

**PERIYAR UNIVERSITY
PERIYAR PALKALAI NAGAR
SALEM – 636 011**



**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:

A flair for writing	Flair of the language
Strong networking skills	Ability to research well
Excellent communication skills	Analytical skills
Critical thinking	Interpretation skills
Ability to work in stringent deadlines	Ability to work under rough conditions
High confidence	Problem-solving skills
Interviewing skills	Observation skills

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.

6. (a). Passing Minimum – Theory

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.

7. Question Paper Pattern for B.Sc. Visual Communication Course

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

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)

PEO1	: 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.
PEO2	: 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.
PEO3	: Graduates of the programme will continue to develop their knowledge and skills throughout their career.
PEO4	: Graduates of the programme will continue to develop their technical perspective view to accomplish the new technical innovations.

Program Outcomes (PO):

PO1	: 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.
PO2	: 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.
PO3	: 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 & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.
PO4	: - 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.
PO5	: 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.
PO6	: 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.

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

Program Outcomes		PEO1	PEO2	PEO3	PEO4
PO1	:	✓			
PO2	:		✓		
PO3	:	✓	✓		
PO4	:	✓		✓	
PO5	:				
PO6	:	✓	✓	✓	
PO7	:		✓	✓	
PO8	:		✓		
PO9	:				✓

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:

Program Outcomes	Course Delivery								
	1	2	3	4	5	6	7	8	9
PO1	✓	✓	✓	✓	✓	✓		✓	✓
PO2	✓	✓	✓	✓	✓	✓		✓	✓
PO3	✓	✓		✓	✓	✓	✓	✓	✓
PO4				✓	✓		✓	✓	✓
PO5	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO6		✓	✓	✓	✓		✓	✓	✓
PO7		✓	✓	✓	✓		✓	✓	✓
PO8	✓	✓	✓	✓	✓		✓	✓	✓
PO9	✓	✓	✓	✓	✓	✓	✓	✓	✓

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	L	L	L	H	H	L
2	L	H	M	H	H	H	H	L	L
3	H	H	H	H	M	H	L	H	H
4	H	H	L	L	H	L	H	H	H
5	H	H	H	H	H	M	H	H	H

SCHEME OF EXAMINATIONS

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

FIRST YEAR

SEM	SUBJECT CODE	SUBJECTS	TOTAL	HOURS	CREDITS	CIA	EA	TOTAL MARKS	
			L	T/P					
I	19UFTA01	LANGUAGE I	6	T	4	25	75	100	
	19UFEN01	ENGLISH I-Communicative English	6	T	4	25	75	100	
	20UJM01	CORE I: Fundamentals of Journalism and Mass Communication	6	T	4	25	75	100	
	20UJM02	CORE II: Cartoon Analysis (Theory)	5	T	4	25	75	100	
	20UJMA01	ALLIED I: Introduction to Social Psychology	5	T	3	25	75	100	
	19UES01	Value Education: Environmental studies	2	T	0	25	75	100	
		Add-On Course-Professional English	3	1	4	25	75	100	
	TOTAL CREDITS & MARKS			33		23			700
II	19UFTA02	LANGUAGE II	6	T	4	25	75	100	
	19UFEN02	ENGLISH II-Communicative English	6	T	4	25	75	100	
	20UJM03	CORE III: News Writing, Reporting and Editing	6	T	4	25	75	100	
	20UJM04	CORE IV : Indian Constitution & Media Law	5	T	4	25	75	100	
	20UJMAP01	ALLIED PRACTICAL I: Cartoon	5	P	4	40	60	100	
		Value Education : Human Rights	2	T	0	25	75	100	
		Add-On Course-Professional English	3	1	4	25	75	100	
	TOTAL CREDITS & MARKS			33		24			700
	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					

SECOND YEAR

SEM	SUBJECT CODE	SUBJECTS	TOTAL	HOURS	CREDITS	CIA	EA	TOTAL MARKS	
			L	T/P					
III	17UFTA03	LANGUAGE III	6	T	4	25	75	100	
	17UFEN03	ENGLISH III	6	T	4	25	75	100	
	20UJM05	CORE V : Photography	5	T	4	25	75	100	
	20UJM06	CORE VI : Writing for Media	5	T	4	25	75	100	
	20UJMA02	Allied II : Broadcast Journalism	4	T	3	25	75	100	
	20UJMSB01	SBEC I: News Presentation Skill	2	T	3	25	75	100	
	20UJMN01	NMEC I: Social Media Management and Marketing	2	P	2	25	75	100	
	TOTAL CREDITS & MARKS			30		24			700
	Compulsory Field / Industrial Visit			within the State					
IV	17UFTA04	LANGUAGE IV	5	T	4	25	75	100	
	17UFEN04	ENGLISH IV	5	T	4	25	75	100	
	20UJM07	CORE VII: Radio & Television Programme Production	5	T	4	25	75	100	
	20UJMP01	CORE PRACTICAL I: Photography	5	P	4	40	60	100	
	20UJMA03	ALLIED III: Advertising	4	T	3	25	75	100	
	20UJMSB02	SBEC II : News Translation	4	T	3	25	75	100	
	20UJMN02	NMEC II: Citizen Journalism (ANY ONE FROM NMEC LIST)	2	T	2	25	75	100	
	20UJMP02	First Internship Report Evaluation and Viva	0	T	4	40	60	100	
	TOTAL CREDITS & MARKS			30		28			800
Second Internship Training in any Media /			Internship report to be evaluated in the 6th Semester						

	Production House in 30 days / 4 weeks (to be undertaken during summer holidays).	
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THIRD YEAR

SEM	SUBJECT CODE	SUBJECTS	TOTAL	HOURS	CREDITS	CIA	EA	TOTAL MARKS	
			L	T/P					
V	20UJM08	CORE VIII: Public Relation	6	T	4	25	75	100	
	20UJM09	CORE IX: Documentary Script	6	T	4	25	75	100	
	20UJM10	CORE X: Communication for Development	6	T	4	25	75	100	
	20UJME01	ELECTIVE I: Public Affairs	6	T	4	25	75	100	
	20UJMSB03	SBEC III: Web Designing & Mobile Application	6	T	3	25	75	100	
	TOTAL CREDITS & MARKS			30		19			500
	Compulsory Field / Industrial Visit			Outside the State					
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:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	L	L	L	H	H	L
2	L	H	M	H	H	H	H	L	L
3	H	H	H	H	M	H	L	H	H
4	H	H	L	L	H	L	H	H	H
5	H	H	H	H	H	M	H	H	H

FIRST YEAR

SEMESTER I

20UJM01	CORE I: Fundamentals of Journalism and Mass Communication	6	T	4	25	75	100
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UNIT I : Introduction to Communication: Definition of Communication - Types of Communication: Interpersonal, Group, Mass Communication - Means of Communication - Processes of Communication - Functions of Communication - Elements and Components of Communication - Scope of Communication - Seven C's of Communication.

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 IV : Key Concepts in Communication: Stuart Hall: Encoding & Decoding - Marshall McLuhan: Understanding the Message - Jurgen Habermas: Public Sphere - Louis Althusser: Ideological State Apparatus - Frankfurt School - Raymond Williams: On Television - Pierre Bourdieu: 'Fields of Journalism, Social Science and Politics' - Jean Baudrillard: Simulacra and Simulation

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 :

1. Hasan, Seema, *Mass Communication: Principles and Concepts*, CBS Publisher, 2010.
2. Kumar J. Keval, *Mass Communication in India, Third Edition*, Mumbai: Jaico publication, 2010
3. Dennis McQuail, (sixth Edition) *Mass Communication Theory*, London, Sage South Asia, 2010
4. Joseph R. Dominick - *Dynamics of Mass Communication- Media in the Digital Age* -, McGraw Hill, 2008, Tenth Editio

20UJM02	CORE II: Cartoon Analysis (Theory)	5	T	4	25	75	100
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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

Understanding lines- converting photos to line drawing- spot study drawing- monument study- historical spot study- Gesture Drawing- Movement Drawing- Continuous Line Drawing- Continuous Line Drawing.

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 :

1. Rolina Van Vliet “The Art of Abstract Painting: A Guide to Creativity and Free Expression,” Paperback – November 1, 2009
2. John Lowry “Painting and Understanding Abstract Art ,” Paperback – Import, 27 Jul 2010
3. Dean Nimmer “Creating Abstract Art: Ideas and Inspirations for Passionate Art-Making”, Paperback – October 3, 2014
4. Kees Van Aalst, “Realistic Abstracts: Painting Abstracts Based on What You See, Paperback – March 1, 201

20UJMA01	ALLIED I: Introduction to Social Psychology	5	T	3	25	75	100
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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; McDougall;

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 III : Attitudes and Opinions - The Nature and Dimensions of Attitudes.The Formation and Change of Attitudes.Communication and Persuasion.Public opinion – Nature, measurement, formation and change.Role of Mass communication in Public Opinion Formation and change.

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.

UNIT V : Mass Psychology; Audiences and Collective Behaviour.Classification of Collective masses.Casual Audiences, Intentional Audiences and Audiences and Mass Media. Collective Behaviour – the mobs and the Different kinds of Mobs. The Psychology of Mass Movements.

Reference Books:

1. *Mc David and Harris ; “An Introduction to Social Psychology” . Harper & Row, 1968*
2. *D Crytchfold, RS and Ballachey, E L “Individual in Society”. McGraw Hill. New York*
3. *Sherif, N and SherifC.W. ”An Outline of Social Psychology” Harper & Row. New York,*
4. *Introduction to Social Psychology, Prof. B.Kuppuswamy, Media Promoters & Publishers Pvt. Ltd.-Mumbai, 2004 / Amazon.*

FIRST YEAR

SEMESTER II

20UJM03	CORE III: News Writing, Reporting and Editing	6	T	4	25	75	100
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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 III : TYPES OF REPORTING :Crime, courts, health, civil administration, civic, culture, politics, education beats.headlines : Principles, types and its techniques.

UNIT IV : EDITING: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.

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 :

1. *News Reporting and Writing*". Mencher, Melvin. MC Graw Hill, NY. 2003.
2. *Reporting for the Print media*". (2nd ed) .;Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
3. *Newspapers Handbook*" (3rd ed.) Keeble, Richard. Routledge, London.2001.
4. *News Editing in theory and practice*". Banerji, Bagchi & Co., New Delhi . 1992.
5. *Art of editing*". Baskette & Sissors, MacMillian, N

20UJM04	CORE IV : Indian Constitution & Media Law	5	T	4	25	75	100
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Unit 1: Indian Constitution

Nature and Scope of 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) – Emergencies - Press Freedom during Emergency - Citizenship, Functions of Executive, Judiciary, Legislature.

Unit 2: Indian Constitution and Media Laws

Union Government and its Administration: Federalism, Centre-State relationship, President: Role, power and position, PM and Council of Ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha. State Government and its Administration: Governor: Role and Position, CM and Council of ministers, State Secretariat: Organisation, Structure and Functions. Local Self Government – Panchayat Raj - Election Commission: Role and Functions.

Unit 3: Fundamentals of Media Laws

Media Acts: Official Secrets Act – Copy Right Act, Censorship, Contempt of Court– Libel & Slander - Defamation – Working Journalist Acts – Press & Registrations of Books Act – Patent Right -Press Commission -PrasarBharatiAct - Indian Evidence Act - Press Council.

Unit 4: Cyber Laws in India

Cyber laws - The need for cyber -laws, nature and scope of cyber laws - Information Technology Act 2000; Intellectual Property Rights(IPR) –Hackers, Cyber Terrorism, Cyber Stalking, Spamming Cryptography and Digital Signature, Computer Viruses., Piracy, Privacy, plagiarism, software piracy,and internet, pornography -Media Convergence Bill.

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
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

20UJMAP01	ALLIED PRACTICAL I: Cartoon	5	P	4	40	60	100
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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 :

1. Luca Botturi, Todd Stubbs, *Hand book of Visual Languages for Instructional Design: Theories and Practices*, Idea Group, 2008
2. Wilbert Verheest, *Sculpture Tool Materials and Techniques*, Prentice Hall, 2006
3. Milind Mulick–Jyotsna Prakashan, *Water Colour*, Pune, 2001
4. Raviraj, *A Grammar Book of ART & DESIGN*, New Century Book House Pvt Ltd, Chennai, 2008

SECOND YEAR

SEMESTER - III

20UJM05	CORE V : Photography	5	T	4	25	75	100
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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 Speed Definition; 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 :

1. James Curran, *The Photography Handbook*, Routledge, USA, 2013
2. Ben Long, *Complete Digital Photography*, Course Technology PTR, USA, 2010
3. Linda Good, *Teaching and Learning With Digital Photography*, Sage Publications, New Delhi, 2009
4. Ian Jeffrey, *The Photography Book*, Focal Press, UK, 2000 (Unit V)
5. *Photo – journalism*, Roto vision SA, Terry AOPE, 2001.
6. Michael Langford: *Basic Photography*, Focal Press, UK, 200

20UJM06	CORE VI : Writing for Media	5	T	4	25	75	100
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UNIT-I : Print Medium: Nature and characteristics of a Newspaper- Readers’ perception – Information medium – Deadline – content variety – general and specialized newspapers –Editorial policy and style – language – inverted pyramid – source attribution – writing features and articles- Comparative analysis of Tamil and English dailies – Freelancing.

UNIT –II : Magazines: General and specialized magazines – contents – target readers – language – writing style – pictures and illustrations – features and special articles – Tamil Magazines vs English magazines: a comparative analysis – Freelancing.

UNIT- III : Radio: Nature and characteristics of Radio – Radio for information, education and entertainment – Time and deadline factor – News headlines and highlights – News features – talk shows – interviews – Radio audiences – audience participation –language and style – New wave FM Radio – Radio Jockeying – target audience – content variety and style – music- competition – technological factors in writing for electronic media.

UNIT – IV : Television: Nature and characteristics of television – audio and visual elements – writing television news – time factor – informational and educational programmes – general and special audience programmes – language and style of presentation – Video jockeying – entertainment programmes – audience participation.

UNIT – V : Web Writing: Internet as a medium - nature and characteristics – users profile – Newspapers online – hypertext - textual and visual limitations – language and style – multimedia support – contents online: informational, educational and entertainment – authenticity and piracy issues – regulations.

Reference Books :

Mencher, Melvin. “News Reporting and Writing”. New York. McGraw Hill Pub. 2003.

Navin Chandra &Chaugan. ‘ Journalism Today’. New Delhi. Kanishka Pub. 1997.

Shrivastava, K.M. ‘Radio and TV Journalism’. New Delhi. Sterling Publishers, 1989

Hilliart, Robert. ‘Writing for Television, radio and New media(8th ed.). Belmont.Wadsworth Pub. 2004.

White, Ted. ‘Broadcast news writing, Reporting and Producing’(4th ed.).Oxford. Focal Press.

20UJMA02	Allied II : Broadcast Journalism	4	T	3	25	75	100
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UNIT I : Essentials of Newscaster, Audio Byte, Video Byte, Piece to the Camera (PTC): Opening, Bridge and closing., Going Live: Writing and presenting for broadcast, Interviewing for Broadcast News, Broadcast News Writing Mechanics, Broadcast News Writing Style, News Desk, Teleprompter, Types of News Bulletin.

UNIT II : Basics of Radio News, Sources of News Local, Wire services, Components of News, Radio news room setup. Radio Broadcast Journalists – Skills of Radio Broadcast Journalists - Identifying, researching and presenting news stories, Elements of editing, integrating bytes and voice casts, Radio talks and discussions, radio interviews.

UNIT III : TV News room operation, Basics of TV News, Structuring a TV news report, V/O's, packages & story formats, News gathering and writing, intro and headline writing, integrating bytes, visualization of News, voice-overs, TV interviews, Process of Live inputs, TV features and News analysis, Gate keeping, News anchoring, Visual sources: servers, graphics, archives, MSR and OB, Vox-Pop, Interview.

UNIT IV: Electronic News Gathering – Techniques of ENG, Electronic Field Production (EFP), Satellite Broadcast, Outside Broadcasting, Mobile technologies, convergence, latest technologies for news recording and delivery, broadcasting softwares.

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 :

1. *White, Ted, (2010), Broadcast News Writing, Reporting, and Producing (Fifth Edition). Massachusetts, United States: Focal Press.*
2. *Chapman, Jane & Kinsey, Marie, (2009), Broadcast Journalism: A Critical Introduction. Abingdon, United Kingdom: Routledge.*
3. *Bhatt, S.C., (2007), Broadcast Journalism. Delhi, India: HarAnand Publications.*
4. *Keith Cohler, David, (1993), Broadcast Journalism: A Guide for the Presentation of Radio and Television News. London, United Kingdom: Prentice Hall.*

20UJMSB01	SBEC I: News Presentation Skill	2	T	3	25	75	100
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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.

Unit V : News casting: Principles & practices, Basics of news crew, basics of narration, simulated newscast, Technical aspects of news casting. Scope and new trends in news casting.

Reference Books :

1. *Introduction to Broadcast Voice – Jenny Mill*
2. *The Art of Public Speaking- McGraw-HiLL International Edition*
3. *Introduction to Broadcast Journalism- Dr.KeshavSathaye*
4. *Biographies of distinguished Performers & Actors like ShreeramLagoo, Dada Kondke, Amitabh Bachhan and many more.*
5. *Introduction to Advertising- Oxford University Press*

20UJMN01	NMEC I: Social Media Management and Marketing	2	P	2	25	75	100
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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, Micro-blogging, 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 :

1. *Terry Flew, New Media: An Introduction, Oxford, 2011*
2. *Alex Newson, Blogging and other Social Media, Gower Publishing Limited, England, 2009*
3. *Martin Lister, New Media: A Critical Introduction, Routledge, New York, 2003*
4. *Barrie Oxford, New media and Politics, Sage Publications, New Delhi, 2001*
5. *Hamid Mowlana, Global Information & World Communication, Sage Publications, New Delhi, 1997*
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
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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 II :Definition, Importance, Scripting, Use of Language, Voice Modulation. Elements of Radio, What is Radio format? Types of Radio formats - Radio Drama, Radio Documentary, Radio Live Show, Jingles, Talk Show and Discussions, Radio Music programme and News Bulletins.

Unit III :Basic Equipment - Microphone Types, Console - meaning and uses. Recording on different consoles - digital, analogue recording / multi- track. Editing software - types and uses (Nuendo, 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, SignalTransport.

Reference Books:

1. *The TV Studio Production Handbook*, LucyBrown, LyndsayDuthie, I.B. Tauris, 2016
2. *Television Programme Production: Various Activities Studios Use To Produce a Show*, Ashok Jaikhani and Maharaj Shah, V&S Publishers, 2013.
3. *Consuming Television: Television and its Audiences* BobMullan, Wiley- Blackwell 1997
4. *Electronic Medi*, Rashmi Sharma, Regal Publisher, 2007
5. *Radio Programme Production: A Manual for Training*, UNESCO, 1973
6. *Radio Programme Production*, M.Neelamalar, PHI Learning Pvt. Ltd, 2017
7. *Radio Journalism and Production*, Dr.DilipKumar, Galgotia Publishing Company, 2017

20UJMP01	CORE PRACTICAL I: Photography	5	P	4	40	60	100
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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.

20UJMA03	ALLIED III: Advertising	4	T	3	25	75	100
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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.

UNIT V: Multinational Brands – Multinational Advertising Agencies – Indian Agencies with Foreign Agencies – Multinational campaign strategies and cost considerations – creativity and content in International advertisements – cultural differences and global advertising campaigns – implications – regulations .Professional ethics in advertising - cases of ethical violations - Advertising Standards Council – Social and cultural issues – Global regulations and Future trend.

Reference books:

1. Kleppner, Otto; *Fundamentals of Advertising*; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; *Brand Positioning*; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; *The practice of advertising*; Heinemann Pub.; London. 1990.
4. Mooij, Mariekae de ; „*Advertising Worldwide (2nd edn.)*”; Prentice Hall; UK.1994.
5. Mohan, M; “*Advertising management concepts and cases*”; Tata McGraw Hill; New Delhi. 1989.
6. Chunnawalla and K.C. Sethia ; “*Foundations of Advertising: Theory and practice*”,
7. S.H.H Kazmi, Satish K Batra, *Advertising and sales promotion, Excel Book, New Delhi, 2000*
8. J.Vilani, G.K. Varghese, *Advertising Basics, Response books, New Delhi, 2001*
9. Sean Brierley, —*The Advertising and Hand book, 2nd Edition New York, 2000*
10. McGraw Hill, —*Principles of advertising and IMC, 2nd Edition New*

20UJMSB02	SBEC II : News Translation	4	T	3	25	75	100
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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 IV: Features of Non-Literary Translation, Scientific & Technical Translation Identifying Scientific & Technical Terms, Various Methods for Translating Scientific & Technical Terms. Machine Translation & Human Translation, Types , Process & Mechanism in MT

Unit V: Globalization, Localization and Translation

Reference Book:

1. *Translation Strategies in Global News: What Sarkozy Said in the Suburbs* Claire Scammell
2. *Translation in Global News*, Esperanca Bielsa and Susan Bassnett

20UJMN02	NMEC II: Citizen Journalism	2	T	2	25	75	100
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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 :

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

THIRD YEAR

SEMESTER - V

20UJM08	CORE VIII: Public Relation	6	T	4	25	75	100
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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 :

1. Baskin Otis &Aronoff Craig, (2000), *Public Relation., The Profession & The Practice.* New York, United States: McGraw-Hill Humanities/Social Sciences/Languages
2. Centre Allen & Walsh Frank, (1981), *Public Relations Practices: Case Studies.* New Jersey, United States: Prentice Hall

20UJM09	CORE IX: Documentary Script	6	T	4	25	75	100
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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- IV: Writing for Documentary- Docudrama, Educational Television, Mockumentary, Ethnographic Films, Basic Research, Characteristics of Documentary, Documentary Structure, Realism, Documentary synopsis; Documentary Script Format Concept & Research; Elements of Documentary Script- Visual, Sound & Story Elements; Writing Visually, Narration / Commentary.

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 :

1. William Smethurst, *How to Write for Television, How To Books, UK, 2009*
2. Syd Field, *Screenplay: The Foundations of Screenwriting, Dell Publishing, USA, 2005*
3. Clifford Thurlow, *The Complete Guide from Script to Screen, Oxford University Press, UK, 2008.*
4. Ellen Sandler: *The TV Writer's Workbook: A Creative Approach To Television Scripts, 2007.*
5. Charlie Moritz , *Scriptwriting for the Screen, Routledge, USA, 2001.*

20UJM10	CORE X: Communication for Development	6	T	4	25	75	100
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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:

1. Altafin, I. (1991) *Participatory Communication in Social Development Evaluation. Community Development Journal*, 26 (4), 312-314.
2. Atkin C.&Wallack L. (Eds.) (1990) *Mass Communication and Public Health: Complexities and Conflicts. Newbury Park: Sage Publications.*
3. E. M. Rogers (Ed.) *Communication and development: Critical perspectives* (pp. 15-42). Beverly Hills: Sage. Bowes, J.E. (1997) *Communication and community development for health*
4. *Communication as culture : essays on media and society. Boston: Unwin Hyman. Diaz, Bordenave, J. (1977) Communication and rural development. Paris: Unesco. Glanz K.&Rimer B.K. (1995) Theory at a glance.*
5. Hornik, R.C. (1989) *Channel effectiveness in development communication programs. In Rice, R.E. &Atkin, C. K. (Eds.) Public information campaigns, 2nd edition, (pp. 309- 330). Newbury Park: Sage.*
6. Melkote, S.R. (1991) *Communication for development in the Third world. Newbury Park: Sage.*
7. Mita, R. & Simmons, R. (1995) *Diffusion of the culture of contraception: Program effects on young women in rural Bangladesh, Studies in family planning, 26 (1), 1-13. Mlama, P.M. (1991)*
8. Mody, B (1991) *Designing messages for development communication: An audience participation-based approach. Newbury Park, CA: Sage*
9. Quarmyne, W. (1991) *Towards a more participatory environment: Cross-linking establishment and alternative media, In K. Boafo (Ed.), Communication processes: Alternative channels and strategies for development support. Ottawa: IDRC.*

10. Rockefeller Foundation (1999) Communication for social change: A position paper and conference report. New York: Rockefeller Foundation.
11. Rogers, E.M. (1976) Communication and development: The passing of the dominant paradigm, *Communication research* 3 (2), 213-240.
12. Rogers, E.M. (1983) *Diffusion of innovations*, 3rd edition. New York: Free Press.
13. Rogers, E.M.& Kincaid, D.L. (1981) *Communication networks: A paradigm for new research*. New York: Free Press.
14. Rogers, E.M. &Singhlal. A. (1989), *India's information revolution*. California, United States: SAGE Publishing

20UJME01	ELECTIVE I: Public Affairs	6	T	4	25	75	100
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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 :

1. 'Arihant Current Affairs' (Latest edition) 'Basic General Knowledge' (Latest edition). By V.V.K.Subburaj. Publication of Sura College Competetion.
2. 'Basic General Knowledge' (Latest edition). By V.V.K.Subburaj. Publication of Sura College Competetion.
3. 'General Knowledge' (Latest edition): India & World. By SaumyaRanjanBehera. Maxcurious Publications
4. 'General Knowledge' (Latest edition) By ManoharsPandey (Online publication).
5. 'Manorama' (Latest edition) .

20UJMSB03	SBEC III: Web Designing & Mobile Application	6	T	3	25	75	100
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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.Elements of HTML: Introduction to elements of HTML -Working with Text -Working with Lists, Tables and Frames -Working with Hyperlinks, Images and Multimedia -Working with Forms and controls.

Unit-2 : Web Design Principles: Planning process -Five Golden rules of web -Designing navigation bar - Page design -Home Page Layout -Design Concept. Basics in Web Design: Brief History of Internet -What is World Wide Web? - Web Standards -Audience requirement. Introduction to Web Publishing: Creating the Web Site - Saving the site - Working on the web site -Creating web site structure - Creating Titles for web pages - Themes-Publishing web sites.

Unit-3 : Introduction to Android: The Android Platform, Android SDK, Eclipse Installation, Android Installation, Building you First Android application, Understanding Anatomy of Android Application, Android Manifest file. Android Application Design Essentials: Anatomy of an Android applications, Android terminologies, Application Context, Activities, Services, Intents, Receiving and Broadcasting Intents, Android Manifest File and its common settings, Using Intent Filter, Permissions.

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:

1. Aibara, F., & Bayross, I. (2008). *HTML for Beginners*. Shroff Publishers and Distributors Pvt. Ltd..
2. Kent, P. (2000). *The complete idiot's guide to the Internet*. Penguin.
3. Nielsen, J. (1999). *Designing web usability: The practice of simplicity*. New Riders Publishing.
4. Norton, P. (1996). *Peter Norton's introduction to computers*. Glencoe/McGraw-Hill.
5. Powell, T. A. (1998). *HTML: The Complete Reference (Vol. 2)*. Osborne/McGraw-Hill.
6. *Internet Bible*, IDG Books, New Delhi, 1998.
7. *Internet for everyone*, Leno et al., Lone Techworld, Chennai 1998.
8. *Building a Website*, Tim Worsley, OrlingKindersely, New Delhi, 2000.
9. *Web Design Fundamentals*, Daniel Gray, Drea
10. Lauren Darcey and Shane Conder, "Android Wireless Application Development", Pearson
11. Education, 2nd ed. (2011)
12. Reto Meier, "Professional Android 2 Application Development", Wiley India Pvt Ltd

13. Mark L Murphy, “Beginning Android”, Wiley India Pvt Ltd
14. Android Application Development All in one for Dummies by Barry Burd, Edition: I

THIRD YEAR

SEMESTER - VI

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

1. Ravi Sundaram, *Media Studies: No Limits*, Oxford University Press, UK, 2012
2. *A Dictionary of Media and Communication*, Oxford University Press, UK, 2011
3. Asa Berger, *Media Analysis Technique*, Sage Publications, India, 1998 (Unit IV & V)
4. Lawrence Grossberg, *Media-Making: Mass Media in a popular culture*, Sage Publications, 1998 (Unit III)
5. Richard Collins, *Media, Culture & Society- A Critical Reader*, Sage Publications Ltd, 1986 (Unit I & II)

20UJME02	ELECTIVE II: Film Studies	6	T	4	25	75	100
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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, Vsevolod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vittorio De Sica; Japanese Cinema- Akira Kurosawa; 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- IV: Development 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) - Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Dada Saheb Phalke; Talkie Indian Cinema; Studio System- New Indian Cinema- Satyajit Ray & Mrinal Sen; Emerging Trends of Digital Film & Short Films.

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:

1. Ashish Rajadhyasha, Paul Wileman, 2005. *Encyclopedia of Indian cinema*. Oxford University Press. New Delhi.
2. Rabiger, Michael. 2004. *Directing the Documentary*. 4th edition. Oxford. Focal press.
3. Profers, Nicholas. 2001. *Film Directing Fundamentals*. Oxford: Focal Press.
4. Mamer, Bruce. 2000. *Film Production Technique*. 2nd Edition.
5. Belmont Wadsworth Publication. Nelmes, Jill. 1996. *Introduction to film studies*. Routledge. London. Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992.

20UJMSB04	SBEC IV: Media Management & Entrepreneurship	6	T	3	25	75	100
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UNIT I: Management- Meaning, Nature, Scope, Objectives & Function of Management; Definition & Concept, Fundamentals of Management; Hierarchy of Management; Functions & Structure of Management; Principles of Management; Media Management- Nature, Scope, Objectives of Media Management; Principles of Media Management; Structure & Functions of Media Departments- Administrative, Financial, Circulation, Marketing, Personal & Production department; Media as a Industry & Profession.

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
- 2) Alan B. Albarran, *The Media Economy*, Routledge, New York, 2010
- 3) George Sylvie, *Media Management: A Casebook Approach*, Lawrence Erlbaum Associates, USA, 2009
- 4) Lucy Keung, *Strategic Management in the Media*, Sage Publications, New Delhi, 2008
- 5) Peter Pringle, *Electronic Media Management*, Focal Press, UK, 2006)