communication, An Introduction, Sage
2. International Encyclopedia of Communication (Vol 1 – 4) Oxford
3. Communicate 2 -Keith Morrow & Keith Johnson; CUP 1980
4. In at the deep end- Vicki &Hollett; OUP 1989

5. Teaching the spoken language-G.Brown and G. Yule; CUP 1983 Mehta D.S, Mass Communication and Journalism in India, Sage publications, New Delhi, 1981.
6. Roy Barun, Beginners' Guide to Journalism and Mass Communication, V & S Publishers, Hyderabad, 2011.
7. Mc Quail, Dennis (2000) - Mass Communication Theory, 4 th Edition, Sage
8. Berger, Asa Arthur (2000) - Essentials of Mass Communication, Sage
9. Human Communication, fourth edition, Judy C Pearson, Paul E Nelson, McGraw Hill Education (India) Pvt Ltd, 2013
10. Communication in English for technical students-Orient Longman 1984

Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P01	Communication skills – Practical	5			5	40	60	100
Objectives:									

Objectives:

- To impart writing and its associated skills to the students through rigorous exercises on the following eight parts of speech.
- To introduce the various contexts in which language is used and how it can be effectively handled.

I. Nouns, Pronouns, Verbs, Adjectives, Adverbs, Prepositions, Conjunctions, Interjections.

II.   1. Greeting and introduction

   2. Using language in classroom

   3. Using English at school

   4. Asking questions

   5. Describing each other

   6. Narration

   7. Use of media in communication

   8. Presentation skills

Extensive exercises will be given and students will be submitting a record of classwork. The practical examination will test the students in the exercises given in the class for assessment.

The specific exercises will be practiced and work book performed. The practical exam will test the effectiveness of the acquisition of various skills sets by the students both oral and written.

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Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC A01	Sociology	4	4			25	75	100

Objectives:

- To comprehend the origin and development of Sociology.
- To understand the basic concepts of Sociology.
- To increase the students' interest on the subject matter of Sociology.

Unit 1
Introduction to Sociology: Meaning and Definitions **–** Origin,Nature and Scope of Sociology. Relationship of Sociology with History, Anthropology, Economics Psychology and Political science.Importance of Sociology.

Unit 2
Fundamental Concepts in Sociology: Society, Community, Association, Organization, Norms and Values, Role and Status, Culture (Meaning, Characteristics or elements).

Unit 3
Social Groups: Social Groups: Meaning, Characteristics and Importance – Classification of Social Groups - Primary and Secondary groups-Meaning, Features, Importance and Differences.

Unit 4
Socialization: Meaning, Characteristics and Importance. Stages of Socialization. Agencies of Socialization –Family, School, State, Religion and Mass media. Types of Socialization.

Unit 5
Social processes: Social Processes- Meaning, Characteristics and Types. Major Social processes- Cooperation, Competition, Conflict, Accommodation, Acculturation and Assimilation.

References:

1. Abraham Francis (2006): Contemporary Sociology, Oxford University Press, NewDelhi
2. Bottomore, TB : Sociology: A Guide to Proglems and Literature, Bombay : George Allen and Unwin(India)
3. Davis Kingsley (1982): Human Society, Surfeit Publications, NewDelhi.
4. Giddens Anthony (2001): Sociology (4th Edn), Blackwell Publishers, Cambridge,UK
5. Gisbert Pascual (1983): Fundamentals of Sociology, Orient Longmans, Bombay,1983.
6. Horton Paul and Hunt Chester (1984): Sociology, McGraw Hill Co, NewDelhi
7. Jayaram N 1988: Introductory Sociology, MacMillan India,Madras.
8. Johnson Harry M 1995: Sociology: A Systematic Introduction, New Delhi : Allied Publishers.
9. Ogburn and Nimkoff (1964): A Handbook of Sociology, Eurasia Publishing House (pvt).Ltd, Ram Nagar, New Delhi
10. Shankar Rao (2004): Sociology: Primary Principles, S.Chand & Co, NewDelhi.

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Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC SB01	Computers in communication media – Theory	4	2	1	1	25	75	100
Objectives: • To introduce basic computer skills and their application in day-to-day communication activities. • To understand the meaning of graphic communication and its utility for communication. • To recognize the technical aspects underlying computer graphics.										

Unit 1- Introduction to computers
Basics of computers -Hard ware & Software, Operating systems. Multimedia – evolution, applications and advantages, hardware & software requirements. Application of computers in the media industry.DTP (Desk Top Publishing).

Unit 2 - MS Office and its applications
MS Word – tools, word processing techniques, MS Excel – features & utility- PowerPoint- features & advantages. Quark Xpress – features, tools & applications.

Unit 3 - Graphic Communication
Definition, nature & scope. Design process, basics of layout- text & visuals, typography and drawing programs, working with colors, Role of computers in designing.

Unit 4 – Computer Graphics
Fundamentals of computer graphics- file formats, image modes, color resolution, compression, print and online formats.

Unit 5 - Exercises

Design a letter head for a company in MS word, prepare a power point presentation with audio and video, create an excel sheet for student database, prepare a booklet of A5 size, design a visiting card.

References:

1. MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books,2000.
2. MS Office – Bible, Edward Willet, IDG Books, 2000.
3. Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998.
4. Multimedia – Making it work, Tay Vaughan, Mc Graw Hill, NewYork, 1998.
5. The Ultimate Multimedia Handbook, J. Keyes, Mc Graw Hill, NewYork,2000.
6. Desktop Publishing with QuarkExpress 2018: Making the most of the world's most powerful layout application, Martin turner, InGenios 2018
7. Learning Desktop Publishing Second Edition, Ramesh Bangia, Khanna Book Publishing, 2016
8. Fundamentals of Computer Graphics, Erik Reinhard, CRC press, 2015
9. The non-designers design book, Robin Williams, Peach pit press, 2014
10. Microsoft office 2013 BIBLE, The comprehensive tutorial resource, Lisa A. Bucki, John Willy & sons, inc., 2013

Semester 2

	Subject Code	Subjects	Credit	Hours			Marks		
				L	**T**	**P**	CIA	End Sem	Total
II Semester	18 IJMC TL02	Tamil-II	3	3			25	75	100
	18 IJMC EL02	English-II	3	3			25	75	100
	18 IJMC C02	Writing of Media - Theory	5	2	1	2	25	75	100
	18 IJMC P02	Fundamentals of Design- Practical	5			5	40	60	100
	18 IJMC A02	Social Psychology	4	2	1	1	25	75	100
							25	75	100
			20	10	02	08			

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
II	18 IJMC	Tamil-II	3	3			25	75	100

	TL02								
Objectives:									

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total

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II	18 IJMC EL02	English-II	3	3			25	75	100
Objectives:									

Sem-II	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C02	Writing of Media - Theory	5	2	1	2	25	75	100

Objectives:

- Primarily designed to help to master the basic, actionable techniques in writing or rewriting texts for various media.
- To understand the differences in writing for audio, audiovisual & interactive mass media.
- To write clearly and to revise concisely for readers in web- and digital-based environments.

Unit 1 – Writing for print media

Print medium: Characteristics, Newspapers & Magazines. News stories, inverted pyramid style, editorials, features and articles. Journalistic writing vs., creative writing.

Unit 2 – Writing for Radio

Nature & scope of radio as a mass medium, FM radio, Radio programs : News bulletins, talk shows, radio features, documentaries, docudramas, interviews. Radio audiences, language and style of writing for radio, radio jokeying.

Unit 3 - Writing for Television

Characteristics of television, television programs: various genres, informational and educational programs, general and special audience programs, writing television news, language and presentation, live programs.

Unit 4 – Web writing

Internet as mass medium, online newspapers vs e-newspapers, authenticity and piracy issues, Web writing vs. print writing, writing for the web audience, writing for search engines. Copy writing.

Unit 5 – Writing Exercises

Writing news stories, essays, features, scripts for commercials and copywriting.

References:

1. Mencher, Melvin. "News Reporting and Writing". New York. McGraw Hill Pub. 2003.
2. Navin Chandra &Chaughan.' Journalism Today'. New Delhi. Kanishka Pub. 1997.
3. Shrivastava, K.M. 'Radio and TV Journalism'. New Delhi. Sterling Publishers, 1989
4. Hilliart, Robert. 'Writing for Television, radio and New media(8th ed.). Belmont.Wadsworth
5. Pub. 2004.
6. White, Ted. 'Broadcast news writing, Reporting and Producing'(4th ed.).Oxford. Focal Press. 2006.

Sem-II	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
II	18 IJMC P02	Fundamentals of Design- Practical	5			5	40	60	100

Objectives:

- Acquire practical knowledge of design fundamentals with the computer based softwares

List of Practical

1. Illustrate the following **Elements of Design** with diagrams.
Line, Shape, Form, Texture, Color and Space.

2. Illustrate the following **Principles of Design** with diagrams.
Balance (Formal, Informal, Radial), Contrast, Proportion, Rhythm, Emphasis,

Direction/Sequence, Unity and Harmony.

3. Illustrate the following **Types of layout** with diagrams.
4.

Copy dominant layout, Alphabet-inspired layout, Big-picture layout, Mondrian layout, Multi-panel layout, Frame layout, Silhouette layout, Rebus layout, Circus layout.

5. Design an **Invitation** for a **Department function**.

6. Design a **Poster** for a **Social cause**.

7. Design a **Menu card** for a **Restaurant**.

8. Design a **Best Wishes** card.

9. Design **Dangler** for a **FMCG product** of your choice.

10. Design a **POP** for a **FMCG product** of your choice.

11. Design a **Pop-Up** card.

Sem-II	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC A02	Social Psychology	4	2	1	1	25	75	100
Objectives: • To understand the evolution of Social Psychology as an independent discipline and to be aware of the association between Sociology, Psychology and Social Psychology. • To employ Social Psychology theories to comprehend communication concepts. • To cognize crowd behavior and to mass psychology.									

Unit 1- Introduction to Social Psychology

Evolution of Social Psychology, Social Psychology vs. Sociology, Social Psychology vs. Psychology, Social Psychology theories: Allport (1920) – Social Facilitation Theory, Bandura (1963) Social Learning Theory, Festinger (1950) – Cognitive Dissonance, Tajfel (1971)– Social Identity Theory, Weiner (1986) – Attribution theory.

Unit 2 – Socialization

Definition and nature. Social learning process, socialization and motivation, dependency, aggression, need achievement, affiliation. Society and personality.Social factors in perception.

Unit 3 - Attitudes and opinions

Nature and dimensions of attitudes.Formation and change of attitudes.Communication and persuasion, interpersonal relationships, social influence, decision making, bias, prejudice, antisocial and prosocial behavior.Public opinion – nature, formation and change.Role of mass communication in public opinion formation and change.

Unit 4 - Groups and group processes

Nature and types of groups, Group structure and performance, cooperation and competition.
Group dynamics, group norms and conformity, social facilitation.

Unit 5 - Mass Psychology

Audiences and collective behavior.Classification of collective masses. Casual audiences, intentional audiences, mass media audiences. Collective behavior- the mobs and the different kinds of mobs.The psychology of mass movements.

References:

1. Mc David and Harris ; "An Introduction to Social Psychology" .
2. Harper & Row, 1968 D Crytchfold, RS and Ballachey, E L "Individual in Society".
3. McGraw Hill. New York Sherif, N and Sherif C.W. "An Outline of Social Psychology"
4. Harper & Row. New York,

Semester 3

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
III Semester	18 IJMC TL03	Tamil-III	3	3			25	75	100
	18 IJMC EL03	English-III	3	3			25	75	100
	18 IJMC C03	Television Programme production - Theory	5	3	1	1	25	75	100
	18 IJMC P03	Radio Programme Production techniques- Practical	5	1	1	3	40	60	100
	18 IJMC A03	Digital Photography – Theory	4	2	1	1	25	75	100
	18 IJMC SB02	Inkscape	4	2	1	1	25	75	100
		Value Education	2	2			25	75	100
			26	16	04	06			

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Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC TL03	Tamil-III	3	3			25	75	100
Objectives:									
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Syllabus for M.A. JMC (electronic media) (5 year integrated course) with semester system under CBCS
(Effective from the academic year 2018-2019 and thereafter)

Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC EL03	English-III	3	3			25	75	100
Objectives: •									

Syllabus for M.A. JMC (electronic media) (5 year integrated course) with semester system under CBCS
(Effective from the academic year 2018-2019 and thereafter)

Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC EL03	English-III	3	3			25	75	100
Objectives: •									

Sem- III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C03	Television Programme production - Theory	5	3	1	1	25	75	100
Objectives: • To introduce the students about the various principles, standards and programme production formats of Television medium and equipment handling and programme production techniques.

UNIT -I
History of Television Colour Television system - Television Image - Scanning methods - Video signal - Mode of Transmissions - Satellite Communication

UNIT -II
Basics of Television Studio Television studio - Equipments in a Television studio - Equipments in Production Control room - Additional equipments.

UNIT -III
Programme Overviews Television programmes- Programme production- Single camera production- Multi camera production- News and sports. - Production and Technical Personals - Duties and Responsibilities - Programme schedule and Implementation.

UNIT -IV
Equipments Equipment handling techniques - Camera controls and operation - Lighting Instruments and Lighting Techniques - Audio controls and operation - Video recorder controls and operation.

UNIT -V
Post Production Techniques Video editing systems - Special effects and transitions - Applying sound effects and sound tracks - Completing a Programme - Capsuling

REFERENCE

1. Television Production Hand Book - Herbert Zettle
2. Television Studio. - Gerald Millerson.
3. Television Production.- Allen Wurtzel.
4. Digital Video Camera Work.-Peter Ward.
5. Television Production Technique.- Gerald Millerson
6. Basic Beta cam Camera Work- Peter Ward.
7. Sight Sound Motion- Herbert Zettle

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(Effective from the academic year 2018-2019 and thereafter)

Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P03	Radio Programme Production techniques-Practical	5	1	1	3	40	60	100
Objectives: • To introduce the students about the various principles, standards and programme production formats of Radio medium and equipment handling and programme production techniques. • The students will be involved practically to produce various audio programmes.									

List of Practical: Student has to choose any two topics given below:

1. Preparing log sheet
2. Narration
3. Radio commercials
4. Radio feature
5. Recording outdoor interview
1.   Each student should do two individual projects and submit the record and the program. The script record should be in bound book form commercial must be submitted in DVD.
2.   Each script in the Record should contain
Script Development
•   Title
•   Concept (log line, one liner)
•   Synopsis
•   Treatment
•   Step outline
    Screenplay Development
•   Slug line
•   Action (Audio Description)
•   Character Name
•   Dialogue
    Sample script with storyboard
    Shooting Script
    Editing Script
    Scheduling
    Approximate Budget details

3.   All the above sub activities will carry marks evidenced from the record work submitted by the student.

Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
III	18 IJMC A03	Digital Photography – Theory	4	2	1	1	25	75	100

Objectives:

- To introduce the subject from basic camera applications to digital photographic applications.
- Create photographic contents using lights lences, filters etc.,
- To make them familiar with various techniques involved in digital photography and photo editing techniques
- Understanding to professional and practices

UNIT -I

Basic to Digital Camera: parts and types.Menu items and shooting modes. Resolution, File Formats, Lenses.

UNIT -2

Exposure, Black and White Conversion, Intro to Lighting, portrait genres and lighting techniques (studio, natural) Review aperture, shutter speed, ISO.

UNIT -3

Shots Composition tips, and Shooting at Night, sequence editing/ story telling.Camera Raw - Brightness and Contrast, Convert to B&W, save as tif and jpg, crop

UNIT -4

Photo Editing Layers, clone stamp, restoration tools.Burning/Dodging Masks and Adjustment Layers.Color correction in Raw/Photoshop. Begin Selections.

UNIT -5

Exercises and assignments.

REFERENCE

1. Digital Photography - Scott Kelby

2. Understanding Exposure - Bryan Peterson

3. The Photographer's Eye: Composition and Design for better digital photos - Micheal Freeman

4. Better Photo Basics: The absolute beginners's guide to taking photos like a pro - Jim Miotke

5. The Art of Photography: an approach to personal expression - Bruce Barbaum

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Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC SB02	Inkscape	4	2	1	1	25	75	100
Objectives: • To introduce the subject creativity, imagination • To make them familiar with from drawing to digital drawing applications.									

UNIT -I

Object creation: Rectangles and Square tool, cirles/elipses/arcs tool, stars and plygon tool, spirals tool, pencil tool, pen tool, caligrsphy tool, text tool, spray tool, paint bucket tool, connector tool.

UNIT -II

Object manioulation, z-order, clipboard, plane symmetries, sytling objects, fill, stroke fill, stroke style, opacity, filters, SVG filters, clipping paths.

UNIT -III

Operation on paths, edi paths by node tool, tweak tool, pathoffsets, path-conversion - object to path and stroke to path, path simplify, path-operations, live path effects.

UNIT -IV

Fileformats: SVG, CSS. Adobe illustator, coreldraw, microsoftvislodrawing, portable document format, svg zip, JPEG, PNG, GIF, BMP, CGM, DIA, EPS, PS, SK1, Sketch, FIG.

UNIT -V

RDF, W3C, Latex, interface and usability, platform supports.

REFERENCE

1. Benjamin, Donna (February 22, 2010), Beginning Inkscape (1st ed.), Apress, p. 400, ISBN 1-4302-2513-0

2. Kirsanov, Dmitry (September 29, 2009), The Book of Inkscape: The Definitive Guide to the Free Graphics Editor (1st ed.), No Starch Press, p. 476, ISBN 1-59327-181-6

3. Bah, Tavmjong (May 6, 2011), Inkscape: Guide to a Vector Drawing Program (4th ed.), Prentice Hall, p. 504, ISBN 0-13-705173-5

Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
		Value Education	2	2			25	75	100

Objectives:

- values education is associated with those different pedagogies, methods or programmes that teachers or educators use in order to create learning experiences for students.
- Helping students to better understand the values that guide their own daily lives,
- Contributing to changes in values held collectively by communities and personally by individuals.
- Students not only to understand the values, but also to reflect them in their attitudes and behavior, and contribute to society through good citizenship and ethics.

Semester 4

	Subject Code	Subjects	Credit	L	T	P	CIA	End Sem	Total
IV Semester	18 IJMC TL04	Tamil-IV	3	3			25	75	100
	18 IJMC EL04	English-IV	3	3			25	75	100
	18 IJMC C04	Advertising – Theory	5	3	1	1	25	75	100
	18 IJMC P04	Television Programme production – Practical	5	1	1	3	40	60	100
	18 IJMC A04	Photography – Practical	4		1	3	40	60	100
	18 IJMC SB03	Photoshop & CorelDraw	4	2	1	1	25	75	100
		Environment studies	2	2			25	75	100
		First Internship Training in anyMedia/Production House in 30 days/4 weeks *[to be undertaken during summer holidays]*					Internship report to be evaluated in Semester V		
			26	14	04	08			

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Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
IV	18 IJMC TL04	Tamil-IV	3	3			25	75	100
Objectives:									
•									

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
IV	18 IJMC	English-IV	3	3			25	75	100

	EL04							

Objectives:

-

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
IV	18 IJMC C04	Advertising – Theory	5	3	1	1	25	75	100

Objectives:

- To introduce the basics of advertising theory and practice with special emphasis on social and ethical issues.
- To inculcate the concept of branding, targeting the dizzier of the consumer base and measuring the level of response
- The students shall gain an insight into planning advertising concepts, creation, marketing etc.,

UNIT -I

Definition, nature and scope of advertising, role of advertising, functions of advertising, Advertising environment, advertising agency and media, latest trends in Indian advertising.

UNIT- II

Classification of advertising based on target audience, geographic area, media and purpose, Internet advertising and promos, Brand positioning, brand name, brand personality, brand equity and brand management.

UNIT -III

Integrated Marketing Communications, Publicity, Propaganda and Public relations, Advertising and public relations ethics and regulations.Advertising bodies in India and their roles.

UNIT -IV

Components of print advertisement – visuals- types of visuals, advertising copy - headlines, signature, slogans & logos. Visualization and execution of advertisements - client brief, account planning, advertising strategy, creative strategy, creative process and execution; Media research, planning, budgeting and media buying.

UNIT -V

Exercises, Print ad creation.

REFERENCE

1.   S.H.H Kazmi, Satish K Batra, Advertising and sales promotion", Excel Book, New Delhi, 2000
2.   J.Vilanilam, G.K. Varghese, Advertising Basics", Response books, New Delhi, 2001
3.   Sean Brierley, "The Advertising and Hand book", 2nd Edition New York, 2000
4.   McGraw Hill, "Principles of advertising and IMC", 2nd Edition New York, 2000
5.   John MCdonough, "Encyclopedia of Advertising", Vol. 1, 2000.

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total

IV	18 IJMC P04	Television Programme production – Practical	5	1	1	3	40	60	100

Objectives:

- To give practical exposure to various techniques involved in television programmes production

List of Practical: Student has to choose any two topics given below

1. Produce one segment of a 'Talk Show' not exceeding 10 minutes.
2. Produce one segment of an 'interview' not exceeding 10 minutes.
3. Produce one news capsule for a typical news bulletin not exceeding 10 minutes.
4. Produce one segment of a 'Children's Programme' not exceeding 10 minutes.
5. Produce a minimum of five Public Service Advertisements of one minute each.
4. Each student should do two individual projects and submit the record and the program. The script record should be in bound book form and TV commercial must be submitted in DVD.
5. Each script in the Record should contain
Script Development
- Title
- Concept (log line, one liner)
- Synopsis
- Treatment
- Step outline
    Screenplay Development
- Slug line
- Action (Video Description)
- Character Name
- Dialogue
    Sample script with storyboard
    Shooting Script
    Editing Script
    Scheduling
    Approximate Budget details

6. All the above sub activities will carry marks evidenced from the record work submitted by the student.

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
IV	18 IJMC A04	Photography – Practical	4		1	3	40	60	100

Objectives:

- To give practical exposure to various aspects of photography
- To make students aware of news sense in photography

List of Practical

1. Anatomy of Still Camera

2. Lighting sources

3. Photo printing and processing

3. Portrait – Group shots, public functions, stage shows

4. Nature Photography - Silhouette

5. Architecture (Interior / Exterior)

6. Human Expressionism

7. Product Photography

8. Image Manipulation

9. Photo Feature

10. Photo Portfolio

11. News photo –Events, Accidnets, Human Interest Story

12. No caption photo

13. Thematic or Concept photo

14. Sports and games

15. Application of digital imaging softwares

Sem-IV	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC SB03	Photoshop & CorelDraw	4	2	1	1	25	75	100

Objectives:

- Students shall give an introduction to multimedia softwares and its applications.

UNIT -I

Introduction to Photoshop, Palettes and the palettes well, creating custom workspaces, opening images, using file browser, image magnification, viewing document information, drawing guides, setting prefeences.

UNIT -2

Bitmap images, vector images, imge size and resolution, scanning images, placing files, creating new images.Colou modes and modules.

UNIT -3

Colour management, foreground and background colour, using colour picker, selecting colour with colourpalattes, eyedropper tool, swatches palettes.

UNIT -4

The Blush tool, pencil tool, eraser tool, magic eraser tool, background eraser tool etc. Brush tools and settings, selection basics, filling and stroking, layeys and advsnced layers.

UNIT -5

Manipulating images, changing canvas sytle, rotating and flipping images, cropping images, smudge tool, bluring and sharpening images, dodge and burn tool, etc.,

REFERENCE

1.   Adobe Photoshop CS6 Classroom in a Book - Andrew Faulkner,Conrad Chavez.
2.   The Adobe Photohoplightroom CC book - Scott Kelby.
3.   How to create stunning digital photography - Tony Northup.
4.   How do I do it in the lightroom? - Tony Northup.
5.   Photoshop Elememts 15 for dummies - Barbara Obermeier and Ted Padova.

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Sem-IV	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
		Environment studies	2	2			25	75	100

Objectives:

- The students should get exposure with is a multidisciplinary academic field such as geology and biology to public policy and law,.
- The Environment studies help them systematically studies human interaction with the environment in the interests of solving complex problems. It deals with the study of flow of energy and materials in the environment.

Semester 5

	Subject Code	Subjects	Credit	Hours			Marks		
				L	**T**	**P**	CIA	End Sem	Total
V Semester	18 IJMC C05	Audiography - Theory	5	3	1	1	25	75	100
	18 IJMC C06	Citizen Journalism - Theory	5	4	1		25	75	100
	18 IJMC C07	Folklore Communication	5	3	1	1	25	75	100
	18 IJMC P05	Advertising – Practical	5			5	40	60	100
	18 IJMC P06	First Internship Report Evaluation	5				40	60	100
	18 IJMC NM01	Marketing	3	2	1		25	75	100
			28	12	04	07			

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C05	Audiography -	5	3	1	1	25	75	100

		Theory							

Objectives:

- To introduce the basic principle of the are and science of sound production and design
- To give input knowledge and familiarize the functioning of audio production equipment
- To impart knowledge various techniques involved in recording and editing of radio programmes

UNIT – I:

Perception of sound - hearing sensitivity - frequency range- sound- wave length; the speed of sound; measuring sound; psychoacoustics - dBA and dBC concepts; musical sounds, noise - signal dynamic range - pitch - harmonics-equalization reverberation time, Sabine formula.

UNIT –II:

Sound isolation and room acoustics- means of control- treatments- studio layout – room dimensions- Basic set-up of recording system-analog, digital,- cables and connectors, interference, microphone , musical stands, equipment inter-connection – input, out meters-the essence of recording engineering.

UNIT-III :

The production chain and responsibilities - recording session, production charts and log, laying tracks, mono, stereo, panning, surround, filters and pad – studio communication, environment, head phones: types and uses, ambience noise, dolbyA,B,C,SR,bdx. LFE.

UNIT-IV:

Microphones types - direction pick up pattern, phantom power, noise, choosing the right mike, technique - Sound reproduction devices - zero level, monitors, specifications listening test- Compression ratios -various sound file extensions- time code, synchronization –positioning of microphones – speech-musical instrument sstandard rules,1/3 rule, care and handling - foley& sound effect creation.

UNIT-V:

Mixing console - Echo and reverberation - special effects units- equalizers & compressors, plug-ins - digital recording software - editing techniques. Input devices - Storage - Output devices - file transfer protocols- networking of studio -streaming - basics of broadcasting- AM, FM, mobile radio, internet radios, community radio, educational radio broadcasts, audio publishing .

References:

1. Philip Newell, Elsivier. Recording Studio Design. Oxford: Focal press. 2005.
2. Strutt, John Williams, Baron. The Theory of Sound. Rayleigh. 1996.
3. Fahy, Frank Foundations of Engineering Acoustics.Academic Press. 2001
4. Acoustics and Psychoacoustics (2nd ed.). Oxford: Focal Press, 2001.
5. Morfey, Christopher L. Dictionary of Acoustics..Academic press.2001.
6. Holman, Tomlinson. Surround Sound: Up and Running.. Oxford: Focal
    a. press.1999.
7. Fletcher, James E. Handbook of Radio and TV broadcasting: Research procedures, New York: Van Nostrand Reinhold, 1981
8. Allen, Stanley R, Audio Media, California: Wadsworth Publishing, 1990
9. Solomons, Tony, Avid Digital Editing Room. Los Angeles:Silman-James Press 1999
10. Chantler, Paul, Basic Radio Journalism, Oxford: Focal Press 2003

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C06	Citizen Journalism - Theory	5	4	1		25	75	100

Objectives:

- Students impart knowledge to the reporting of news events by members of the public /citizen using media to spread the information.
- Exposure to Open source journalism, Citizen media, Participatory journalism. Hyper local journalism.

UNIT I

Citizen – definition -Society - Community – Society Vs Community - Culture and communication – Access to knowledge & Culture – Public Sphere- Political sphere - Mediated communication (Historical context) – Mediated communication on modern culture - News inflation and filtering

UNIT II

Design of technologies (control and desire), Inequalities of design, control of public space – laws and regulation - Media stereotypes and bias - Media ecology (Tribal age, Literacy age Print age, Electronic age, New media age), Media in transition, Technological convergence, Media identity, Introduction of participatory culture, Disruptions (New Technologies, New Audiences, New Rhetorics, New Authority)

UNIT III

Digital Revolution- Media literacy – Content analysis in modern context- Democracy in Virtual World - Activism & Civil Disobedience – Activism and civil disobedience without media literacy - Social Justice – Vigilantism - Safe space – Political correctness - post-truth- Technological determinism

UNIT IV

Internet as Human right (net neutrality) - Social Networks and participatory culture - online privacy and citizen surveillance – Crowd sourcing- Non-fiction documentaries - Advocacy Films - Alternative journalists and their agenda - Parody news shows – significance and context.

UNIT V

Open data and open governance - New forms of civic media - Access to information in digital world - Available tools for citizen journalist -Indian government and civic media – impartiality in citizen journalism – source journalism, Citizen media, Participatory journalism. Hyper Local Journalism in today's media market

REFERENCES

1. Hoffmann David, (2014), Citizens Rising: Independent Journalism and the
Spread of Democracy. Delhi, India: Prakash Books India Pvt. Ltd.

2. Mohamed Ali Sayed, (2013), Citizen Journalism and Democratic Transformation
in Egypt. Saarbrücken, Germany: OmniScriptum.

3. Paramjeet Singh Dhawal, (2001), International Encyclopaedia of New Media:

Citizen Journalism. Bengaluru, India: Anmol Publications.

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C07	Folklore Communication	5	3	1	1	25	75	100
Objectives:									

- To gain knowledge on traditional folklore communication and its relationship with contemporary media.
- To understand the traces of Tamil folkarts and its communication.
- To sensitize the importance of preservations of folk communication traces.

Unit 1

Folklore definition- Definition and Growth of Folkloristics Classifications- need- Relationship between Literature, Linguistics, Anthropology, History, Psychology, Geography, Ecology, Ethno -mathematics etc. and other departments.

Unit 2

Verbal arts- classifications- Myths, Legends and Tales, Ballads and Songs, Proverbs, Riddles,Rhymes- Talattu (Lullaby), Oppari (Wail), folk songs related to Agriculture, folk songs related to Fisheries, and other professions.

Unit 3

Oral literature – definition- proverbs- definition- types-theories- analysis of proverbs- rules for collection and documentation of proverbs- riddles- tongue twisters- puzzles.

Unit 4

Folk Performing Arts – Definition, Content, Folk Theatrical Tradition in India- Tamilnadu- Folk Dance and Music in Tamilnadu- Folk Festivals of Tamilnadu- Folk Arts and Crafts Forms in Tamilnadu. Bommalattam or puppet show-ChakkaiAttam- Devaraattam-Kamandi or Kaman Pandigai-Kai SilambuAttam-Kali Attam or Kolattam- Karagattam-KazhaiKothu-Kolattam-Poi Kalattam-Kummi-MayilAttam or Peacock dance-OttanKoothu-Oyilattam-OyilKummi-PaampuAtam or Snake Dance- PoikkalKuthiraiAattam or Artificial Horse Dance-PuliAattam or Puliyattam (Tiger Dance)-Shattam dance-Paraiyattam-TheruKoothu-UrummiAttam-VilluPattu

Unit 5

Folk Festivals of Tamilnadu- Folk Arts and Crafts Forms in Tamilnadu- importance of preservation Documentation of folklore- conducting surveys- classification- publishing-

References:
1. BarreToelken, 1979, The Dynamics of Folklore, Logan: Utah State University Press.
2. Robert A. Georges and Michael Owen Jones, 1995, Folkloristics : an introduction, India University Press.
3. Thomas L. Charlton (Editor) Leslie Roy Ballard (As told to), 2006 Handbook of Oral History, Altamira Press.Cōmale, 1973, Folklore of Tamil Nadu, Thomson Press.

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P05	Advertising – Practical	5			5	40	60	100
Objectives:									

- The students are given practical knowledge in creation of advt copies for different media

List of Practical:

1. Produce classified advertisements

2. Design ear panels

3. Design a visual dominant advertisement

4. Design a copy dominant advertisement

5. Design a solus advertisement

6. Design an ad. for a consumer product for print, radio, TV and web

7. Design a retail advertisement .

8. Design a corporate advertisement

9. Create public service advertisement (PSA) for print, radio, TV and web

10. Design an ad for brand promotion

 (Record should contain the thumbnail, rough and comprehensive artwork and copy for all the items listed above)

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P06	First Internship Report Evaluation	5				40	60	100
Objectives:									

- To motivate gain knowledge from media industries.
- To learn the functions of media industry.

- To understand the division of labour in media industry.
- Students should go for an internship for one month, after the Fourth semester, to media organization of their choice and submit the report with the work diary in the IV semester.

Students *to be undertaken* their first Internship Training *during summer holidays* in any Media/Production House for a period of 30 days/4 weeks

Scheme of Marks

Report & Work Diary   - 40 Marks

Viva Voce   - 60 Marks

                              ----

                              100 Marks

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC NM01	Marketing	3	2	1		25	75	100
Objectives:									

Objectives:

1. To gain knowledge on Principles of marketing management, market segmentation
2. To understand the Product life cycle, pricing, branding.
3. To correlate marketing with media industry.

UNIT - I

Definition of Marketing - Marketing Management - Marketing concept - meaning Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

UNIT - II

Buyer Behaviour - Buying motives . Market Segmentation - bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

UNIT – III

The Product - Types - consumer goods - industrial goods . Product Life Cycle (PLC) - Product mix - modification& elimination - packing - Developing new Products - strategies.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes – multi product pricing. Physical distribution - Management of physical distribution - marketing risks.

UNIT - V

Branding Decisions: Brand - Brand Image, Brand Identity - Brand Personality - Positioning and leveraging the brands - Brands Equity.

References:
1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
4. Marketing Research Essentials, 5th edition, C. McDaniel & R.Gates
5. Business-to-Business Marketing Research, 1 st Edition, M.Block & T.Block
6. Research for Marketing Decisions by Paul Green, Donald Tull
7. Marketing Research, Concept and Cases- Cooper Schindler
8. Research for Marketing Decisions- Paul Green, Donald Tull, Gerald, Albaurn.
9. Advertising and promotion an IMC perspective, Belch and Belch, TATA McGraw 2005,
10. Strategic Integrated Marketing Communication: Theory and Practice, Larry Percy Butterworth Heinemkann, 2008 paperback edition
11. Integrated Marketing Communication, Dr.Niraj Kumar, Himalaya Publications 2009
12. Introduction advertising and IMC, Duncan Tom, McGraw Hills, 2004.

Semester 6

	Subject Code	Subjects	Credit	Hours			Marks		
				L	**T**	**P**	CIA	End Sem	Total
VI Semester	18 IJMC C08	Film Studies	5	4	1		25	75	100
	18 IJMC C09	Public Relations	5	3	1	1	25	75	100
	18 IJMC P07	Audio Production – Practical	5			5	40	60	100
	18 IJMC PRJ01	Documentary production -Project	5			5	40	60	100
	18 IJMC NM02	Indian constitution	3	3			25	75	100
			23	10	02	11			

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
VI	18 IJMC C08	Film Studies	5	4	1		25	75	100
Objectives:									
▪ To discover the language of cinema									

- To explain the key concepts in film studies.
- To analyse films as texts.

Unit 1

Understanding film - What is film – Characteristics – the language of cinema – authorship - a brief history – film movements – Montage theory and Soviet cinema of the 20s –\contemporary international trends.

Unit 2

History and development of Indian Cinema – pioneers of Indian cinema- Phalke and the desi enterprise – Indian cinema 30s to the 60s – The golden 50s – Indian art cinema and the Indian New wave –

Unit 3

History and development of Tamil Cinema – New wave in Tamil cinema – Contemporary trends in Tamil cinema.

Unit 4

Literature and Film - Literary language and Film language- adaptation and notions of fidelity- Narrative structure and strategies in film and fiction - time, space, character and setting - dialogue – music – sound effects.

Unit 5

Censor board- history- New media cinema- television and cinema- Internet and cinema- cinema piracy.

References:

1. Villarejo, Amy. Film Studies: the Basics. Routledge, Indian Reprint, 2009.
2. Hayward, Susan. Key Concepts in Cinema Studies. London: Routledge, 1997.
3. Bywater, Tim and Thomas Sobchack. Introduction to Film Criticism . Pearson India, 2009.
4. Corrigan, Timothy, J. A Short Guide to Writing about Film . Pearson India, 2009.
5. Kupsc, Jarek. The History of Cinema for Beginners. Chennai: Orient Blackswan, 2006.
6. Dix, Andrew. Beginning Film Studies . New Delhi: Viva Books, 2010.
7. Stam, Robert and Alessandra Raengo. Literature and Film: A Guide to Theory and Adaptation. Oxford: Blackwell, 2003

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
VI	18 IJMC C09	Public Relations	5	3	1	1	25	75	100
Objectives:									

- To understand the importance public relations.
- To gain knowledge on PR industry and its functions.
- To explore the tools for PR.

UNIT 1

PR definition, elements of PR - functions of PR - Need for PR - Growth of PR in India – Publicity, propaganda.

UNIT 2

PR practice: business and industry – government and politics – health and evaluation – corporate communication.

UNIT 3

PR as a tool of modern management-PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services.

UNIT 4

Blogging tools for PR- social media and PR- new media gadgets for PR- Media archive and PR.

UNIT 5

Roles and responsibilities of public Relations Officer- Newsletter- meaning- need- usage- techniques- Press meet- press report- conductiong exhibitions.

References:

1. Innovative promotions that work, Lisa I.cyr, rock port publishers, 2006.
2. Mass Media, Anmol publications pvt ltd, J.L Kumar, New Delhi, 2006.
3. The public relations 2nd edition, Alison Theaker, routledge, USN 2004.
4. Public relation theory and practice, Jane Jhonston, Clara Zawal, Allen &unwin, 2009.
5. Effective public relations – scoff. M. cutlip; Allen h. center, Glen m. broom.Delhi :Pearson education; 2006.

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
VI	18 IJMC P07	Audio Production – Practical	5			5	40	60	100

Objectives:

- This course is designed for practical understanding of audio recording and editing console and its work flow and reproduction formats.

MODULE I -Dubbing – narration, commentary etc

MODULE II -Dubbing and multi-track recording Multi track dubbing

MODULE III -Multi track FX recording, Re-recording and final mix

MODULE IV- FX- pre-mixing, BGM mixing, Multi track FX mixing and multitrack BGM mixing.

MODULE V- Final mixing and Mastering Multi track voice leveling with mixing, multi-track FX mixing,Multi track BGM mixing, Bouncing and Mastering.

PROJECT : Use Video from the film Library. Individually do the multi- track recording for a short visual presentation of 5 mts duration.(Mono/Stereo)

Reference

1. Handbook of sound engineers :Ballou Glen

2. Sound recording practice :Borwick John

3. Sound Studio : Ford Tyree S.

4. Sound FX : Alexander U. Case

5. The Sound Effects Bible :RicViers

Sem-VI	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC PRJ01	Documentary production - Project	5			5	40	60	100
Objectives: 1. This course will provide an overview of various aspects of the production of documentary video storytelling 2. Students will create a short documentary video, between 10 and 20 minutes in length. 3. The creative and technical goals of this course will prepare each student with understanding basic skills needed to complete such a production. 4. Formal class instruction will be provided in areas including, but not limited to, project ideation, video camera work, audio field recording, controlling available light, interviewing techniques, video and audio editing techniques, storyboard and transcript production.									

Produce a documentary not more than 15 Minutes

Students will plan the theme, write script, location and schedule of shooting. Students submit the script for approval. Preparation of shooting script and production details for record submission.

Two copies of project DVD to be submitted with titles and certificates.

References:

1. Herbert Zettle, **2014, Television Production Hand Book, Boston: Cengage Learning.**
2. GeraldMillerson, Television Studio, 2009, Milton Park: Taylor & Francis.
3. Allen Wurtzel, Television Production, 1995, Mishawaka: Better World Books.
4. Gerald Millerson, 2005, Television Production Technique, Focal Press: Waltham

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total

VI	18 IJMC NM02	Indian constitution	3	3			25	75	100
Objectives:									

Objectives:

1. To understand the basics of Indian constitution.
2. To understand the nuances of the constitution of India; where it came from; a basic introduction to the freedom struggle, independence and the demand for a constituent assembly.
3. Gain knowledge on the parameters of the Indiangovernment, coalition politics and center-state relations.

Unit 1

Indian constitution: preamble, salient features, Fundamental rights and duties, directive principle of state policy, freedom of speech and expression: article 19 (1) (a) and reasonable Restrictions article 19 (2) – Press Freedom during Emergency.

Unit 2

Union Government and its Administration: Federalism, Centre-State relationship, President: Role, power and position, PM and Council of ministers, Cabinet and Central Secretariat, LokSabha, RajyaSabha.

Unit 3

State Government and its Administration: Governor: Role and Position, CM and Council of ministers, State Secretariat: Organisation, Structure and Functions.

Unit 4

Local Administration: District's Administration head - Role and Importance, Municipalities: Introduction, Mayor and role of Elected Representatives, Commissioner of Municipal Corporation, Pachayatiraj: Introduction, PRI: District Panchayat, Elected officials and their roles, Chair person ofDistrictPachayat: Position and role, Block level: Organizational Hierarchy (Different departments), Village level: Role of Elected and Appointed officials, Importance of grass root democracy

Unit 5

Election Commission: Role and Functioning, Chief Election Commissioner and Election Commissioners, State Election Commission: Role and Functioning, Institute and Bodies for the welfare of SC/ST/OBC and women

References:

1. History of press, press laws and communication B.N. Ahuja. Surjeet Pub. New Delhi. 1981.
2. Freedom of the press. M.K. Joseph, Anmol Pub. New Delhi 1997.
3. Constitutional law of India 6e, Dr Justice Durga Das Basu Prentice Hall of India P ltd. New Delhi. 1991.
4. Khosla, Madhav, THE INDIAN CONSTITUTION, Oxford University Press, 2011
5. Kumar, K.R. et al INDIAN CONSTITUTION, Anmol Publications, 2011

Semester 7

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
VII Semester	18 IJMC C10	Communication Theories and Models	5	5			25	75	100
	18 IJMC C11	Electronic Newsgathering & Reporting(ENG)	5	3	1	1	25	75	100
	18 IJMC C12	Media Laws and Ethics	5	5			25	75	100
	18 IJMC P08	Fundamentals of Animation – Practical	5			5	40	60	100
	18 IJMC E01	Compeering and Anchoring – Practical	4		2	2	40	60	100
		Human Rights	2	2			25	75	100
			26	15	03	08			

Syllabus for M.A. JMC (electronic media) (5 year integrated course) with semester system under CBCS
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Sem-VII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C10	Communication Theories and Models	5	5			25	75	100
Objectives:									

Objectives:

1. To provide student various perspective of mass communication models and theories.
2. To enable the students to understand the theoretical bases of communication practices with special reference to the contemporary societal structure

Unit 1

Definitions, nature, scope, need and importance of Communication –– Different types/kinds of Communication – verbal-non-verbal-organizational-inter-intra-group-mass communication – Communication process, barrier and importance of language - seven C's and Ten Commandments of Communication - sociological and psychological aspects of Communication

Unit 2

Mass Media Communication: Definition and Characteristics of mass media-different forms-/types – Functions- Print-Electronic (TV Radio), New Media (Computer-internet-Websites), Advertising, Public Relations- publicity, propaganda and public opinion formation.

Unit 3

Theoretical concepts and constructs in Communication models: Media as a message (Marshall McLuhan) Harold innis,Berlo's SMCR linear model, Shannon & Weaver's mathematical model, Harold Lasswell's model, Osgood &Willbur Schramm's model, Dance helical model, spiral model, Gerbner, Newcomb's ABX model-convergence model and Gate keeping model , TAM models etc., **Communication theories:** Hypodermic needle theory, bullet theory,media cultivation theory, agenda setting theory, spiral of silence theory, Framing theory, public opinion theory, social learning theory,

Unit 4

Media Uses and effects: Effects theories- cognitive dissonance theory, Diffusion of Innovation theory, Uses and Gratification approach/theory, audience reception theory – Media and Culture theories-Knowledge Gap theory etc. – Influence of media on Society and Culture

Unit 5

Communication and Culture: Media as culture industries, commoditization of culture, multi-cultural content/information -New Media communication technologies, digital divide - Globalization of media analysis, decision making, implementation – media policies implications-Strength, Weakness, Opportunity and Threats (SWOT).

References

1. Communication and Development; A Critical Perspective- Everett M.Rogers
2. Communication for Development in the Third World- SrinivasR.Melkote, Sage
   Publication, New Delhi
3. Mass Communication Theory- Denis Mc Quail, Sage Publications
4. Mass Communication Theory- Stanley J Barab& Dennis K Davis.
5. Essentials of Mass Communication Theory, Asa Berger, Sage, New Delhi -2000
6. A Taxonomy of Concepts in Communication, Hasting House, New York
7. Dynamics of Mass Communication-Dominik, Joseph

8. Introduction to Mass Communication – Keval J Kumar, Jaico Publishing
   House, Mumbai
9. Theories of Mass Communication- Mattelart Et al, Sage, London 1998
10. Communication Models- Denis Mcquail and Sven Winhal- Longman, New York,
    1981.
11. India's Communication Revolution from Bullock carts to Cyber Mart-Aravind
Singhal& Everett Rogers, Sage Publications 2001.

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
VII	18 IJMC	Electronic	5	3	1	1	25	75	100

	C11	Newsgathering & Reporting(ENG)							
Objectives: 1. To gain an insight into the nature and structure of news reporting, writing and presentation styles 2. To introduce the students into radio and television news gathering to the news production									

Unit: 1

Electronic News Gathering: Concept, definition, elements and types of News – News values News source–Collection and gathering of news-Selection of news, news format, hard and soft stories- types of news programmes **-** Role andFunctions of News room and different editorial boards (*AIR, Doordarshan* and Private Satellite Channels), News gathering and writing & editing – Writing simple news stories, Flash news/Breaking News, Headlines, paraphrasing, attribution and quoting, Journalists jargons.

Unit: 2

News Reporting: Concept of Reporting, Types of reporting, tools for news gathering, reporting skills and techniques for different media – Different beats coverage-general, political (Covering speeches), crime, hospital, courts, government ministries and offices, Parliamentary and State Legislative assemblies, business, sports, agricultural, social issues, development reporting, natural calamities, non-government organizational activities, seminar, conferences and obituaries reporting with new technologies.

Unit: 3

Radio news writing: Writing for the years: Five principles, making news copy sound lively, shape the news (sentence, grammar and language), Structure and content of news items- Grab the attention of the listeners and retain their interest –News translation- Hourly bulletins and special bulletins-Interviewing for Radio news-News bulletin editing-Help the news readers/presenters.

Television news writing: Writing for sight and sound (Audio visual) medium, making news copy lively, shape the news (sentence, grammar and language), Structure of news items- Grab the attention of the listeners and retain their interest – News translation- Interviewing for TV news- Hourly bulletins and special bulletins-Voice over-Voice bite- live and recorded news coverage.

Unit: 4

News Bulletins presentation: Bulletin package (story selection and arrangement of news priority preparation of run down), voice and visual synchronization of News – Bulletins structure and content-Live and Recorded news bulletins-actuality, inserts of voice and visual reports-running order- approach to news presenters. Special

stories/features, Live reporting --- on camera Phone in news anchoring, News Broadcasting live and recorded version- Regulation of policy frame work-Social and cultural impacts of Electronic media.

Unit: 5

Scope of web and online journalism - news gathering, writing and editing for on-line newspapers, e-magazines and web media (blog, websites, social media)

References
1. Broadcast Journalism-Basic Principles-SC Bhatt, HarAnand Publications, New Delhi (1993)
2. Radio and TV Journalism, K.M.Shrivatsava, Sterling Publications (1989)
3. Holland, P (1998). The Television Handbook.Routledge
4. Armer, Alan; Directing TV and Film. Wadsworth. Thompson earning, 2000
5. Basic Radio Journalism, Paul Chantler, Peter Stewart, Focal Press, (1977) 2nd Edition
6. Morley, John: Scriptwriting for high impact video. Wadsworth. Thompson earning, 2000
7. Here's the News- A Radio Manual-Paul De Maeseneer UNESCO
8. Andrew Boyd, Broadcast Journalism (2007) Focal Press, London
9. N.C.Pant, Modern Journalism, (2002) Kanishka Publishers, New Delhi
10. Aravind Kumar, Electronic Media (2000) Anmol Publications Pvt. Ltd, New Delhi
11. Digital Broadcasting Journalism, Jitendra Kumar Sharma, Authors Press (2003)

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
VII	18 IJMC	Media Laws and	5	5			25	75	100

	C12	Ethics							

Objectives:

1. To enable the students appreciate freedom of press in India
2. To look into the relevance of media laws and analyse ethical issues for working journalist
3. To assess the need for regulations and control on the quality of media contents

Unit 1: Indian Constitution

Nature and Scope of Indian constitution -Fundamental Rights: Scope and limitations. Specific Provisions of Indian Constitution relating to mass media, Citizenship, Functions of Executive, Judiciary, Legislature, Directive Principles

Unit 2: Fundamentals of Media Laws and Relevant acts

Freedom of speech and Expression: Rights, privileges and liabilities of the press, Censorship, Right to information. Laws and Constitutional Provisions pertaining to Human Rights in India.Right to information Act- Right to Education Act. Important acts relating to mass media: Indian Penal Code, PRB Act, Official, Secret Act Copyright, Trademark Acts, MRTP, Parliamentary privileges, Contempt of Court, Working Journalist Act. Defamation - Case laws relating to press and media in India

Unit3: Cyber Laws in India

The need for cyber-laws, nature and scope of cyber laws, Approaches to Cyber-laws cybercrimes, obscenity, digital signature, IPR, piracy, privacy. Domain Name Registration Issues, Role and Responsibilities of ICANN, etc. – Media Convergence Bill

Unit 4: Media Ethics

Media Ethics- Ethics-an Introduction Ethics-Definition, Media Ethics-Social responsibility of media, law and ethics, Need for media ethics, Professionalism, Code of ethics, institutional code, Press council, economic pressures and social responsibility, basic components of media ethics-truth-telling, credibility, accountability, justice, fairness, freedom.

Unit 5: Ethics of Photo and Video Journalism, editing visuals, shocking images, Live-shows, talk-shows, misleading information, manipulating news, Persuasion in Advertising Media Ethics, Special Audiences, What to Advertise Media Ethics. Information ethics- Issues of privacy, plagiarism, software piracy, Ethics in Cyberspace, Intellectual Property Rights, anonymity, Hyper linking, democratic values and internet, pornography.

References

1.Basu, Law of the Press in India. Prentice-Hall India
2. Basu. Introduction to Indian Constitution. Prentice-Hall India
3. Zelezny, E (1997): Communication Law: Liberties, Restraints and the Modern Media. Thomson Learning
4. Basu. Shorter Constitution of India. Prentice-Hall India

5. Na. Vijayshankar. Cyber-laws in India. Citizen's guide

6. Hameling, Cess (2001). Ethics of Cyber-Space. Sage Publications

7. Day, E (2000): Ethics in Media Communications: Cases and Controversies. Thomson Learning

8. Leslie (2000). Mass Communication Ethics. Thomson Learning

9. Belsey, A and Chadwick, R (1992). Ethical Issues in Journalism and the Media

10. Gillmor, E (1998): Mass communication Laws: Cases and Comments. Thomson Learning

11. Gillmor (1996) Fundamentals of Mass Communication Laws. Thomson Learning

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Sem-VII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P08	Fundamentals of Animation – Practical	5			5	40	60	100
Objectives:									
1. To give practical exposure and hand on training on 2S, 3D multimedia animation softwares									

Use 2D—Images and Graphics software Flash, Adobe After effects or Toon – Bhoom or any Cel Action and TV Paint

Create a picture with the use of different layers

Traditional Animation (2D, Cel, Hand Drawn)

Vector-Based 2D Animation

Motion graphics

Simple Button Fades

Background Swipe

Text Scroll

Animating the Images

Labels

Animating the Labels in Floating Form

Create 2D animation any Product as your wish

3D Animation software Autodesk 3ds Max, Cinema 4D (CINEMA 4D is a 3D modeling, animation, motion graphic and rendering application developed by MAXON Computer GmbH in Germany.) Houdini.(is a 3D animation application software developed by Side Effects Software based in Toronto and Poser.

Animating the 3D Buttons

Subtle 3D Hover Effect

 Image Animations3 lessons,

Basic Image Hover Effects

Images and Captions

3D Animation. (CGI, Computer Animation)

Motion Graphics (Titling, Typography, Animated Logos)

Stop Motion (Claymation, Cut-Outs)

Aesthetics and Design of your own choice

3-D Modeling, Rendering color and rendering models

 Application Domain and Features

Mixing of multiple formats of sound, video, text etc.

Animated shots, product promotion.

Create a very simple version (or skeleton) for a digital character (or Avar) and build up from this with digital muscles, skin, hair, pores etc.

Sem-VII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC	Compeering	4		2	2	40	60	100

	E01	and Anchoring –Practical							

Objectives:

1. To give practical exposure and hand on training on reporting news, compeering, anchoring and presenting programmes in electronic media.

1. Practice the following Skills to become good comparer and anchor

Good voice modulation, articulation
Knowledge
Excellent language & communication skills
Versatility
Vibrant attitude
Flexible approach towards the profession
Good, Camera friendly appearance
Smart disposition
Good perception
Good timing
Dynamism
Command over pronunciation
Good general knowledge of issues from different fields
Good sense of humour
Spontaneity
Calm and composed disposition
Unique style
Good mental ability
Leadership qualities are an asset

2. Prepare a Script with the following tips for blasting success of University Festival

Gratitude is always the best place to begin. ...
Being prepared is an act of love. ...
Lead with your best stuff. ...
Know who you're talking to. ...
Research your audience. ...
Actively respect your audience. ...
Never, ever admit to fatigue.

3. Practice Entertain a Serious Audience with the following tips

Bring in a Hook. You can loose an audience in a matter of seconds, especially if you're going down a rabbit hole of old, useless tactics everyone has heard before. ...

Add in Some Funk. ...
Make Them Curious. ...
Be a Revolutionary. ...
Make Them Dance. ...
In Conclusion.

4. Practice to host a programme for the successful of event

1. Plan ahead
2. Collaborate
3. Create Buzz
4. Why should they attend?
5. Make it convenient
6. Remind them
7. Plan for walk-ins
8. Request attendee feedback
9. Follow up with absentees
10. Sales Follow up

5**. Practice to present News anchor for radio and Television Channels**

6. Practice to present News reporter for radio and Television Channels

7. Practice to present weather forecast as meteorologist for TV channels

8. Practice as Program anchors to specialize in entertainment programs such as award shows, music & dance shows, comedy shows, reality shows, cooking, sports, crime reports or talk shows and debates etc.

(ALL the above exercises should be recorded in class observation record and any THREE exercises should be produced as audio video production.)

Sem-VII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
		Human Rights	2	2			25	75	100
Objectives: 1. To impart knowledge historical evolution of Human Rights, Civil, political and Economic Rights: Human Rights and social development									

Unit-1

Definitions and historical evolution of Human Rights – Formation and functions of UNO, UNHRC- Constitutional provision for protection of Human Rights-Fundamental Rights and directive principles of State Policy-Constitutional acts on Human Rights after independence-Fundamental duties and Human Rights education.

Unit-2

Civil, political and Economic Rights: The Constitution classification of the seven fundamental rights: (a) Right to **equality** (b) Right to freedom (Expression, Work, Adequate wages, Property, reasonable hours of industry, working hours, Education, Family, life, Vote and Contest in Elections, hold Public Offices, information) (c) Right against exploitation (d) Right to freedom of religion (e) Cultural and educational rights (f) Right to property (g) Right to **constitutional** remedies - Criticize the Govt., democratic Governance – Human Rights and Consumer/customer Protection Organisation- Social and Cultural Rights-Right to Clean Environment.

Unit-3

Human Rights Activities in India and other countries –UNHRC declaration 1948- Human Rights Act 1993 – Rules, Regulations, functions and organizational structure of National Human Rights Commission and State Human Rights Commission-Human Rights organizations in India: Honour for Women National Campaign, ManabAdhikarSangramSamiti, Confederation of Human Rights Organizations ,Forum for Fact-finding Documentation and Advocacy ,Human Rights Documentation Centre, National Campaign on Dalit Human Rights, Vigil India Movement , Kashmir Human Rights Commission, International human rights association) – Human Rights Courts.

Unit-4

Human Rights and social development toward democratization and social justice – Indian Freedom Movement- Peasant Movement- Women's Movement- SC/ST Movements – Environment Movement- Human rights and the Millennium Development Goals

Unit-5

Human Rights Violations - Use of torture by police, Religious violence, Caste related issues, Freedom of expression, Children, women, minorities, SC/ST, AIDS-HIV

patients, LGBT (Homosexuality)rights, Transgender, Convicts and Prisoners, Slavery and Disabled, Provision of Constitutional Rights during the arrest etc.,

References:

1. Teaching of Human Rights-BaradatSergioandSwaronjaliGhose (2009), Dominent Publishers and Distributors New Delhi

2. India and Human Rights: Reflections by T.S.N. Sastry (2005)

3. Human Rights in India: Historical, Social and Political Perspectives NirmalChiranjivi J.(2005) Concept Publishing Co

4. Implementation Of Basic Human Rights by Manoj Kumar Sinha (2013) UBS Publishers

5. Applied Indian Paradigms of Human Rights : With Reference to Samvedanaa, Sanskaar&Adhikaar byPiyushAggarwal&Dr.AshutoshAngiras (2017) Notion Press

6. The Constitution of India Paperback – by Dr. B.R.Ambedkar (2016), inspiredeal

7. The Indian Constitution: Cornerstone of A Nation (Classic Reissue) by Austin Granville (1999) Repro Books

8. Human Rights Dimension OfLabour Rights In India by SrigouriKosuri (– 2013) Readworthy Press Corporation.

9. Profiles in Humanity: The Battle for Peace, Freedom, Equality, and Human Rights Hardcover by Hachette India (2012) Hachette India

10. Human Rights Law and Practice by Das Jatindra Kumar (– 2016) UBS Publishers

11. Interpretation of Statutes & Legislation Paperback by M.P. Tandon (–2015) Allahabad Law Agency

12.INTERNATIONAL LAW AND HUMAN RIGHTS (TWENTY FIRST EDITION) by Dr. H.O. AGARWAL (2016) Sharma Books India

Semester 8

	Subject Code	Subjects	Credit	Hours			Marks		
				L	**T**	**P**	CIA	End Sem	Total
VIII Semester	18 IJMC C13	Film theories and criticism	5	3	1	1	25	75	100
	18 IJMC C14	New Media Theory	5	5			25	75	100
	18 IJMC P09	Web Design – Practical	5			5	40	60	100
	18 IJMC P10	Short Film – Practical	5			5	40	60	100
	Supportive 1		3	3			25	75	100
		Second Internship Training in Media/Production House in 30 days/4 weeks *[to be undertaken during summer holidays]*			Internship report to be evaluated in Semester IX				
			23	11	1	11			

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
VIII	18 IJMC C13	Film theories and criticism	5	3	1	1	25	75	100

Objectives:

1. To acquire knowledge to developing analytical capabilities to appreciate and critically analyse the films

Unit I: Elements and Characteristics of Film

Film is an art, Film as a social document, Film as a medium of mass communication. Conceptual issues. Process and aspects of film making, Indian (Hindi, Tamil & other languages) films content, narratives, style, text, language and grammar- Cinema in the third world countries (Japanese, Far east, Middle east). Contemporary trends

Unit II: Evolution of Cinema.

Film forms 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 films (cinema).

Unit-III

Film Theories and analysis- Understanding of film theories – Theories adoption novel to film-Apparatus theory, Auteur theory, Cognitive film theory, Genre studies, Linguistic film theory, Marxist film theory, Gaze Psychoanalytic film theory, Queer theory, Schreiber theory, Screen theory, Structuralist film theory -
Unit IV:

Film Criticism and Appreciation –Understanding film criticism – interpretation of structure and style of films- judgment (Comparison with other genre, or a director's or actor's work with other films) –Film appreciation- good understanding and potential and key dynamics of films (technology, art, industry etc). Evaluation of *films -film* reviews.

Unit V: Trends in Film Industry

Basics of Film economics film organizations, festivals & awards. New developments in film industries-- special effects, computer graphics digital films making. Film Industry and Globalization

References

1. The Cinema of India(1896-2000) Thoraval, Yves(2000)

2. Indian Popular Cinema- Singh, Gokul,andWimalDissanayake: Orient Longman

3. Indian Cinema, K. Naresh Kumar, Haranand Publications, New Delhi, 1995.

4. Talking About Films Chidananda Das Gupta, , Orient Longman Ltd, New Delhi, 1981

5. Encyclopedia of Indian Cinema - Arora:

6. Eye of the Serpent - Theodor Baskararan

7. Contemporary Film theory. Longman Critical Readers-Hope, Anthony East(Eds)

8. Movies and Methods: An Anthology Volume I and II - Nicholas, Bill (Eds)(1990)

9. Film Stars in Indian Politics: Agnihotril

10. Image Trap - M.S.S. Pandian: Sage Publications
11. Ideology of Hindu Film, M. Madhava Prasad, Oxford, Calcutta, 1998

12. K. MotiGokulsingh&WimalDissanayake, Indian Popular Cinema, Orient Longman, 1998

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
VIII	18 IJMC C14	New Media Theory	5	5			25	75	100
Objectives:									
1. Students shall learn online techniques of Journalistic practice and New Media Issues and Challenges									

Unit 1

Introduction to New Media Technologies- Computers-internet-websites- RSS feed, blog, web pages, search engines- online newspapers and magazines-E-journal, E-books, Smart mobile phones-web radio, web TV- Media convergence.

Unit-2

New Media Technologies uses and functions- interpersonal, mediated and mass communication – information, education and entertainment-synchronous and Asynchronous Communication (SMS, MMS, e-mail, instant messaging, chat, computer gaming (online and offline) web browsing

Unit-3

Knowledge highway society- paradigm shift from Information poor to information rich –Knowledge (Information) Society- information and Democracy - Regulation school theory – Network society- Information and post modernity

Unit-4

Socio-Cultural effects of New Media Communication: Use of Social Networking, information overflow, Digital divide- Cultural alienation-Technological determinism.

Unit-5

New Media Issues and Challenges: invasion of Privacy, Piracy, Cyber crimes, Indian telecommunication policies, IT policies, bills, Acts and Regulations. Functions of Telecom Regulatory Authority of India (TRAI) Broadcasting Regulatory Authority of India (BRAI), and Broadcasting Content Complaints Council (BCCC)

References:

1. Theories of Information Society- Webster- Routledge Press London 2002
2. Understanding Media McLuhan, Powell Books
3. Language of New Media- Lev Manovich MIT Press 2001
4. New Media Technology- Cultural and commercial perspective- John V.Pavlik, Allyn and Becon Publications
A Social History of the Media from Gutenberg to the internet- Asa Briggs, Perter Burke Polity Press 2009 3rd Edition
6. E-learning: An Expression of the Knowledge Economy- GauravChadha S.M., Tata McGraw-Hill Publications (2002)
7. Convergent Journalism: The fundamentals of Multi-Media Reporting- Quinn, Stephen, Peter Lang Publishing, New York (2005)
8. The Elements of Journalism: What news People should know and the public should expect-Kovach, Bill and Rosentiel- Tom Crown Publishers, New York (2001)

9. Annual Reports of Ministries of Information and Broadcasting, Telecommunications, and Information Technology, Government of India
10. Indian Telecommunication and IT bills
11. PrasarBharathi, broadcasting and regulatory bills,

Sem-VIII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P09	Web Design – Practical	5			5	40	60	100

Objectives:

 1. Studetns learn the bsics of networking concepts as well as internet applications. 2.

 2. Students should be given adequate orientation on Web design/Web publishing and its usability concepts

Students should be given adequate orientation on Web design/Web publishing and its usability concepts

Web Publishing Tool,

FrontPage or Dream weaver and MM Flash
HTML and XML Programming
Adobe Photoshop
GIMP
Adobe Dreamweaver
Color Wheel
Pictaculous
Balsamiq
Lightshot
Sublime Text 2

Use Adobe XD and create the following light interface prototype

Figma.
Affinity Designer.
Anime.
Avocode.
Zeplin.
Pattern Lab.

Creation of the web Page with proper links with use of following tools

Sublime Text.
Chrome Developer Tools.
jQuery.
GitHub.
Twitter Bootstrap.
Angular.js.
Sass.

Creation of a dynamic web page using appropriate web development tool (e.g. Dream weaver) for three different concepts.

Each student should submit individual CD-DVDs **with all** the exercises did during the practical periods (with proper dates and time).

Note

1. The web pages should contain objects created by the students only. **No objects/elements downloaded front the Internet should be used**. If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop.

2. A minimum of Five exercises should be carried out on each theme outlined above

3. At least FIVE web pages designed for different categories of products or organizations must be created for the record

4. All exercises should be accompanied by "paper-page" and "paper-design" in **record** form along with the original fine containing the exercises.

5. The above mentioned are the *minimum requirement* for End semester examination.

Sem-VIII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P10	Short Film – Practical	5			5	40	60	100

Objectives:

1. To make the students learning practically about different stages of AV production techniques

To introduce the nuances of video production on Electronic News Gathering, PSA, Short film and documentary the students have to practice and produced the followings:

Electronic News Gathering

1. Video Coverage of any seminars/conferences/events of the University

2. Write news story of the above seminars/conferences/events coverage record and present in news
room setup

3. Give Voice over to the above seminars/conferences/events coverage

4. Give live report of the above seminars/conferences/events coverage

Television Commercials

1. Produce Public Service Announcement for the duration of 30 sec to 45 sec.

2. Produce any product advertisements for the duration of 10 to 20 sec

Short films/Documentary

1. Produce a documentary or Short films for the duration of 7 mints to 10 mints.

Evaluation method:

Internal	Marks	External	Marks
Record-	10	Record/Viva-Voce presentation	15
ENG Concept and	10	ENG production	15
PSA/Advt Concept and	10	PSA/commercial	15
Short Films/Documentary	10	Short Films/Documentary	15

Semester 9

	Subject Code	Subjects	Credit	Hours			Marks		
				L	**T**	**P**	CIA	End Sem	Total
IX Semester	18 IJMC C15	Media Research Methods	5	5			25	75	100
	18 IJMC C16	Current Affairs and Media Issues	5	3	1	1	25	75	100
	18 IJMC P11	Video Magazines – Practical	5			5	40	60	100
	18 IJMC P12	Second Internship Report Evaluation	5			5	40	60	100
	Supportive 2		3	3					
			23	11	01	11			

Syllabus for M.A. JMC (electronic media) (5 year integrated course) with semester system under CBCS
(Effective from the academic year 2018-2019 and thereafter)

Sem-IX	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C15	Media Research Methods	5	5			25	75	100

Objectives:

- To provide insights about communication research.
- To try out quantitative and qualitative research approaches.
- To provide students with tools to conduct situation assessments that are informed by participatory, human-rights principles.

UNIT I BASICS OF RESEARCH

Research: Definition and types – Scope of communication research – Ethics in research – Role of theories in research: Socio-Ecological Model (SEM) – Situation Analysis – Multi-site research projects – Research design: purposes, types and elements – Theory building and testing – Validity and reliability – Pilot study.

UNIT II REVIEW OF LITERATURE

Writing review of literature – Meaning – Need and scope – Sources – Citation Tracking – Content Alert Services – Evaluating Sources – Primary Sources – Secondary Sources – Tertiary Sources – Need of critical thinking.

UNIT III QUANTITATIVE METHODS

Quantitative research methods – Goal / aim of the research, usage, type of data and approach; Data collection techniques – Survey, Interviews – Data gathering instruments – Questionnaire, Schedules – Construction of tools – Analysis of data – Statistics: scales of measurement; central tendencies; range; correlation co-efficient, t-test, chi-square, ANOVA, MANOVA, regression – SPSS.

UNIT IV QUALITATIVE METHODS

Qualitative research – Definition – Types of Methods – Observation, interviews, in-depth interview, focus group discussion – Semiotics – Content Analysis – Discourse analysis – Cultural studies. Formative research – Processes and stages, problem grounded on different perspectives – Participatory research: Rapid Rural Appraisal (RRA), Participatory Rural Appraisal (PRA) and Participatory Action Research (PAR).

UNIT V MONITORING AND EVALUATION

Monitoring: Needs and purposes, types, processes, important stages of monitoring, methods and tools, monitoring to ensure proper application, data coding, data processing, data analysis and reporting findings – Evaluation: Purpose of evaluation – Types of evaluation – Methods of evaluation – Scope of evaluation in policy change.

Reference
1. Kultar Singh. Quantitative Social Research Methods, Sage, New Delhi, 2007.
2. N. Narayanasamy. Participatory Rural Appraisal: Principles, Methods and Application, Sage Publications, New Delhi, 2009.
3. C.R. Kothari. Research Methodology Methods and Techniques, New Age International Publishers, New Delhi, 2004.

4. Roger D. Wimmer and Joseph R. Dominick. Mass Media Research: An Introduction, Thomson Wadsworth Publications, 2003.
5. Rebecca R. Rubin, Alan M. Rubin and Paul M. Haridakis. Communication Research: Strategies and Sources, Wadsworth Publishing, 2009.
6. Sherri L. Jackson. Research Methods and Statistics, Cengage Learning, New Delhi, 2009

Sem-IX	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C16	Current Affairs and Media Issues	5	3	1	1	25	75	100
Objectives: • Students are imparted with interpretative and analytical study on current affairs and media issues									

Unit-I

- Indian constitution
- Major political parties in India
- Election Commission structure & functioning
- Current economic & social issues in India

Unit-II

- Regulation of media content
- Plurality, diversity and objectivity in media
- Accountability and credibility of media
- Status of media persons in India
- Code of ethics for working journalist
- Editor Guild of India

Unit-III

- Major current international, national and regional developments during the term
- Important issues covered by print/radio/television and new media
- Important people and places in news
- Follow-up of major stories and editorials during the term
- Discussion on sports and business stories during the term.
- Follow-up/discussion of popular columns, write ups, articles, features, middles, letter
- to editors

Unit-IV

- Readings from popular magazines- news and infotainment
- Comparative study of issues covered by media
- Discussion on photo feature, photo-journalism, cartoon and other materials of print
- media. Discussion on writing style, angle/ placement/ display of print media content
- Discussion on content/ footage/ style/ presentation etc. on the issues taken up by
- various television channels/ radio stations/ news and other portals.

Reference

1. Keval J. Kumar Mass communication in India Jaico pulishing house 1994.
2. Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.

3. Manna, B, *Mass Media And Related Laws in India*, Academic Publishers.
4. Singh, P.P. et. al., (1998). *Media, Ethics and Laws*, Anmol.
5. Prabhakar, M. et. al., (1999). *A Compendium of Codes of Conduct for Media Professional,* University Book House.
6. Fackler, Mark et. al., (1995). *Media Ethics -Cases and Moral Reasoning*, Longman

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
IX	18 IJMC P11	Video Magazines – Practical	5			5	40	60	100

Objectives:

- Students exposed to learn and practice the nuances of video production

LIST OF PRACTICALS

Script
Story board
Camera movements
Shots
Angles
Multi camera setup
Editing techniques
Linear and Non-linear editing
Capturing - Rendering – Storage Media- Transitions
EDL preparation
Basic lighting techniques
Atmospheric lighting
ENG
Anchoring
Titling
Short film
TV commercial
Montage
Interview
News production
Talk show
Compeering with songs

Sem-	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
IX	18 IJMC P12	Second Internship Report Evaluation	5			5	40	60	100

Objectives:

- To motivate gain knowledge from media industries.
- To learn the functions of media industry.
- To understand the division of labour in media industry.
- Students should go for an internship for one month, after the Fourth semester, to media organization of their choice and submit the report with the work diary in the VIII semester.

Students *to be undertaken* their first Internship Training *during summer holidays* in any Media/Production House for a period of 30 days/4 weeks

Scheme of Marks

Report & Work Diary   - 40 Marks

Viva Voce   - 60 Marks

                                ----

                                100 Marks

Semester 10

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
X Semester	18 IJMC C17	Online Journalism	5	3	1	1	25	75	100
	18 IJMC PRJ02	Thesis / Dissertation	8		5	3	40	60	100
	18 IJMC PRJ03	E- Media Portfolio Development	8			8	40	60	100
			21	21					

Sem-X	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C17	Online Journalism	5	3	1	1	25	75	100
Objectives: • Students shall be emphasized upon to learn online techniques of journalistic skills (reporting, interviewing, writing)practices 24X7										

OBJECTIVE:

The course intends to introduce the students to internet and online journalism. The course will also trace history and growth of Online Journalism in India, reporting, editing and production techniques of web pages of online editions of newspapers, use of Internet as a tool for journalists.

UNIT I

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

UNIT II

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

UNIT III

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

UNIT IV

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

UNIT V

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

Reference

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

Sem-X	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC PRJ02	Research Project/Thesis / Dissertation	8		5	3	40	60	100
Objectives: • Students have to expose media research and do research on any media issues with using of theoretical framework and methodology and submit the dissertation under the supervision of respective guide/supervisor									

Every student has to work on a research project under the supervision of a faculty member.

The research must be about or related to the subject matter of journalism or mass communication.

A written dissertation of about 10000 words must be submitted by the end of the semester.

The thesis will be typed in Times Roman 12 pts with 1.5 line space following APA style manual. The report will also have certificate, declaration, acknowledgement, contents page and a one page abstract in hard binding finish. The report will necessarily have 50-60 pages of content.

The written dissertation will be evaluated by the research guide and External Examiner, appointed by Periyar University for 60 marks with continuous internal assessment by the research supervisor for 40 marks.

Viva-voce based on dissertation will be conducted by the External Examiner and the research guide.

Dissertations generally follow a fairly standard structure. The following part discusses each of these in turn, and gives more detailed advice about how to prepare and write each one:

Research Proposal usually of about a page in synoptic form for discussion with the supervisor is approved for pursuance after a thorough discussion. The research is conducted supervised by the guide; data collected, analysed situated in a theoretical framework and the results are discussed for logical conclusion. The dissertation will usually consist of the following chapters;

- o Introduction

- o Literature Review
- o Methodology
- o Data presentation and analysis
- o Result and Discussion
- o Conclusions and Recommendation
- o Reference
- o Appendices

Sem-X	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC PRJ03	E- Media Portfolio Development	8			8	40	60	100
Objectives:									

- Completion of professional quality pieces for the portfolio
- Evaluate sample resumes, and develop a resume according to suggested guidelines.
- Acquire the skills needed to apply and interview for a job.
- Help students assess strengths, weaknesses and desires in career path and research options/possibilities.

- Complete web and print portfolio that will include professional quality design work which demonstrate the skills required to secure employment in the field of graphic design.
- Analyze, critically evaluate and articulate assessments of their own design work as well as others.
- Develop skills to effectively present their portfolio.

In this paper, Students are expected to undertake a Individual production project (mostly nonfiction). Students will be evaluated on the basis of final production outcome and their participation in preproduction, production and post-production activities.

This course is intended to get you started on a portfolio, both with assignments that invite you to create original, compelling creative, but with a workshop-like environment in which students critique and discuss work, learning from each other and helping each other get better.

The student is expected to create a portfolio containing the below requirements

- **Fundamentals of Design- Poster, invitation, Business card, Dangler**
- **Radio Programme Production - Jingle, 5 minute radio show**
- **Television Programme production – Talk show & Public Service Advertisement**
- **Photography – 10 Photographs from different genres**

- **Advertising - 2 Advertisements (Print & Television)**
- **Audio production -**
- **Fundamentals of Animation – Demo reel of your animated works**
- **Elective 1 Compering and Anchoring – Anchor one program**
- **Web Design – Design a website**
- **Short Film – 1 short film**
- **Video Magazines – Produce a video magazine series of minimum 3 programs on any issue of your choice**