DEGREE OF BACHELOR OF ARTS

CHOICE BASED CREDIT SYSTEM

Syllabus for B A Journalism and Mass Communication

(FOR THE STUDENTS ADMITTED DURING THE
ACADEMIC YEAR 2017-2018 ONWARDS)

PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM-636 011
## PERIYAR UNIVERSITY
### B.A., (Journalism and Mass Communication) [For those admitted from 2017 – 18 onwards]

<table>
<thead>
<tr>
<th>Sem</th>
<th>Year I</th>
<th>Crds</th>
<th>Year II</th>
<th>Crds</th>
<th>Year III</th>
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<tbody>
<tr>
<td>I</td>
<td>Tamil I</td>
<td>3</td>
<td>Tamil III</td>
<td>3</td>
<td>Television Programme Production -Major</td>
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<td>English I</td>
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<td>English III</td>
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<td>Feature Writing - Major</td>
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<td></td>
<td>Introduction to Communication - Major</td>
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<td>Communication Theories and Models -Major</td>
<td>4</td>
<td>Writing for Electronic Media -Elective Practical</td>
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<td>Introduction to Sociology - Allied</td>
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<td>NMEC</td>
<td>2</td>
<td>Internship (Electronic Media)-Report</td>
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<td>Value Education</td>
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<td>Writing for Print Media -Elective Practical</td>
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<td>Photography - SBEC Theory</td>
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<td>Internship (Print Media)-Report</td>
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| II  | Tamil II     | 3    | Tamil IV      | 3    | Web News Production - Major   | 5    |
|     | English II   | 3    | English IV    | 3    | Film Appreciation - Major     | 5    |
|     | Editorial Practice - Major | 5    | Media Laws and Ethics - Major | 4    | Lab Journal and Documentary Production - Project | 5    |
|     | Reporting - Major | 5    | Radio Programme Production - Major | 4    |                             |      |
|     | Current Affairs - Major Practical | 5    | NMEC          | 2    |                             |      |
|     | Page Layout and Design-Major Practical | 5    | Photography - SBEC Practical | 2    |                             |      |
|     | Environmental Studies | 2    | Extension Activities | 1    |                             |      |
|     |              |      | Writing for Media - Allied | 5    |                             |      |
|     |              |      | Script Writing - SBEC Practical | 2    |                             |      |
|     | Total        | 28   |               |      | Total                         | 26   |
|     |              |      |               |      |                               | 28   |

|     |               |      |               |      |                               | 19   |
SEMESTER- I

INTRODUCTION TO COMMUNICATION  Credit 5

UNIT-1
Communication – definitions, nature, purpose & scope, intrapersonal, interpersonal, group, organization, public and mass communication.

UNIT-2
Communication as expression, skill & process understanding communication, verbal and non-verbal communication, language as a tool of communication, social economic changes and the emerging trends in communication.

UNIT-3
Communication process – source, message, channel, receiver, feedback & noise, Encoding & Decoding process, Formal and informal channel, meaning – denotation & culture codes.

UNIT-4
Mass Communication – definition, nature & scope, mass media – characteristic, junctions & disjunctions’, public opinion – definition, role of mass media in public opinion information, influence of mass media on society.

UNIT-5
Advertising Definition, need & significance overview of advertising industry advertiser, agency & media, public relations definition goals & function propaganda.

REFERENCES:
1. Keval J Kumar. Mass communication in India, Publisher: Jaico 2012.
2. Kamath M V. Professional journalism, Publisher: Vikas Pub House.
FUNDAMENTALS OF JOURNALISM Credit 5

UNIT-1
News: meaning, definition, nature the news process, from the event of the reader. Hard news vs soft news, basic components of a news story- attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, by line.

UNIT-2
Yellow journalism-penny press-jazz journalism, gonzo journalism-alternative journalism.

UNIT-3
Concepts and principles in journalism-basic terminology, concept in journalism organizing a news story-5W’s and 1H, inverted pyramid style-criteria for news worthiness, principles of news selection-use of archives, sources of news use of internet.

UNIT-4
Language and principles of writing-basic differences between the print, electronic and online journalism-language of news.

UNIT-5
E-journal-history and development-Tamil Unicode and emergence of Tamil online journalism.Mojo (mobile journalism) tools-development.

REFERENCES:
INTRODUCTION TO SOCIOLOGY

UNIT-1

Sociology meaning, definition, origin and development of sociology, nature and scope of sociology: relationship of sociology with economics, history and political science; structure, function and process, definitions and meaning, concept in understanding social dynamics, perspective in sociology.

UNIT-2

Basic concept: society: meaning characteristics, community: meaning and characteristic difference between society and community. Institution: meaning and characteristic, association: meaning and characteristic, social groups: meaning and characteristic norms and values.

UNIT-3

Culture: definition, nature and functions, religious affiliation as a reflection of sub-cultural identity beliefs, values, practice and symbols. Cultural relativism and ethnocentrism. Popular-culture.

UNIT-4

Socialization meaning and characteristics, stage of socialization, social stratification: caste and class as forms of social inequality, social change in India: Industrialization, Urbanization, sanskritization and Westernization, modernization with reference to social mobility.

UNIT-5

Media and society: types of media, social change and media, social movements, social construction of media, Image construction, new millennium and mass media, censorship and freedom of speech, religion various spirituality government and political structures.

REFERENCES:

SEMESTER II

EDITORIAL PRACTICE 5 credits

UNIT 1
Editing: meaning-concept-significance, contemporary presentation styles and editing of newspaper and magazines development.

UNIT 2
Structure of newspaper organization, writing for newspaper and magazines, classification of reporters, qualities of a reporter, editorial board, writing leas and headlines- simple news stories- features, paraphrasing, attribution and quoting, journalistic jargons.

UNIT 3
Editing- Principles, tools & techniques, news room structure- copy disk, copy editing, steps and precautions in editing, difference between editing of newspaper, magazine & web editing, computerized editing, style sheet, page making.

UNIT 4
Copy writing, abstracting, synoptic, excerpting, slanting, streamlining, rewriting, integration translation, trans-creation and transliteration etc., editing of copies of news agencies, bureaus, special correspondent, regional correspondents, city reporters, stringers, etc..

UNIT 5
Sunday magazines, special supplements and features, writing of various types of intro leads. Editing for magazines, tabloid & evening newspaper. Editing of front page and special sections.

REFERENCES:
1. Itale. D. bruse, Newspaper writing and reporting for today’s media (2001)
REPORTING

UNIT 1

Concept of news- definition of news- types of news- elements of news, collection of facts. Selection of news, concept of reporting, types of reporting, reporting skills inverted pyramid style. Intro and body, reporting techniques.

UNIT 2

Covering news beat, political reporting, reporting of governments and ministries-parliamentary state assembly.

UNIT 3

Reporting sports and business, courts and crimes. Reporting accidents, Death and calamities.

UNIT 4

Science, technology and agriculture. Social issues, investigative reporting, development reporting, reporting with new technology.

UNIT 5

Trends in Print Journalism. Presentation styles of newspaper and magazine, functions types of magazines. Specialized audience magazine- Tamil journalism, history- development current scenario of Tamil E-journals.

REFERENCES:

CURRENT AFFAIRS

Credit 5

(Practical)

1. News reading practice.
2. Comparing different categories of news.
3. Introduction to news documentation.
4. Documenting editorials.
5. Documenting financial news and articles.
6. Documenting sports news and articles.
7. Documenting development activities news and articles.
8. Documenting community journalism initiative.
PAGE LAYOUT AND DESIGN  

Credit 5  

(Practical)

1. DTP fundamentals
2. Adobe PageMaker
3. Understanding scanner and scanning documents
5. Page properties
6. Photo image editing
7. E-Book creation
8. Pamphlet production
9. Booklet production
10. Tamil booklet production
11. House journal production
12. Field visit to press

REFERENCES:

SEMESTER III
COMMUNICATION THEORIES AND MODELS  
Credit 4

UNIT 1
Introduction definitions of communication – Need for communication – Types of communication – Barriers of communication – Communication process.

UNIT 2

UNIT 3
Theories of press: normative theories – authoritarian theories libertarian theory – social responsibility theory and democratic participatory theory, gate keeping theory.

UNIT 4

UNIT 5

References
ADVERTISING AND PUBLIC RELATIONS

UNIT 1
Advertising – definition, nature, scope, origin and growth, roles of advertising: social communication, marketing and economic.

UNIT 2
Functions of advertising – Advertising in marketing mix – types of advertising merit and demerits – Advertising and consumers – buying systems – target plans.

UNIT 3

UNIT 4
PR definition, elements of PR - functions of PR - Need for PR - Growth of PR in India – Publicity, propaganda.

UNIT 5

REFERENCES:

1. Advertising basics bovell Michael newmanwiley, creative leaps (Reference). Jhonwielely& sons (Asia), 2003
WRITING FOR PRINT MEDIA

(PRACTICAL)

1. Words-100 dictionary meaning
2. Sentence construction
3. Tense exercises
4. News leads: (i) single incident (ii) multiple incident
5. Development journalism
6. Sports reporting
7. Editorial Writing
8. Interview Stories
9. Column Writing
10. Financial reporting

NOTE: Exercises in classes and take home assignments to be given and an end semester record to be submitted for practical.
BASIC PHOTOGRAPHY

UNIT 1


UNIT 2


UNIT 3


UNIT 4


UNIT 5

Ethical issues in photography – Codes of ethics for photographers, Tragedy image, digital improvement, privacy, moral rights of subjects etc. Basic software for photo editing.

REFERENCES:

1. Photo journalism – By the editors of time – life books New York.
INTERNSHIP  
Credit 5  
(Print Media)

Students should go for an internship for one month, after the Third semester, to Print media organization of their choice and submit the report with the work diary in the IV semester.

Scheme of Marks
Report & Work Diary - 50 Marks
Viva Voce - 50 Marks

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100 Marks
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SEMESTER IV
MEDIA LAWS AND ETHICS
Credit 4

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

UNIT 3

UNIT 4

UNIT 5

REFERENCES:
6. Press commission Reports. Govt. of India press.
RADIO PROGRAMME PRODUCTION  Credit 4

UNIT 1
Introduction of Radio:


UNIT 2
Writing for Radio :

Concept: Definition, Importance, Scripting, Use of Language, Voice Modulation. Elements of Radio Script - Spoken, immediate, person to person, entertain, & inform.

UNIT 3
Radio Programme Formats:


UNIT 4
Radio Program Production Process:


UNIT 5
Radio Transmission:


REFERENCES:

WRITING FOR MEDIA

UNIT-1


UNIT –2


UNIT- 3


UNIT – 4


UNIT – 5

Web Writing: Internet as a medium - nature and characteristics – user’s profile – Newspapers online –language and style – multimedia support – contents online: informational, educational and entertainment –authenticity and piracy issues – regulations.

REFERENCES:

BASIC PHOTOGRAPHY  

Credit 2  

(Practical)  

The students will be asked to shoot pictures on any ten of the following heads and submit photo-record for assessment. The practical examination will test the photographic skills on the day by assigning specific topics for coverage.

The topics for photo-record are:

1. Still life Photography
2. Portrait photography
3. Lighting: Indoor (Key Light, Fill Light, Rim Lighting, Side Lighting )
4. Lighting: Outdoor (Key Light, Fill Light, Rim Lighting, Side Lighting )
5. Architecture Photography
6. Silhouette Photography
7. Advertising Photography
8. Photographs on Human Interest
9. Wild Life Photography
10. Texture & Pattern
11. Sports Photography
12. News Photography
13. Travel Photography
14. Funfairs Photography
15. Photo Essays
SCRIPT WRITING       Credit 2
(Practical)

Students will have to choose any six from the list of topics given below and develop the idea, rough and fair scripts and submit the record work for script writing for assessment.

1. Prepare various formats of Scripts
2. Five minute radio talk on current issue
3. Three minute short script on social theme
4. Script for television documentary on social theme
5. Two minute radio social advertisement
6. Script for two soft stories
7. Five minute talk show and discussion
8. Scripting exercises for web portal
9. Script for Short Film
10. Radio news reel
SEMESTER V

TELEVISION PROGRAMME PRODUCTION

UNIT - 1
Basic Television Studio Structure, Elements of Studio Production, Elements of Field Production, Studio Layout and Design

UNIT - 2

UNIT - 3
Preproduction - planning, Scheduling, Script Formats, Script writing, Visualization and sequencing, Production crew, Television Talent, Acting Techniques, Auditions, Makeup, Costuming, Difficulties in Indoor and Outdoor Shooting.

UNIT - 4
Postproduction - Editing modes, Basic editing systems, Nonlinear Editing features and Techniques, Editing Procedures, Online Editing, Editing Softwares, Special effects, Audio Sound Control.

UNIT - 5
Video recording and storage systems, designing and Using Television Graphics, Single camera set up, Multi Camera set up, Live coverage, other communication system- Communication systems, Signal Transport.

REFERENCES:
5. Genre in Asian Film and Television - New Approaches.(2011). PALGRAVE Macmillan. UK.
FEATUREWRITING  

UNIT-1

**Editorial writing:** Importance of edit page; place of opinion in a newspaper, concept of op-ed page; Form, purpose and style of editorial writing—Explain or Interpret, Criticize, Persuade, Praise; Tools:- library clippings and background research.

UNIT -2

**Writing editorial features:** Structure of editorials; Types of editorials and Kinds of editorial writing: Leaders, opinion articles, analytical articles, current topics, In-depth, interpretative, investigative articles; Planning of editorial page;

UNIT -3

**Writing columns:** Planning and writing columns, Interests and specialization; Reviews—Books, dramas, films and art exhibitions; Letters to the editor and its importance; Editing the opinion articles.

UNIT -4

**Multimedia, Multitasking:** Planning and working for supplements, editing and rewriting Features; Writing for daily, supplements and magazines; Writing for other media;- Radio, TV and Web.

UNIT-5

**Running a Feature agency:** Editorial outsourcing, expectations of media houses, credibility, timeliness and objectivity; Special features, series of articles; Market for feature agencies and content providers; Entrepreneurship, management and economics.

REFERENCES:

WRITING FOR ELECTRONIC MEDIA
(Practical)

Radio:
1. Students should write a script for Five min Radio news bulletin
2. Students should write a script for Five min Radio Interview
3. Produce a Talk show on any social issue not more than 10 Min
4. Record 25 radio commercials and submit the transcripts

Television:
1. Students should prepare script for ten minute documentary
2. Students should prepare scripts for five TV commercials with story board
3. Students should shoot five minute Television Commercial Programme.
4. Students should shoot five minute news bulletin.

New Media:
Each student must design a blog and write content for the same and submit screen shots and work sheet with ten updates.
INTRODUCTION TO PSYCHOLOGY Credit 5

UNIT- 1
Psychology: meaning – definitions, Nature of the subject psychology- Scope of psychology- Branches and Fields of psychology.

UNIT -2

UNIT- 3
Personality: meaning - definition – structure of personality – Psychosexual stages.

UNIT- 4
Learning - meaning. Theories of learning: nature of learning –types of learning.

UNIT -5

REFERENCES:
INTERNSHIP  Credit 5

(Electronic Media)

Students should go for an internship for one month, after the Fifth semester, to Electronic media organization and submit the report with the work diary in the VI semester.

_Scheme of Marks_

<table>
<thead>
<tr>
<th>Component</th>
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<tbody>
<tr>
<td>Report &amp; Work Diary</td>
<td>60</td>
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<tr>
<td>Viva Voce</td>
<td>40</td>
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SEMESTER VI

WEB NEWS PRODUCTION Credit 5

UNIT -1
Web Journalism: – definition, origin, development and contemporary relevance; differences from traditional journalistic practices- Audiences of Web Journalism, web broadcasting, search engine optimization.

UNIT- 2
Writing for the Web: Online editions of newspapers, Online reporting- tools for newsgathering.– principles, limitations and new trends. Editing of web content.Management and economics of online editions, online advertisements and their types.

UNIT- 3
Characteristics of the web:- Interactivity, sociability, multimedia content, autonomy, playfulness, privacy, personalization, digitization and convergence Themes and issues in Web Journalism: Security issues on the Internet- social, political, legal and ethical issues related IT and CT.

UNIT- 4
Design aesthetics: Graphic design- meaning, nature- art/ craft, Design elements Design Process, Principles, stages of designing, typography, layout, design identity.

UNIT -5

REFERENCE:
FILM APPRECIATION

CREDIT 5

UNIT -1

UNIT - 2

UNIT -3

UNIT -4
Film audience: Audience positioning, Audience as the meaning makers. Hero worship. Fan clubs; Representation of gender and sexuality.

UNIT -5

REFERENCES:
1. Turner, Graeme. Film As Social Practice, Rutledge, London, 1993
LAB JOURNAL AND DOCUMENTARY PRODUCTION  

(PROJECT)  

1. Produce a documentary not more than 15 Mins  
2. Produce a bilingual lab journal  

Students will plan the theme, script, location and schedule of shooting. Must submit the script for approval. Prepare shooting script and production details for record submission. Two copies of project CD to be submitted with titles and certificates.  

Lab Journal in A3 with minimum two pages. Must contain a review, an interview story and a development issue in it. Must have two photographs.
M-NEWS PRODUCTION Credit 4

UNIT-1

Definition of mobile journalism (Mojo), Mobile sites (MobiSites), Mobile Content - News and Entertainment Sharing; Mobile audio and video – recording, uploading, sharing and streaming; different file formats. Update frequency and live. Breaking news.

UNIT-2


UNIT-3


UNIT-4

Social Networking Sites (SNS) – Information sharing in SNS. Credibility and sources – Micro blogging in Facebook, Twitter, Flickr and other sites and integrating SNS in Editorial Information flow.

UNIT-5

New Media Social Engagement and Ethical issues; Journalism ethics and restraint in new media; Copyright & Legal issues in cyber space; Using social media to engage public; Globalization & Emerging Cyber cultures.

REFERENCE:

2. Web Masters Hand Book, Galgotia
3. Computer Graphic Software Construction, John R Rankin The Internet Book, Comer Douhlas E.
5. Designing Interactive Websites, Mohleo James L and Thompson Learning