DEGREE OF
BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION
(CHOICE BASED CREDIT SYSTEM)

SYLLABUS FOR B.A.JMC

FOR THE STUDENTS ADMITTED FROM THE
ACADEMIC YEAR 2021 – 2022 ONWARDS
PERIYAR UNIVERSITY
REGULATIONS FOR B.A., (JOURNALISM AND MASSCOMMUNICATION)
DEGREE COURSE with Semester System
(Effective from the academic year 2021-2022)

COURSE DESCRIPTION AND REGULATIONS

Definition:
• BA Journalism & Mass Communication gives training to the students in both technical skills and critical analysis of the media spectrum. It is a undergraduate course of 3 years duration. The course includes the study of mass media such as newspapers, magazines, cinema films, radio, television etc in order to convey information to the audiences.

• Journalism and Mass communication is the process of imparting and exchanging information through mass media to large segments of the population. It is usually understood for relating to various forms of media, as these technologies are used for the dissemination of information, of which journalism and advertising are part. Mass communication differs from other forms of communication. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behavior, the attitude, opinion, or emotion of the people receiving the information.

B.A. Journalism and Mass Communication:
• B.A. Journalism and Mass Communication is a 3-year full-time undergraduate course, the minimum eligibility for admission to which is the successful completion of the Senior Secondary Certificate (10+2 or 10+3 Year Diploma) qualification from a recognized educational board, with a minimum aggregate score of 50%. The program is spread over 3 years, divided into 6 semesters of 6 months each.

Ideal candidates for the course would possess:

• Interest in conceptualizing, designing, and giving life to creative ideas, interest in, and aptitude for:

<table>
<thead>
<tr>
<th>A flair for writing</th>
<th>Flair of the language</th>
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<tbody>
<tr>
<td>Strong networking skills</td>
<td>Ability to research well</td>
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<td>Excellent communication skills</td>
<td>Analytical skills</td>
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<tr>
<td>Critical thinking</td>
<td>Interpretation skills</td>
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<tr>
<td>Ability to work in stringent deadlines</td>
<td>Ability to work under rough conditions</td>
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<tr>
<td>High confidence</td>
<td>Problem-solving skills</td>
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<tr>
<td>Interviewing skills</td>
<td>Observation skills</td>
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</tbody>
</table>
Such graduates are hired in capacities such as:
- Journalist/News reporter
- Fashion Photographer
- TV Correspondent
- Producer
- Radio Jockey (RJ)
- Public Relations Officer
- Content Writer
- Short film making
- Ad film making
- Documentary
- Designing, etc

Popular areas of employment for such graduates include:
- News and Media Industry
- Advertising Industry
- Film Industry
- Websites
- Radio Stations
- Colleges and universities
- Animation
- Gaming websites, etc.

Major components of the course include:
- Human communication
- Graphic design
- Basics of advertising
- Photography
- Drawing
- Script writing
- Acting
- Film
- Copywriting, among others such.

Successful graduates of the course may also opt to specialize in:
- Media management
- International media
- Television production
- Visual design
- Radio programming
- Media trends.

The course also most often includes the mandatory completion of an internship, of 6-8 week duration, in design or media-based organizations.
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 there to are permitted to appear and qualify for the Bachelor of Arts in Journalism and Mass Communication Degree Examination of this university after a course of study of three academic years.

2. DURATION OF THE COURSE

The course shall extend over a period of three years comprising of six 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 UG course should be conducted at the end of the even semester.

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

Candidates appearing for practical examinations should submit bonafide Record Note Books 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.


The candidate shall be declared to have passed the examination if the candidate secure not less than 40 marks out of 100 (CIA – 10 marks out of 25 and EA – 30 marks out of 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 40 marks put together out of 100 (CIA – 16 marks out of 40 and EA – 24 marks out of 60) in the University examination in each practical paper.


PART – A (15 x 1 = 15 Marks)
(Answer ALL questions), (Objective Type - Three questions from each unit)

PART – B (2 x 5 = 10 Marks)
(Answer ANY TWO questions) & (One question from each unit with 2 out of 5 questions)

PART – C (5 x 10 = 50 Marks)
(Answer FIVE questions) & (Either or Pattern i.e. Internal Choice)

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

- Attendance :5 Marks
- Assignment :5 Marks
- Internal 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 2020 - 2021, i.e. for students who are to be admitted to the first year of the course during the academic year 2020 – 2021 and thereafter.
PERIYAR UNIVERSITY

B.A. JOURNALISM AND MASS COMMUNICATION

Outcome based Education

Program Educational Objectives (PEO)

<table>
<thead>
<tr>
<th>PEO</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEO1</td>
<td>Graduates of the programme will have successful career in all Journalism and Mass Communication and Media related industries and can pursue higher education and research.</td>
</tr>
<tr>
<td>PEO2</td>
<td>Graduates of the programme can work in teams to create the social responsibilities in the broad way as media person to construct the ethical practices.</td>
</tr>
<tr>
<td>PEO3</td>
<td>Graduates of the programme will continue to develop their knowledge and skills throughout their career.</td>
</tr>
<tr>
<td>PEO4</td>
<td>Graduates of the programme will continue to develop their technical perspective view to accomplish the new technical innovations.</td>
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</tbody>
</table>

Program Outcomes (PO):

<table>
<thead>
<tr>
<th>PO</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>PO1</td>
<td>This program is designed to provide overall and in-depth knowledge about Journalism and Mass Communication to the students. It provides students with an opportunity to critically explore the ways in which world of communications operate in international and national contexts.</td>
</tr>
<tr>
<td>PO2</td>
<td>Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.</td>
</tr>
<tr>
<td>PO3</td>
<td>Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based and artistic activities from inter – personal communication to newspaper, radio &amp; television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.</td>
</tr>
<tr>
<td>PO4</td>
<td>The syllabus and curriculum provides students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking.</td>
</tr>
<tr>
<td>PO5</td>
<td>The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of all forms of media.</td>
</tr>
<tr>
<td>PO6</td>
<td>Provide comprehensive knowledge and skills so that student can work in the field of Print, Electronic and Digital media as well as in to academics.</td>
</tr>
</tbody>
</table>
PO7 : Apply ethical principles and commit to professional ethics, responsibilities, and norms of the media practice.

PO8 : Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO9 : Recognize the need for media industry and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Correlation between the POs and the PEOs

<table>
<thead>
<tr>
<th>Program Outcomes</th>
<th>PEO1</th>
<th>PEO2</th>
<th>PEO3</th>
<th>PEO4</th>
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<td>PO9</td>
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Components considered for Course Delivery listed below:
1. Class room Lecture
2. Laboratory studio and demo
3. Assignments
4. Mini Project
5. Project
6. Video tutorials
7. External Participation
8. Seminar
9. Internship
Mapping of POs with Course Delivery:

<table>
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<tr>
<td>PO8</td>
<td>✓</td>
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<tr>
<td>PO9</td>
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Mapping of Course Outcomes with Program Outcomes:

<table>
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<tr>
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<th>P01</th>
<th>P02</th>
<th>P03</th>
<th>P04</th>
<th>P05</th>
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## SCHEME OF EXAMINATIONS

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

### FIRST YEAR

<table>
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<tr>
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<th>TOTAL MARKS</th>
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<tr>
<td>I</td>
<td>19UFTA01</td>
<td>LANGUAGE I</td>
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<td>19UFEN01</td>
<td>ENGLISH I-Communicative English</td>
<td>100</td>
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<td></td>
<td>20UJM01</td>
<td>CORE I: Fundamentals of Journalism and Mass Communication</td>
<td>100</td>
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<tr>
<td></td>
<td>20UJM02</td>
<td>CORE II: Cartoon Analysis (Theory)</td>
<td>100</td>
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<tr>
<td></td>
<td>20UJMA01</td>
<td>ALLIED I: Introduction to Social Psychology</td>
<td>100</td>
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<tr>
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<td>19UES01</td>
<td>Value Education: Environmental studies</td>
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<td>Add-On Course-Professional English</td>
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<td><strong>TOTAL CREDITS &amp; MARKS</strong></td>
<td><strong>23</strong></td>
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<table>
<thead>
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<tbody>
<tr>
<td>II</td>
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<td>LANGUAGE II</td>
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<td>19UFEN02</td>
<td>ENGLISH II-Communicative English</td>
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<tr>
<td></td>
<td>20UJM03</td>
<td>CORE III: News Writing, Reporting and Editing</td>
<td>100</td>
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<tr>
<td></td>
<td>20UJM04</td>
<td>CORE IV : Indian Constitution &amp; Media Law</td>
<td>100</td>
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<td>20UJMAP01</td>
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<td>Value Education : Human Rights</td>
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<td>Add-On Course-Professional English</td>
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<td><strong>TOTAL CREDITS &amp; MARKS</strong></td>
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First Internship Training in any Media / Production House in 30 days / 4 weeks (to be undertaken during summer holidays) Internship report to be evaluated in the 4th Semester
<table>
<thead>
<tr>
<th>SEM</th>
<th>SUBJECT CODE</th>
<th>SUBJECTS</th>
<th>TOTAL L</th>
<th>HOURS T/P</th>
<th>CREDITS</th>
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<tbody>
<tr>
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<td>LANGUAGE III</td>
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<td>4</td>
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<tr>
<td></td>
<td>17UFEN03</td>
<td>ENGLISH III</td>
<td>6</td>
<td>T</td>
<td>4</td>
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<tr>
<td></td>
<td>20UJM05</td>
<td>CORE V : Photography</td>
<td>5</td>
<td>T</td>
<td>4</td>
<td>25</td>
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<tr>
<td></td>
<td>20UJM06</td>
<td>CORE VI : Writing for Media</td>
<td>5</td>
<td>T</td>
<td>4</td>
<td>25</td>
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<tr>
<td></td>
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<td>Allied II : Broadcast Journalism</td>
<td>4</td>
<td>T</td>
<td>3</td>
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<td>75</td>
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<tr>
<td></td>
<td>20UJMSB01</td>
<td>SBEC I: News Presentation Skill</td>
<td>2</td>
<td>T</td>
<td>3</td>
<td>25</td>
<td>75</td>
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<td></td>
<td>20UJM01</td>
<td>NMEC I: Social Media Management and Marketing</td>
<td>2</td>
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<td>25</td>
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<td>20UJMP01</td>
<td>CORE PRACTICAL I: Photography</td>
<td>5</td>
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<td>4</td>
<td>40</td>
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<td></td>
<td>20UJMA03</td>
<td>ALLIED III: Advertising</td>
<td>4</td>
<td>T</td>
<td>3</td>
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<td>4</td>
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<td>3</td>
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Production House in 30 days / 4 weeks (to be undertaken during summer holidays).

<table>
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<th>SEM</th>
<th>SUBJECT CODE</th>
<th>SUBJECTS</th>
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<tr>
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<td>ELECTIVE I: Public Affairs</td>
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<td>75</td>
<td>100</td>
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<td></td>
<td>20UJMSB03</td>
<td>SBEC III: Web Designing &amp; Mobile Application</td>
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<td>TOTAL CREDITS &amp; MARKS</td>
<td>30</td>
<td>19</td>
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| VI  | 20UJM11      | CORE XI: Media Society and Culture | 6 T | 4 | 25 | 75 | 100 |
|     | 20UJMP03     | COMPULSORY PROJECT I : Documentary | 6 P | 7 | 40 | 60 | 100 |
|     | 20UJMP04     | COMPULSORY PROJECT II : Lab Journal | 6 P | 7 | 40 | 60 | 100 |
|     | 20UJME02     | ELECTIVE II: Film Studies | 6 T | 4 | 25 | 75 | 100 |
|     | 20UJMSB04    | SBEC IV: Media Management & Entrepreneurship | 6 T | 3 | 25 | 75 | 100 |
|     | 20UJMP05     | Second Internship Report Evaluation and Viva | 0 P | 4 | 40 | 60 | 100 |
|     | EXTENSION ACTIVITIES (NCC / NSS / YRC etc.) | 1 |
|     | TOTAL CREDITS & MARKS | 30 | 30 | 600 |
Mapping of Course Outcomes with Program Outcomes:

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<tr>
<th>Course Outcomes</th>
<th>P01</th>
<th>P02</th>
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FIRST YEAR

SEMESTER I

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<thead>
<tr>
<th>20UJM01</th>
<th>CORE I: Fundamentals of Journalism and Mass Communication</th>
<th>6</th>
<th>T</th>
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<th>25</th>
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UNIT II : Definition of Mass Communication - Characteristics of mass communication - Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process - Mass Communication Types: Print, Electronic and Digital

UNIT III : Characteristics of different mass media, audience, reach and access - Folk and Traditional media: Meaning of Folk and Traditional media - Nature and Scope of Folk and Traditional media - Role of folk media in rural communication - Problem faced by Folk and Traditional media


UNIT V : Role of Mass Communication in Society - Mass Communication through traditional and Modern Media; Effects of Mass Media on Culture and Society; Media and Cultural Imperialism; Information Society; Mass Communication in Digital era.

Reference Books :
Unit: I DRAWING BASICS
Drawing basics- material handling and understanding- teaching variety of lines- vertical horizontal-diagonal- curved lines-dotted lines- and basic shapes- forms-geometrical shapes and non-geometrical shapes-paper balance-Tonal values-Light and Dark- different shading technique-understanding lightings with different objects- Fine shading - academic style shading.

Unit: II PERSPECTIVE DRAWINGS
Perspective drawings - eyelevel line- vanishing line and vanishing point- teaching types of perspectives- one point perspective- two point perspective- and three point perspectives- study of perspective in buildings cape- learning intercross measuring meatheads- applying all three perspective in basic geometrical shape- seascape- cityscape.

Unit: III CONCEPT ART
Historical landscapes- buildings- creating fantasy world- landscapes- creating architecture landscapes- Weapons and props- Creating architecture- landscapes- Weapons- and props for science fiction- creative characters designs- creative portrait – making posters for concept art for different themes

Unit: IV LINE DRAWINGS

Unit: V ABSTRACT ART WORKS
Introduction to Abstract Art- definitions- impressions- artists – Abstract Art-Studio Activity
Create an abstract painting- Surrealism – Dali and Dreamscapes- Color Field Painting- Use found objects to create a readymade art piece- Presentation on Abstract Artist- Critique of student made abstract art work.

Reference Books:
UNIT I : The Nature and Scope of Social Psychology. The Methods of Social Psychology. The Development of Social Psychology: Early Beginnings – the Contributions of Sociologists and Psychologists: Comte; Le Bon; Durkheim; Cooley; G.H.Mead; McDoughall;.

UNIT II : Socialization: Social Learning Process. Socialization and Motivation; dependency; Aggression; Co-operation, Acculturation, Accommodation, Need Achievement; affiliation; etc. Social Factors in perception. Society and Personality.


UNIT IV : Groups and group Processes; Nature and Types of groups; Conditions Conclusive to Development of Groups; group Dynamics; Group norms and conformity; Social Facilitation. Group structure and group performance; Cooperation and competition.


Reference Books:
UNIT I: Reporting definition, Principles of reporting, functions and characteristics, responsibilities, writing news - lead - types of leads; body - re-writing - writing techniques.

UNIT II: Reporting techniques - qualities of a reporter - news - elements, sources - types – pitfalls and problems in reporting - attribution - off - the - record - embargo - pool reporting; follow - up.


UNIT V: FUNCTIONS OF EDITING & NEWSROOM STRUCTURE: Functions and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing. Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

Reference Books:
5. Art of editing”. Baskette&Sissors, MacMillian, N
Unit 1: Indian Constitution

Unit 2: Indian Constitution and Media Laws

Unit 3: Fundamentals of Media Laws

Unit 4: Cyber Laws in India

Unit 5: Media Law & Ethics
Right to Information Act – Indian Cinematograph Act 2006 - Human Rights - Indian Penal Code pertaining to media – Sec.144 etc. Media Ethics - Code of ethics, Journalist ethics during Pandemic - economic pressures and social responsibility, basic components of media ethics-truth-telling, credibility, accountability, justice, fairness, freedom - Ethics of Photo and Video Journalism, manipulating news, Advertising Ethics, Ethics in Cyberspace..

Reference Books :
1. Basu, Law of the Press in India. Prentice-Hall India
2. Basu. Introduction to Indian Constitution. Prentice-Hall India
The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and pen (black)

**LIST OF EXERCISES**

1. Lines to express emotions
2. Forms and structure of basic geometrical shapes.
3. Patterns and Structures in day to day life.
4. Perspectives
5. Pencil sketching.
6. Illustrations.
7. Symbols.
8. Scale Drawing.
9. Cartoons (Caricature)
10. Politics caricature

**Reference Books :**

SECOND YEAR

SEMESTER - III

| 20UJM05 | CORE V : Photography | 5 | T | 4 | 25 | 75 | 100 |

UNIT- I: Photography- Definition & concept; Nature & Functions of Photography; Historical development of Photography; Camera: Introduction to camera- Human Eye & Camera- Concept of Visual Perception; Basics of Camera: Different types of Camera- Box, TLR, SLR & Digital; Parts & Functions of Camera- Aperture, Shutter, Lens & Film; Camera Accessories.

UNIT- II: Lens- Definition & Concept; Nature & Characteristics of Lens; Types of Lens- Wide angle, Normal & Tele; Special Lens- Zoom, Fish eye & Macro Lens; Focus- Definition & Concept; Types of Focus- Split Image & Macro Image Focusing; Focal Length- Types of Focal Length- Short, Long & Variable Focal Length; Exposure- Depth of Field, Aperture Priority & Shutter Priority; Filter- Definition & concept; Characteristics of Filters; Types of Filters.

UNIT- III: Film- Definition & Concept; Function & Characteristics of Film; Cross Section of Film; Types of Film- : Film SpeedDefinition; Functions of Film Speed; Types of Film Speed- Fast Speed & Slow Speed; Film Speed Numbers- ASA, ISO & DIN; Digital Storage- Digital Storage process; Types of Digital Storage- CompactFlash (CF), Secure Digital Card (SD), MiniSD Card, MicroSD& etc.; Film Developing Process- Developing, Fixing, Washing & Drying; Film Printing .

UNIT- IV: Lighting- Definition & concept; Nature of Light; Characteristics of Light; Understanding Light- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point Lighting- Key, Fill & Back Light; Types of Lighting Equipments. Pro-lit, Soft Box &etc; Different accessories of Lighting- Umbrella, &etc; Flash- Functions of Flash; Light Meter, Definition & concept; Functions of Light Meter.

UNIT- V: Aesthetics of Photography; Framing- Characteristics of Framing; Composition- Characteristics of Compositions, Types of Composition- Rule of Third, Frame within Frame & Etc.; Scope of Photography; Types of Photography- Photo Journalism, Ad Photography, Natural Photography, Wild life Photography, Fashion Photography & Industrial Photography.

Reference Books :


Reference Books :


UNIT V: Online News broadcasting, Ethics and regulation in Broadcast Journalism, Television News Channels in India, News Broadcasting Standards Authority (NBSA), Satellite link for News reporting from abroad, Satellite bookings & co-ordination with local TV channels, booking local editing facilities.

Reference Books:
UNIT I : Introduction to television as a mass medium, History and development of Television, Developments in television news, Television programme production, News production.

UNIT II : Anchoring Techniques: voice, speech and body language, language skills, Correcting diction, Familiarization with camera, single camera and multi camera setups, lights and sound. Roles, functions and qualities for a presenter.

Unit III : Basic interview skills: one to one interview, Panel discussion, telephonic interview, Skype interview. News story discussion, Content writing for news. Interview techniques, Preparing questions for an interview.

Unit IV : Features of News casting, Concept of visual language, Writing for news visuals, Process of news script writing, Writing for television news.


Reference Books :

1. Introduction to Broadcast Voice – Jenny Mill
3. Introduction to Broadcast Journalism- Dr.KeshavSathaye
5. Introduction to Advertising- Oxford University Press
UNIT- I: New media- Definition & Introduction; Characteristics of New Media; New Media technology; Communication Revolution; New Media Vs Old Media; Differences between New Media; Digital divide; E-Governance- Process, Social & Legal Frameworks; New Media & Visual Culture.

UNIT- II: Social Media- Definition & Concept; Why Social Media; Characteristics of Social Media; Role of Social Media; Types of Social Media- Blog, Social Networks, Content Communities, Wikis, Tweeters & Podcasts; The Evolution of Social Media; Attributes of Social Media; Impact of Social Media. The Social Media Mix: - Tallying the Bottom Line - Plotting Social Media Marketing Strategy - Managing Cyber social Campaign-Leveraging Search Engine Optimization (SEO) for Social Media - Using Social Bookmarks, News, and Share Buttons.

UNIT- III: Social Media & Communication; Social Media tools- social networking, Blogs, Microblogging, Wiki, Content sharing & social bookmarking; Social Media- Creating & Connecting, Creating & Managing groups, Privacy & Safety; Blog- Features of Blog; Types of Blogs- Personal, Political, Business, Almost Media & Mainstream Media Blogs; Reading Blogs; Blogging culture: presence, credibility, identity, reputation, authority, and influence;

UNIT- IV: Social Media & Society- Performing Relationship & community, performing identity through social media, social media strategies & planning; Reaching Consumers- Ethical Issues, Privacy, Labour & Identity Regulations; Technological Convergence; Social Media- Activism, Diplomacy, Ground Sourcing & Digital Divide; User-generated content (UGC), Consumer-generated Media (CGM), Social Bookmarking & Social Media Optimization.

UNIT- V: Challenges in social media- content, advertising & marketing; limitations & influence on individual & society; social media audience & behavior; Trends of Social Media- Communities, Audience & Users; Domains of application- Social Media & Crowd sourcing; Social Media & Organizations; Social Media- Government & Diplomacy; Social Media- Activism, Race, Class & Digital Divide.

Reference Books :
6. Social Media Marketing All-in-One for Dummies by Jan Zimmerman
7. Social Media Marketing for Dummies by Shiv Singh
8. Social Media Marketing: The Next Generation of Business Engagement by Dave Evans
SECOND YEAR - II

SEMESTER - IV

| 20UJM07 | CORE VII: Radio & Television Programme Production | 5 | T | 4 | 25 | 75 | 100 |

**Unit I**: History of Radio, Growth and development, Radio as a Mass-Medium: Uses and characteristics of radio. Professions in the Industry – Production crew, Radio jockey, News anchor, Talk show Management Staff, Station director, Programming producers.


**Unit III**: Basic Equipment - Microphone Types, Console - meaning and uses. Recording on different consoles - digital, analogue recording / multi-track. Editing software - types and uses (Neuando, Audicity and Sony Vegas). Packaging: music and sound effects.

**Unit IV**: Basic Television Studio Structure, Elements of Studio Production, Elements of Field Production, Studio Layout and Design. Digital Television – Camera parts, Operations and functions, Accessories, Types of Video camera, Video Formats, Picture Compositions, Framing effective Shots, Lights and lighting instruments, Techniques of television lighting.

**Unit V**: Video recording and storage systems, designing and Using Television Graphics, Single camera set up, Multi Camera set up, Live coverage, other - Communication systems, Signal Transport.

**Reference Books:**
4. Electronic Medi, Rashmi Sharma, Regal Publisher, 2007
7. Radio Journalism and Production, Dr. Dilip Kumar, Galgotia Publishing Company, 2017
1. Outdoor - Single / Group - people
2. Composition - Normal, Wide, Tele
3. Nature - Landscape - Wide, Close up
4. Still life
5. Silhouette
6. News Photography / Photo Journalism
7. Photo Essay
8. Industrial Photography
9. Foods and Beverages
10. Wildlife Photography
11. Advertising Photography
12. Architecture (Interior & Exterior)
13. Action photography (Pan & Freeze frame)
14. Indoor photography (Portrait – Single & Group)
15. Lighting (Top Light, Key Light, Back Light, Side Light, Low Light, Fill Light, Diffused Light, Spot Light)
16. Multiple Exposures.

* Take 4 Pictures with the entire Specifications note down, print and prepare record note book. Record should contain minimum of 50 pictures.
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. Advertising as a process of communication - Social effects of advertising.

UNIT II: Types of advertising : consumer, corporate, industrial, retail, cooperative and Public Service Advertising. -tone and content; reading the advertisement - review with current ad campaigns. 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: Advertising agency: Structure and functions; Leading agencies in India- Diversification and competition – full service agencies – multinational clients – challenges and opportunities. Integrated Marketing Communications, Publicity, Propaganda and Public relations, Advertising and public relations, ethics and regulations.

UNIT IV: Components of advertisement – visuals- types of visuals, advertising copy - headlines, signature, slogans & logos. Visualization and execution of advertisements -Advertising campaign: objectives, client brief, account planning, advertising strategy, creative strategy, creative process and execution: message, appeals, target market, level of response. Media research, planning, budgeting and media buying, pre testing and post testing.


Reference books:
2. Gupta, Sen; Brand Positioning; Tata Mcgraw Hill; New Delhi; 1990.
Unit I: Translation: Definition, Types, Principles & Practice, Translation History in India, Theories of Translation. Language Structure and Translation, Word Formation in Translation, Equivalence in Translation

Unit II: Features of Literary Translation, Genre of Literary Translation

Unit III: Ideology and Translation, Subjectivity & Translation, Politics and Translation, Culture & Translation, Parameters & Principles in evaluating a Translation


Unit V: Globalization, Localization and Translation

Reference Book:
2. Translation in Global News, EsperancaBielsa and Susan Bassnett
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, Mobile Journalism (MOJO)

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.

Reference Books:
UNIT I : Nature and scope of public relations Definition of PR, relevance of public relations in modern societies; Principles of public relations; role of public relations in corporate organizations; Attributes of public relations practitioner. Differentiating public relations from propaganda, advertising and publicity: Code of conduct for PR professionals.

UNIT II : PR Process: Fact finding, planning, implementation and evaluation; Organizational structure of PR Department and its functions. In-house Department and PR counselling firms: advantages and limitations.

UNIT III : Tools of public relations Institutional publications: House journals; House advertisements; Print and electronic media, Social media; Corporate advertising; Photographs, films, Audio-visual displays, New media and new communication technologies: News releases and press conferences; Media tours, Public service announcements/ads; Special events: open house-exhibition-demos.

UNIT IV : Types of PR Publics: Internal publics and external publics: Employees relations; Stockholder relations; Customer relations; Community relations; Supplier relations; Distributor and dealers relations; Government relations; Investors relations; Media relations; Educational institutions relations; NGO’s ;Role of public relations in government: Recent trends in PR strategies-local govt-state/central.

UNIT V : Corporate public relations; Corporate culture; Corporate credibility; Challenges of corporate public relations; Establishing corporate credibility; Restoring corporate credibility: openness and honesty, consistent action, corporate social responsibility; Status of PR education in India; Major issues facing corporate public relations professionals; Corporate Communication strategies in the context of Globalization; Crisis management; Disaster management and Issues management; Professional organisations in India and abroad.

References Book :
UNIT- I: Introduction of visualization- Framing & Composition, Principles of Script Writing & Creative writing; Script Formats; Idea generation & Source for idea; Elements of Script; Characteristics of Script- Creativity & Marketing.

UNIT- II: Writing for Television- Characteristics of TV Script; Types of TV Shows- News stories, Chat show, Talk show & Reality Show; TV Script Treatment- Concept, Target Audience, Style of Production, Creative Approach, Running Order, Set Design & Budget.

UNIT- III: Writing for Advertising- Understanding Product and Brand equity, Basic research, Demographic appeals, Idea generation; Types of Advertising- Commercials, PSA & Corporate films; Advertising Script Format- Concept, USP, Target Audience, Creative Copy & Storyboard.


UNIT- V: Writing for Feature Film & Short film- Generating Idea; Themes- Concept- Slug line; Planning of Story, Three Act, Structure- Act-I- Introduction- Characters, Situation, Needs/goals, Problems, Questions- dramatic premise established; Act- II- Development, Complications & Conflict; Act- III- Resolution, problems solved, goals reached, questions answered, mysteries revealed; Plot Development- Main Plot & Sub Plot; Characters- Main, Supportive & Atmosphere, Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script.

Reference Books:
UNIT I: Concepts of Development: Approaches to development (Gandhian, Western, Eastern, Schumaker, Communist), Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Self-reliance theory, Cultural model, Participatory model.

UNIT II: Social development - Economic development - Political development - Cultural development - meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernization and post-modern.

UNIT III: Panchayati Raj - planning at national, state, regional, district, block and village levels. Ingredients of development a) Education b) Health c) Population Planning b) Agriculture e) Media f) Good Governance g) Water - Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non-governmental; Different experiments in India and Asia.

UNIT IV: Development Communication, Media and National Development, Community Radio, Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

UNIT V: Prospects and challenges of Development Communication, Planning Development Communication Campaign, Alternative Theories of Communication for Development: Development of What and Whom? Strategies for participatory communication; Ethical perspective, Need for alternative communication.

References:
Unit-I
1.1 Contemporary activities at local, regional, national and international level about socio-economic issues
1.2 General knowledge and general awareness at local level about socio-economic issues
1.3 General knowledge and general awareness at regional level about socio-economic issues
1.4 General knowledge and general awareness at national level about socio-economic issues
1.5 General knowledge and general awareness at international level about socio-economic issues

Unit-II
2.1 Contemporary activities at local, regional, national and international level about political issues
2.2 General knowledge and general awareness at local level about political issues
2.3 General knowledge and general awareness at regional level about political issues
2.4 General knowledge and general awareness at national level about socio-economic issues
2.5 General knowledge and general awareness at international level about socio-economic issues

Unit-III
3.1 Contemporary activities at local, regional, national and international level about educational and cultural issues
3.2 General knowledge and general awareness at local level about educational and cultural issues
3.3 General knowledge and general awareness at regional level about educational and cultural issues
3.4 General knowledge and general awareness at national level about educational and cultural issues
3.5 General knowledge and general awareness at international level about educational and cultural issues

Unit-IV
4.1 Contemporary activities at local, regional, national and international level about religious and spiritual issues
4.2 General knowledge and general awareness at local level about religious and spiritual issues
4.3 General knowledge and general awareness at regional level about religious and spiritual issues
4.4 General knowledge and general awareness at national level about religious and spiritual issues
4.5 General knowledge and general awareness at international level about religious and spiritual issues

Unit-V
5.1 Contemporary activities at local, regional, national and international level about media-related issues
5.2 General knowledge and general awareness at local level about media-related issues
5.3 General knowledge and general awareness at regional level about media-related issues
5.4 General knowledge and general awareness at national level about media-related issues
5.5 General knowledge and general awareness at international level about media-related issues

Assignments
☐ Practicing and making assignments of general knowledge, general awareness, current affairs and contemporary activities of local, regional, national and international level of social, economic, political, educational, cultural, religious, spiritual and media-related issues from the latest monthly competitive magazines of standard publications like Competition Success Review, Pratiyogita Darpan(English), Pratiyogita Darpan(Hindi), etc.
☐ Reading editorials of standard newspapers of either English or Hindi and writing a summary of it for the proper understating of current general awareness.
☐ Analysing special articles published on the editorial or op-ed pages and then chalking out it striking
points for better understanding of contemporary activities of the above-mentioned levels and said issues.

**Reference Book:**

4. ‘General Knowledge’ (Latest edition) By Manohar Pandey (Online publication).
5. ‘Manorama’ (Latest edition).
Unit-1 : The internet and Intranet. Protocols, Browsers, Search engines, Web structure, Web blogs
- Introduction to HTML: What is HTML? - HTML Documents - Basic structure of an HTML document
- Creating an HTML document - Mark up Tags - Heading-Paragraphs - Line Breaks - HTML Tags


Unit-4 : Android User Interface Design Essentials: User Interface Screen elements, Designing User Interfaces with Layouts, Drawing and Working with Animation. Testing Android applications, Publishing Android application, Using Android preferences, Managing Application resources in a hierarchy, working with different types of resources.

Unit-5 : Using Common Android APIs: Using Android Data and Storage APIs, Managing data using Sqlite, Sharing Data between Applications with Content Providers, Using Android Networking APIs, Using Android Web APIs, Using Android Telephony APIs, Deploying Android Application to the World.

Reference Books:
9. Web Design Fundamentals, Daniel Gray, Drea
12. Reto Meier, “Professional Android 2 Application Development”, Wiley India Pvt Ltd
13. Mark L Murphy, “Beginning Android”, Wiley India Pvt Ltd
THIRD YEAR

SEMESTER - VI

| 20UJM11 | CORE XI: Media Society and Culture | 6 | T | 4 | 25 | 75 | 100 |

UNIT- I: Mass Media- Definition, Nature & Scopes; Historical Development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Significance of media Impact of Mass Media on individual, society and culture; Power of Mass Media; Functions of Mass Media; Types of Mass Media- Print, Electronic, Traditional & New Media; Media and Social Institutions; Sociology of Mass Media- Cultural Studies, Multiculturalism & Media Culture.

UNIT- II: Media Audiences- Interpretation & Resistance; Media Audiences Analysis- Mass, Segmentation, Product & Social Uses; Public & Public Opinion; Mass Media & Public Opinion; Media in Society; Effects of Mass Media; Mass Media & Indian Family; Media World Vs Native Culture; Mass Media & Women; Violence in Media; Audience Making-Active Vs Passive audience; Theories of audience-Uses and Gratification Theory- Uses & Effects Theory.

UNIT- III: Media & Popular Culture- Commodities, Culture and Sub-Culture; Popular texts: Popular Discrimination; Politics & Popular Culture; Popular Culture Vs People's Culture; Acquisition & transformation of popular culture; Celebrity Culture- Film Industry; Personality & Brand Management; Hero-worship & etc.; Film, Television & Visual Culture; Advertising & Commercial Culture; Literacy & Media Literacy; Importance of Media Literacy; Youth, Television & Socialization.

UNIT- IV: Psychoanalysis- definition & concept; psychoanalytic techniques; Psychoanalytic process; Feminism- definition & concept; historical & Characteristics of Feminism; Modernism- definition & concept; Modern & Modernity; Historical & Characteristics of Modernism; Modernism Vs Postmodernism; Marxism- definition & concept; history of Marx’s theory; Criticisms of Marx’s Theory; Marx’s Understanding of Globalization.

UNIT- V: Audience Analysis- Ratings in Advertising, Ratings in Programming & Ratings Services; Audience Rating- Rating Points- GRPs & TRPs; Reach Vs GRP; Types of Audience Rating-Average Audience Rating, Total Audience Rating & Cumulative Audience Rating; CPM and CPP; Ratings Data Collection Methods; Audience & Marketing Trends; Selling Space & Time.

Reference:
3. Asa Berger, Media Analysis Technique, Sage Publications, India, 1998 (Unit IV & V)
UNIT- I: Film studies- definition & Concept; - Culture & Art; Film as a medium; Characteristic of Film Studies; Film theory & Semiotics; Formalism and Neo Formalism; Film Language; Film & Psychoanalysis; Film & Cultural Identity; Aesthetics & Film interpretation. History of Cinema- Motion Picture- Pioneers of Cinema- The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box- Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD).

UNIT- II: World Cinema- Different Schools of World Cinema; German Expressionism- Style & Characteristics- Fritz Lang- The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Montage- Definition & Concept; Origin of Montage; Soviet Montage- Lev Kuleshov, VsevelodPudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vittorio De Sica; Japanese Cinema- Akira Kurasova; Latin Cinema; Third world Cinema.

UNIT- III: Mise-en-scene- Definition & Concept; Film Genre- Definition & Concept; Types of Film Genres- Main Film Genres, Sub Film Genres & Hybrids Genres; Narrative Cinema- Definition & Concept; Story, Three Act Structure & Plot; Non Narrative Cinema- Avant-garde & Experimental film; Types of Non Narrative Cinema- Documentary, Abstract, Music Videos & Live Cinema (Performance); Style & Ideology.


UNIT- V: Emergence of Indian Regional Cinemas. Tamil cinema- Development of Tamil Talkies; Talkie Studio- Modern Theatres, Jupiter pictures, AVM Studio, Gemini studio, Vahini Studio, L.V. Prasad; Writer’s era- Film Institutes, New Dimension of Tamil Cinema- Marketing & Distribution Film Festivals- International & National Festivals; Film Awards- International & National Film Festivals; Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society;.

Reference:

UNIT II: Ownership- Definition & Concept; Licensing & Franchising; Rules & Regulations- Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions; Media ownership- Concept & Structures; Types of Media Ownership- Sole Proprietorship, Partnership, Private Limited Company, Public Limited Companies, Trusts, Cooperatives, Religious Institutions & Franchises;

UNIT III: Media Organization- Concept & Structure; Functions of Media Organization- Organizing, Leading, Communicating, Coordinating, Controlling, Planning, Scheduling, Budgeting, Production, Monitoring, Distribution & Documentation; Organizational Behavior- Nature & Theories of Organizational Behavior; Organizational System & Individual Behavior- Ability, Personality, Attitude, Learning & Perception; Group Dynamics & Organizational Behavior; Leadership & Leadership Qualities.

UNIT IV: Media Economics- Definition & Concept; Economics of Print & Electronic Media; Media Business- Legal & Financial; Media Revenues- Media Sales, Advertising & Capital Cost; Sponsorship- Definition & Concept; Principles of sponsorship, Reason for Companies to Sponsor; Elements of Sponsorship; Identifying appropriate Sponsors & Sponsorships; Managing Sponsorship Relationships.

UNIT V: Event Management- Need for Event Management; Principles of Event Management- Planning, Creativity, Briefing, Time lines and budgeting; Types of Event & Event Management; Understanding Events; Growing importance of Events- Exhibitions, Audio & Product Launch, Movie Release & Advertising Campaign.

Reference Books:
1) Alan B. Albarran, Management of Electronic Media, Wadsworth, USA, 2010
4) Lucy Keung, Strategic Management in the Media, Sage Publications, New Delhi, 2008