

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**MA Journalism and Mass Communication**

[Choice Based Credit System (CBCS)]

Outcome Based Education [OBE]

REGULATIONS AND SYLLABUS (2022-2023 onwards)



**PERIYAR UNIVERSITY**

(NAAC A++ GRADE – STATE UNIVERSITY – NIRF RANK 63- ARIIA 10)

**Salem-636 011**

Dr.Maa.Thamizhparithi  
*Asst. Professor*

Dr.M.Anuradha  
*Asso. Professor*

Dr.R.Subramani  
*Asso. Professor*

Dr.S.Nandarkumar  
*Professor and Head*

## **M A Journalism and Mass Communication OBE REGULATIONS AND SYLLABUS**

*(With effect from the academic year 2022-2023 onwards)*

### **1. Preamble**

The department of Journalism and Mass Communication is established in 2008, to fulfill the vision of Social Reformer, writer and journalist Periyar E. V. Ramaswamy by promoting equal opportunities to students across the country. The department carries vigor and vitality, providing students with excellent opportunities for personal growth and professional excellence. The program focuses to meet the challenges of journalistic profession in the areas of reporting, writing, editing in print, radio and TV; advertising, public relations, media laws and ethics and film studies. Students will become familiar with basic journalistic aspects and understand the various media and their characteristics to master their production and distribution for the development of society at large. The course would help the students to perform different roles, as writers both in print and broadcast media, media producers, media educators, media researchers, PR professionals, film industry professionals etc. The ethical codes that the students learn would help them to carry out their profession conforming to the established rules and regulations, with ethical standards of journalism.

### **2. General Graduate Attributes**

**GA 1:** Core Knowledge and Understanding the major concepts along with the theoretical and practical value of empirical research findings in historical perspective and be aware of the recent trends in the core topics of journalism.

**GA 2:** *Critical Thinking & Analysis*

Critically thinks about the theoretical as well as practical phenomenon from a cause and effect perspective by analyzing various factors that might lead to certain media products and outcome.

**GA 3:** *Research Methods / Project / Practical Knowledge*

Can carry out a research project by identifying the research need, formulate hypothesis, adopt appropriate research design, methods, statistical tools and infer the outcome and present it in an APA format.

**GA 4:** *Professionalism and Values*

Objectivity, fairness and unbiased ethical values reflect in the professional interaction in human as well as research context.

**GA 5:** *Communication Skills*

Listens and speaks effectively with intent knowledge of the subject matter and is convincing at individual, social and research setting.

**GA 6:** *Learning and the Application*

Learnt journalistic principles are applied to personal, social, and organizational issues, in the areas of media management, production and post production.

**GA 7:** *Entrepreneurship*

Theoretical, practical and production and professional skill sets are imparted to start an entrepreneurial venture like writing, reporting, editing and visual production as well as giving suitable employment.

### 3. Programme Specific Qualification Attributes

#### PSQA Vs Core attributes mapping

	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7
<b>Knowledge (K1)</b>	✓	✓	✓			✓	✓
<b>Understanding (K2)</b>	✓	✓	✓			✓	✓
<b>Application (K3)</b>		✓	✓		✓	✓	
<b>Analytical (K4)</b>		✓	✓			✓	✓
<b>Evaluation capability (K5)</b>		✓	✓	✓	✓	✓	✓
<b>Scientific or synthesis (K6)</b>	✓	✓	✓	✓	✓		✓

#### 4. 1.Vision

*To holistically develop students who would be contended and successful in dealing with the challenges at personal, professional and social level while practicing journalism.*

#### 4.2. Mission

To provide training to handle various challenges in the field of journalism

To conquer the heights of personal and professional excellence in media.

To develop students and scholars with competencies necessary to face the challenges in their fields and professional life, in turn they help others in society.

To initiate the process of creativity and imagination to reach their fullest potential.

To impart value-based knowledge through teaching and research.

### 5. Programme Objectives and Outcomes

#### Programme Educational Objectives (PEO)

**PEO 1** To develop fundamental understanding of the way media function

**PEO 2** To impart journalistic and media skills to perform in any context

**PEO 3** To train to intervene through consistent campaign to address social issues in order to mobile public opinion for a common goal.

#### Programme Specific Objectives (PSOs)

**PSO 1** To develop mass media skills

**PSO 2** To impart conceptualizing and writing skills

**PSO 3** To coach pre and post production skills

**PSO 4** To train in organizing a media production and its packaging

**Programme outcome (MA Journalism and Mass Communication):**

*On successful completion of the MA Journalism and Mass Communication programme, the students will be able to:*

PO 1 professionally develop in rendering media related services

PO 2 become media professional psychologist capable of taking up an idea for conceptualization, writing and production for distribution in any media format

PO 3 develop research competency in media research

PO 4 enable students to reflect on their interest and aptitudes to become reporter, subeditor in newspapers and magazines; radio programme producer/radio journalist; television producer, programme director and tv journalist; advertising executive, PR executive and campaign planner; work in different capacities in film production; create and design web content; act as a development communicationist

PO 5 to follow ethical principles in their life and career

PO 6 develop inquisitive abilities to know the reasons behind the social happening

PO 7 makes aware of responsibilities to society and the specific communities in which they live

PO 8 analyze the worldly phenomenon from their perspectives for a media output

PO 9 to use scientific reasoning to interpret the problems and causes of phenomenon for better reporting

**PEO Vs PO**

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
PEO1	✓	✓	✓	✓		✓		✓	✓
PEO2	✓	✓	✓	✓	✓	✓	✓		✓
PEO3	✓	✓		✓	✓	✓			

**PO Vs GA**

	GA1	GA2	GA3	GA4	GA5	GA6	GA7
PO1	✓	✓	✓	✓	✓	✓	✓
PO2	✓	✓	✓	✓	✓	✓	✓
PO3	✓	✓	✓	✓	✓	✓	
PO4	✓	✓	✓	✓	✓	✓	✓
PO5		✓	✓	✓	✓		✓
PO6	✓	✓	✓		✓	✓	✓
PO7				✓	✓		✓
PO8					✓		✓
PO9	✓	✓	✓		✓	✓	✓

## 6. Candidate's eligibility for admission

A candidate who has passed any UG (bachelors) degree [in 10+2+3 pattern] or in any pattern considered equivalent by this University or an examination of any other University accepted by the syndicate as equivalent shall be permitted to appear and qualify for the MA Journalism and Mass Communication.

## 7. Duration of the programme

The two-year full-time Master's Programme in Journalism and Mass Communication comprises of four semesters under Choice Based Credit System (CBCS).

## 8. CBCS- Structure of the Programme

The programme structure comprises of two parts.

Course Component	No. of Courses	Hours of Learning per week	Marks	Credits
<b>Semester I</b>				
Core Courses	3	12	300	12
Core Practical	1	8	100	4
Elective Course	1	4	100	4
Supportive( Swayam)	1	2	100	2
<b>Total</b>	<b>6</b>	<b>26</b>	<b>600</b>	<b>22</b>
<b>Semester II</b>				
Core Courses	2	8	200	8
Core Practical	1	8	100	4
Elective Courses	1	4	100	4
Supportive	1	4	100	4
<b>Part B (Self-learning credit courses)</b>				
Human Rights	1	2	100	2
<b>Total</b>	<b>6</b>	<b>26</b>	<b>600</b>	<b>22</b>
<b>Semester III</b>				
Core Courses	3	12	300	12
Core Practical	2	8	200	8
Elective Courses	1	4	100	4
<b>Part B (Self-learning credit courses)</b>				
-	-	-	-	-
<b>Total</b>	<b>6</b>	<b>24</b>	<b>600</b>	<b>24</b>
<b>Semester IV</b>				
Core Courses	2	8	200	8
Core Practical	2	8	200	10
Core Research project / dissertation	1	12	100	6
Elective Courses	1	4	100	4
<b>Part B (Self-learning credit courses)</b>				
<b>Total</b>	<b>6</b>	<b>32</b>	<b>600</b>	<b>28</b>
<b>Grand Total</b>				
<b>Grand Total</b>	<b>24</b>	<b>108</b>	<b>2400</b>	<b>96</b>

## 9. Curriculum structure for each semester as per course alignment

## MA (JOURNALISM &amp; MASS COMMUNICATION)

## UNIVERSITY DEPARTMENT: (CBCS PATTERN)

[For the students admitted from academic year 2021-23 and thereafter]

## Curriculum structure for each semester as per course alignment

Subject Code	Course	Title of the Paper	Hrs	Int	Ext	Total	Credits
<b>Semester I</b>							
22JMCC01	Core I	Communication Theories	4	25	75	100	4
22JMCC02	Core II	Fundamentals of Journalism	4	25	75	100	4
22JMCC03	Core III	Media, Culture and Communication	4	25	75	100	4
22JMCEP1- A 22JMCEP1- B 22JMCEP1- C 22JMCEP1- D	Elective I	A. Origin and Growth of Media B. Advertising C. Newspaper/Magazine Production D. Introduction to Science Communication	4	25	75	100	4
22JMCP01	Practical I	Professional Photography	8	40	60	100	4
SUPPORTIVE		Chosen by students from SWAYAM	2	25	75	100	2
<b>TOTAL</b>			<b>26</b>			<b>600</b>	<b>22</b>

<b>Semester II</b>							
22JMCC04	Core IV	Creativity and Design Aesthetics	4	25	75	100	4
22JMCC05	Core V	Ideologies and Contemporary Issues	4	25	75	100	4
22JMCE02- A 22JMCE02- B 22JMCE02- C 22JMCE02- D	Elective II	A. Print Journalism B. Public Relations C. Radio Program Production D. Science Communication and Open Culture	4	25	75	100	4
22JMCP02	Practical II	News Production	8	40	60	100	4
SUPPORTIVE	Chosen by students		4	25	75	100	4
Human Rights	Compulsory Paper for ALL students		2	25	75	100	2
<b>Print media Internship I</b> for 4 weeks( 30 days) duration to be undertaken by all the students for which viva voce will be conducted in the 3 <sup>rd</sup> semester							
<b>Total</b>			<b>26</b>			<b>600</b>	<b>22</b>

<b>Semester III</b>							
22JMCC06	Core VI	Media Business Management	4	25	75	100	4
22JMCC07	Core VII	Communication Research Methods	4	25	75	100	4
22JMCC08	Core VIII	Film Appreciation	4	25	75	100	4
22JMCE03-A 22JMCE03-B 22JMCE03-C 22JMCE03-D	Elective III	A. Television Journalism B. Marketing C. Television Program Production D. Video Production for Science Communication	4	25	75	100	4
22JMCP03	Practical III	Print Media Training/ Internship		40	60	100	4
22JMCP04	Practical IV	New Media Content Production	8	40	60	100	4
<b>TOTAL</b>			<b>24</b>			<b>600</b>	<b>24</b>
<b>Lab Journal</b> Begins in this semester and will run through to the fourth semester for evaluation at the end of the final year.							
<b>Electronic media/Media Production House Internship 2</b>							

for 4 weeks (30 days) duration to be undertaken by all the students for which viva voce will be conducted at the end of the final year.

Semester IV							
22JMCC09	Core IX	Strategic Communication	4	25	75	100	4
22JMCC10	Core X	Indian Constitution and Media Laws	4	25	75	100	4
22JMCE04 – A 22JMCE04 – B 22JMCE04 – C 22JMCE04 – D	<b>Elective IV</b>	A. Digital Journalism B. Corporate Communication C. New Media Content Production D. E Content Production for Science Communication	4	25	75	100	4
22JMCP05	<b>Practical V</b>	Electronic Media Training/ Internship II		40	60	100	4
22JMCP06	<b>Practical VI</b>	Lab Journal	8	40	60	100	6
22JMCP01	<b>Project</b>	Research Project	12	40	60	100	6
<b>TOTAL</b>			<b>32</b>			<b>600</b>	<b>28</b>

## 10. Credit and marks structure for each semester as per course alignment

Total number of credits and marks						
Course	No of courses	Core	Elective	Supportive/ Swayam/ Compulsory/	No of credits	Total marks
<b>Semester 1</b>	<b>6</b>	<b>3+1</b>	<b>1</b>	<b>1</b>	<b>22</b>	<b>600</b>
<b>Semester 2</b>	<b>6</b>	<b>2+1</b>	<b>1</b>	<b>1 +1</b>	<b>22</b>	<b>600</b>
<b>Semester 3</b>	<b>6</b>	<b>3+2</b>	<b>1</b>	<b>-</b>	<b>24</b>	<b>600</b>
<b>Semester 4</b>	<b>6</b>	<b>2+2+1</b>	<b>1</b>	<b>-</b>	<b>28</b>	<b>600</b>
<b>Grand total</b>	<b>24</b>	<b>17</b>	<b>4</b>	<b>3</b>	<b>96</b>	<b>2400</b>

## 11. Credit Calculation

Method of teaching	Lecture	Tutorial / Demonstration	Practical/Internship/ self-Learning
<b>Hours</b>	1	1	2
<b>Credits</b>	1	1	1

### 11.A. Allocation of credits as per TANCHE

Subject	No. of Courses	Credit for Courses	Total Credits
Core including practical's	17	4-6	72
Electives/ Supportive/ Swayam / Non-major	7	4-5	24
			96

## 12. Examinations

Examinations are conducted in CBCS semester pattern. Continuous Internal assessment tests and end semester examinations are conducted during November/December for odd semesters and during April/May for even semesters. Candidates who fail to secure passing minimum marks in either theory or practical or project or internship will reappear as per university norms.

### 13. Scheme for Evaluation and Attainment Rubrics

The Continuous Internal assessment tests and end semester examination will be conducted adhering to the CBCS norms.

#### *Attainment Rubrics for Theory Courses*

Internal (Max. Marks - 25) (No Internal Minimum Evaluation of End Semester Examinations)

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

External (Max. Marks - 75) End Semester Question Paper Pattern (Theory)

Section	Approaches	Mark Pattern	K Level	CO Coverage
A	One word (Answer all questions)	20X1 = 20 (Multiple Choice	K1-K3	A
B	100 to 200 words (Answer any three out of five questions)	3 X5 = 15 (Analytical type questions)	K4	B
C	500 to 1000 words	5X8 = 40 (Essay type questions)	K1 - K4	C

### 14. Grading System

Evaluation of performance of students is based on ten-point scale grading system as given below.

Ten Point Scale			
Grade of Marks	Grade points	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction
70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
00-49	0.0	U	Re-appear
ABSENT	0.0	AAA	ABSENT

### 14. Commencement of This Regulation

This CBCS Regulation shall take effect from the academic year 2015-16, i.e., for students who are to be admitted to the first year of the course during the academic year 2015-16 and the OBE syllabus from the academic year 2018-19 and thereafter.

### 15. Transitory Provision

Candidates who were admitted to the PG course of study before 2015- 16 shall be permitted to appear for the examinations under those regulations for a period of three years i.e., up to and inclusive of the examination of April/May 2018. Thereafter, they will be permitted to appear for the examination only under the current regulations in force



## Semester -I

### Semester 1: 21 JMC C01- Communication Theories [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective:

1.	To understand the development of Communication Concepts, Scope, Importance, Need and Media theories and their relations with historically important events in the field of mass communication.
2.	To acquaint them with important aspects of Communication based on basic theories and models
3.	To comprehend how mass communication theories are accepted throughout society.
4.	To critically evaluate theories as applied to practical mass communication problems.
5.	To develop the knowledge on international communication

**Weeks/Instructional Hours - 12**

#### Unit I

**Communication:** Concepts, Scope, Importance, Need, Functions, Elements and Process of Communication. Levels of Communication: Intrapersonal, Interpersonal, Group Communication and Mass Communication. Interactive Communication, Verbal and Non-Verbal Communication: Types, Importance and Uses; Semiotics and Semantics. Barriers of Communication, Effective Communication, 7 C's of Communication.

#### Unit II

**Communication Models:** Aristotle's Model, Lasswell's Model, Berlo's SMCR Model, Shannon-Weaver Mathematical Model, Westley and Maclean's Conceptual Model, Wilbur Schramm's Interactive Model, Newcomb's Model of Communication, George Gerbner's Model, Dance's Helical Model, Spiral of Silence Model, Ecological Models, and Elaboration Likelihood Model.

#### Unit III

**Mass Society Theory:** Hypodermic Needle theory, Two-Step/Multi Step Flow Theory, Diffusion of Innovation, Gate Keeping. **Sociological Communication Theories:** Agenda Setting, Uses and Gratification theory, Dependency Theory, Cultivation theory, Knowledge Gap Theory. **Behavioural Theories:** Individual difference Theory, Selective Exposure, Selective Perception & Selective Retention, Balance Theory and Cognitive Dissonance Theory.

#### Unit IV

**Normative Theories of Press:** Authoritarian, Libertarian, Socialist, Communitarian, Social Responsibility, Development Media Theory, Democratic Participant Theory. **Critical and Cultural Theories:** Media Hegemony; Structuralism; Cultural Theory; Post Modernism; Feminist Media Theory; Frankfurt School. **Social Learning and Persuasion Theories:** Social Learning Theory, Attitude Theory, Reasoned Action Theory, ELM Theory.

## Unit V

**Indian and International Communication:** New Media Theories: Interactivity, Digitization and Convergence, Online Media and Network Society and their Applications, Uses and Limitations. Propaganda, Public Sphere and Opinion: Manufacturing Consent/ Propaganda Model (Chomsky& Herman). Asian Perspective of Communication: Wimal dissanayake, Bhattnayak, Chen and Mike Mass Communication and Modernization, Globalization.

### References:

1. Applied Mass Communication Theory. Rosenberry, Jack and Vicke, Lauren A. T&F. 2021
2. McQuail's Media and Mass Communication Theory. McQuail, Denis and Deuze, Mark, SAGE Publications India. Sep 2021
3. Introduction to Mass Communication. Chawla, Abhay. Pearson Publishers. Jan 2021
4. Mass Communication In India, Kumar,Keval J, Jaico Publishing House, 2018
5. Mass Communications and Media Studies: An Introduction. Paxson, Peyton. Bloomsbury Publishing. 2014
6. India's Communication Revolution, Singhal& Rogers, Sage, New Delhi. 2001.
7. Communication Theories, Serenin W and Tankard J, New York, Longman. 2000
8. Taxonomy of Concepts in Communication, Blake &Haroldsen, Hasting House, NY .1979.
9. The Process and Effects of Mass Communication, Schramm, W. & Roberts, D. F., Urbana, IL: University of Illinois Press.
10. Communication Models, Narula Uma, Atlantic Publishers and Distributor
11. Wood. Julia, T. *Communication in action – An Introduction*. Wadsworth Publishing Company, 1997.
12. McQuail, Dennis: *Mass Communication theory*. (3<sup>rd</sup> Edition), Sage Publications, New Delhi 2004.
13. Andal. N, *Communication theories and Models*, Himalaya Publishing House, Bangalore 1998
14. Schramm, W. & Roberts, D. F.,The Process and Effects of Mass Communication, Urbana, IL: University of Illinois Press.
15. Stanly S Baran and Dennis K. Davis. *Mass Communication Theory: Foundations Ferment and future*, Singapore Thomson Wads Worth. 1999.
16. Bittner, John: Mass Communication: An introduction, Prentice-Hall, New Jersey, 1980
17. Seetharam K.S: Communication and Culture- A world view. McGraw Hill, New Delhi-1991.
18. Shukla, S.K: Mass Media and Communication, Cybertech Publishing, New Delhi-2006
19. Singhal, Aravind and Rogers Evrett: India's Communication Revolution, Sage, New Delhi-2001
20. Dominick, Joseph, The Dynamics of Mass Communication, Mc Graw Hill, 1993.
21. Black, Jay: Introduction to Mass Communication, William C Brown, London, 1991
22. Fisk and John: Introduction to Communication Studies, Routledge, London, 1982
23. Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
24. Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
25. Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
26. Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi

*Assignments/class Practical: Students will be given assignments to test the relevance of the communication models and theories in their day to day life.*

**Course Outcomes (COs)**

CO1	The students acquired basic knowledge about the development of Communication Concepts, Scope, Importance, Need and Media theories and their relations with historically important events in the field of mass communication.
CO2	Students would be able to develop the differentiation between models and theories of mass communication and apply to public life
CO3	The students acquaintance the various models and ideologies of mass communication
CO4	Students analyse and discuss the uses and effects of mass and media communication in the society with various Psychological and Sociological Communication theories on the process of Formulation of Perception between myth and reality.
CO5	To Analyse the understanding and awareness of media contents/practices which affect the cultural changes and establish practical solutions to 5C's of communication and international communication

**The mapping of course outcomes with programme outcomes is tabulated as follows**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L						
CO 2		M	M	M					
CO 3				M	M	M			
CO 4					S		S	S	S
CO 5					S	S	S	S	S

S-Strong M-Medium L-Low

**On the successful completion of the course, students will be able to:**

		K1	K2	K3	K4	K5
PS0	Concepts, elements and process of communication	✓	✓	✓		
CO1	Models of communication	✓	✓		✓	
CO2	Theories of communication	✓	✓		✓	✓
CO3	Sociological and psychological implications of communication	✓	✓	✓		
CO4	Relevance of International communication theories		✓		✓	

**TOOLS FOR ASSESSMENT**

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

**Semester 1: 22JMC C02 - Core II: Fundamentals of Journalism - 4 credits [End Sem-75 + CIA-25]**

**Curriculum/Course Objective (CO):**

1.	To understand journalism and the basics of news
2.	To learn the art of writing original news articles that demonstrate a concrete understanding of professional news writing standards and news sources techniques
3.	To know the basic techniques in journalism, Finding & determining the credibility of sources and determining the news worthiness of the stories.
4.	Students should be able to explore the organizational relationship between two indispensable parts of News Reporting and Editing and to enhance journalistic skills of understand the news making process.
5.	To acquire knowledge of news reporting and writing techniques.

**Weeks/Instructional Hours – 12**

**Unit I**

**Fundamentals of News:** Concept of News, Meaning and Definition of News, News Sense, Difference between Information and News, Considerations and Essential of News, Correlation between News and Audience Profile. Functions and Principles of Journalism, **Basics of News:** Accuracy, attribution, balance and brevity, role and responsibilities of a reporter, Sub- editor, Chief Sub-editor and News editor.

**Unit II**

**News Elements and Sources:** Proximity, Prominence, Timelines, Oddity, Consequence, Conflict, Human Interest, Superlatives, Scandal, and Impact. **News Values:** Balance, Fairness, Brevity, Verification, Quotes, Attribution, News Budgeting. **News Sources:** Type of News Sources, Ethics in Cultivating News Sources, Maintaining Reference, Use RTI to Get Information, Use of Internet and Social Media.

**Unit III**

**News Reporting: Concept** and Principle of Reporting, Truth and Accuracy, Independence, Fairness and Impartiality, Humanity, Accountability. News Gathering techniques, **Types of Reporting:** Investigative, Descriptive, Interpretative and Objective Reporting. Reporting from Specialized Beats, Child and Women, Education, Crime, Political, Health, Economy, IT and Science, Parliamentary/Legislative, Sport, Defence, Court, Art and Culture, Environment Etc.

**Unit IV**

**Structure of News Report:** Headline, lead, Intro, Body, By-line, Dateline. Type Headline and leads. **Type of News:** Hard News, Soft News, Human Interest, PR News, Political News, Business News,

Regional News, Entertainment News, Foreign News, Health, Science, Technology, Sports, and Crime news.

## Unit V

**News Writing Skills:** News Writing Principle, Skills, 5W-1H and 7C, Intro and Headline Writing, News Writing Style- Inverted Pyramid, Pyramid, Feature, Radio Style, TV Style And Web Style, Interview – Type, Preparation, Questionnaire for Interview, Writing Style, Press Conference, Meet the Press, Press Briefing, Unscheduled Press Briefing, Press Releases, News Features, Importance of Story-Telling, Anecdotes, Personal Profiles, and Narratives.

### References:

1. History of Journalism in India - J. Natarajan
2. Press in India - M. Chalapati Rao
3. Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989
4. Kumar, Keval J, Mass Communication in India. Jaico, Mumbai.
5. Thakur Prof. (Dr). Kiran, Handbook of Pint Journalism, MLC University of Mass communication & Journalism
6. Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi
7. deBeer Arnold S., and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi
8. News Papers and Magazines based on current affairs.
9. David Spark: Practical Newspaper Reporting, Sage Publications
10. Alfred Lawrence Lorenz-John Vivian: News Reporting and Writing, Pearson Publications
11. Melvin Mencher: News Reporting and Writing, McGraw-Hill
12. The News Reporting manuals
13. Press Commission Report - Publication Division Govt. of India
14. Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997
15. Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998
16. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977-99, St. Martin's Press, New York, 2000
17. News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007
18. PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.
19. Feature Writing for Journalists, Sharon Wheeler, Routledge, New York.
20. News Reporting and Writing". Mencher, Melvin. MC Graw Hill, NY. 2003.
21. Harold Evans, Editing & Design (Five Volumes), William Heinemann Ltd.London, 1974.
22. Hohenberg John, The Professional Journalist, Thomson Learning, 1983.
23. Gomerly Eric k, Writing and Producing News, New Delhi, Blackwell publications, 2004.
24. Kamath M.V.,The Journalist's Handbook, Vikas Publishing, 2018.
25. Mehta D.S., Mass Communication and Journalism in India, Allied Publishers Ltd., New Delhi, 1979.
26. Kamath M.V., Professional Journalism, Vikas Publishing House Pvt Ltd, 1980.
27. Vir Bala Aggarwal, Gupta V.S, Handbook of Journalism, Concept Publishing Co 2001.
28. Raman Usha, Writing for the Media, Oxford Higher Education, 2009.
29. Stein M. L., Susan F. Paterno&R. Chris Burnett, News Writer's Handbook, Wiley Blackwell, 2006.
30. Handbook of Professional, Business & Technical Writing, and Communication and Journalism: A Reference Guide to All Kinds of Writing. AcharyaTulasi. Lulu.com, 2021.
31. Writing for Journalists (Media Skills). Swaine, Matt; Gilbert, Harriett; Allen, Gavin. Routledge; 4th edition 2021.
32. Shaping Public Opinion: How Real Advocacy Journalism(TM) Should Be Practiced. Ellis, Janice S. Authority Publishing 2021.
33. Fundamentals of Journalism: Reporting, Writing and Editing. Berner, R. Thomas. Marquette Books; Paperback edition. March 2007
34. News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007.

35. Raman Usha, Writing for the Media, Oxford Higher Education, 2009.
36. News Writer's Handbook, Stein M. L., Susan F. Paterno&R. Chris Burnett, 2006.
37. Press Commission Report - Publication Division Govt. of India.
38. India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977-99, St. Martin's Press, New York, 2000.

The mapping of course outcomes with programme outcomes is tabulated as follows

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L	L				
CO 2		M	M	M	M				
CO 3				M	M	M	M		
CO 4					S	S	S	S	S
CO 5						S	S	S	S

S-Strong M-Medium L-Low

On the successful completion of the course, students will be able to:

PSO		K1	K2	K3	K4	K5	K6
CO1	The students acquire basic knowledge to the basics of journalism and working pattern of various print media platform.	√	√			√	
CO2	The student's acquaintance the knowledge of Concept of news value to identify newsworthy stories and be able to narrate and edit them for news publication in journalism.	√	√	√		√	√
CO3	Students would be able themselves to familiarize with important aspects of Editorial structure and news reporting content in the Process of Journalism.	√		√		√	
CO4	Students will be able to develop the knowledge of skills in news/book writing editing principles and practices in journalism.		√		√		√
CO5	Students have enhanced and acquired the skills of Journalism.	√		√	√		

#### TOOLS FOR ASSESSMENT

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

**Semester 1: 21JMC C03 – Media, Society and Culture [Theory] 4 credits [End Sem-75 + CIA-25]**

Curriculum/Course Objective (CO):

1.	To make students aware of contemporary media development and challenges in India.
2.	Developing the capability to assess, criticize and appreciate the role of media in fulfilling the aspirations of people.
3.	Acquiring a basic knowledge in role and impact of Media in socio – cultural aspects.
4.	To help students gain an understanding of media analysis using various approaches towards the consumers.
5.	To explain about the media consumers and the effects of media on the consumers

Weeks/Instructional Hours – 12

**Unit I**

**Communication and Culture:** Introduction, Communications between cultures and traditions, intercultural communication and mass media, Intercultural communication and international implications, Questions of Identity and Culture, Gender, Body and the Culture of Modernity, Contesting Cultures, Techno- Culture.

**Unit II**

**Media and Society:** Definition and Concepts, Social Groups: Nature and concepts – Social behaviour – Role of media in social movements, national integration, and communal harmony – Role of media in serving marginalized groups – Social responsibility of media. The Information Society and Media.

**Unit III**

**Media and Culture:** Media & Popular Culture: Commodities - Culture and Sub-Culture -Popular texts- Popular discrimination - Politics Vs Popular Culture - Acquisition & transformation of popular culture - Media & cultural imperialism - Celebrity Culture- film industry, personality & hero-worship.

**Unit IV**

**Intercultural Communication:** Definition and Process, Philosophical and Functional Dimensions. Modern Mass Media as Vehicles of Intercultural Communication, Communication and Information as a tool of Equality and Exploitation. Political, Economic and Cultural Dimensions of International Communication. Barriers in Intercultural Communication-Religious, Political and Economic Pressures. Intercultural Conflicts

**Unit V**

**Media Literacy:** Tools and Techniques, Biases and Distortion in Media Content. Culture of Memory, the Production of Memory, The Consumption of Memory, The Politics of Memory and Media.

Narrating as Self-Fashioning, the Body Returns and Media. The Production and Consumption of the Self and Media- Gandhi’s Global Influence and Media.

**References:**

1. Media, Culture and Society. Paul Hodkinson. SAGE Publications Ltd. 2017
2. Media and Society. D. K. Gupta. Neha Publishers & Distributors. 2003
3. Media and Cultural Studies: Keyworks. Richard Collins
4. Media, Technology, and Society: Theories of Media Evolution. W. Russell Neuman. The University of Michigan Press. 2010
5. Media/cultural Studies: Critical Approaches. Douglas Kellner, Rhonda Hammer. Peter Lang Publishing. 2009
6. Aging, Media, and Culture C. Lee Harrington Lexington Books. 2014
7. Culture, Society and the Media. Michael Gurevitch. Routledge. 1982
8. Roger Silverstone, Why Study Media, Sage Publications, 1999
9. James Potter, Media Literacy, Sage Publications, 1998
10. Asa Arthur Berger, Media Analysis Techniques, Sage Publications, 1998
11. Judith Wilkinson, A guide to basic print production Book 2 Designing and producing artwork
12. The British Council in association with Intermediate Technology Publications 1985.
13. S.Marimuthu. Pugazh.M, DTP For Print Production Practical, Department of Printing Technology, Arasan Ganesan Polytechnic College, Sivakasi
14. By Joseph Marin and Julie Shaffer, The PDF Print Production Guide, GATF Press, Pittsburgh 2003.
15. Bittu Kumar, Desktop Publishing: Practical Guide To Publish Anything on Your Desktop Cloutail India 2013
16. Chuck Gehman, Print Production Workflow: A Practical Guide Paperback – 2003
17. Louise Woods, Practical Print Making: The Complete Guide to the Latest Techniques, Tools, and Materials 1996
18. Helmut Kipphan, Handbook of Print Media: Technologies and Production Methods , Springer 2001
19. David Bann, The All New Print Production Handbook 2007
20. Gavin Ambrose and Paul Harris, The Production Manual: A Graphic Design Handbook 2008
21. Steven Heller, Gail Anderson, The Graphic Design Idea Book: Inspiration from 50 Masters 2016
22. Gavin Ambrose , Paul Harris, The Fundamentals of Typography 2nd Edition 2011

**The mapping of course outcomes with programme outcomes is tabulated as follows**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L					
CO 2		M	M	M					
CO 3				M	M	M	M		
CO 4							S	S	
CO 5						S	S	S	S

S-Strong M-Medium L-Low

**Course Outcomes (COs) on successful completion of the course, the students will be able to:**

		K1	K2	K3	K4	K5
CO1	EXPLAIN the role of media in a changing global culture.	✓	✓		✓	
CO2	DETERMINE communication strategies in integrating media literacy and cultural framework of the society	✓	✓	✓		
CO3	REPORT various approaches to Media Analysis to address social	✓	✓		✓	
CO4	CORRELATE the interplay between Media and Ideology	✓		✓	✓	
CO5	EXPLAIN the effects of Mass Media on Society by theorizing the		✓		✓	✓



**TOOLS FOR ASSESSMENT**

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

**Semester 1: 22JMCEP1- A** Origin and Growth of Media  
**22JMCEP1- B** Advertising  
**22JMCEP1- C** Newspaper/Magazine Production  
**22JMCEP1- D** Introduction to Science Communication

**22JMC EP1 – A Elective I: Origin and Growth of Media**

**[ Credit 4]**

**Objectives:**

1	To learn the historical growth of Journalism
2	To identify and define various kinds of newspapers and understand how newspapers are shaped
3	To analyse the Growth of Press and Contribution of Eminent Personalities to Indian Journalism
4	To evaluate the Contribution of Important News Papers in India.
5	To learn the Ownership Pattern in India

**Unit I - History of Press in India:** Origin of Indian Press in Colonial Period – Periodicals and Newspapers - Characteristics and their Effect in the Society - Hickey’s Bengal Gazette - The Madras Courier - The Bombay Herald - Bombay Courier - Role of Press in Freedom Movement – Role of Press during Emergency - Contributions of Eminent Journalists.

**Unit II - Tamil Journalism:** Origin of Tamil Press – Early Tamil Press: *Oru Paisa Thamizhan, Kudiyarasu, Dravida Nadu, Swadheshamithran*, India, *Thamizhnadu, Murasoli, Dhesapakthan, Navashakthi, Dhinamani, Thanthi, Anandha Vikatan* - Ideologies of Tamil Periodicals – Tamil Journalism during Freedom Struggle and Emergency Rule - Trends of contemporary Tamil Press.

**Unit III- Media in Independent India:** History of Language Press in the pre and Post-Independence era - Eminent Journalists in Pre and Post-Independence era - Radio: History of AIR, Evolution of Programming, Privatization of Radio Broadcasting, FM, Community Radio. - Television: History of Doordarshan, SITE, Privatization of TV, Regulatory Mechanism

**Unit IV - Introduction to Global Media:** Role of News Agencies in Global Media - Evolution and Functions of News Agencies in Indian Press - Reuters, AP, ANI, PTI, UNI - A Short History of Political Propaganda - Nazi Propaganda - Radio and International Communication - Media During World War - The Cold War - Diplomacy and Media - Media Hegemony and Homogenization

**Unit V -:** Types and Patterns: Cross Media, Conglomerate, Chain, Partnership - Ownership of Newspapers, News Channels and Digital Media in India - Establishment and its Conflicts - News pool.

**References:**

1. Mehta, Alok. Power, Press and Politics Half a century of Journalism and Politics. (2021). Bloomsbury India Publications. ISBN 9789383867718
2. Burns, Lynette Sheridan. Understanding Journalism. (2013). Sage Publications. ISBN 9788132113638
3. John P. Uyemura. Journalism Principles and Practice. Cengage Learning Publications. ISBN 9788132102311
4. Daniela V. Dimitrova. Global Journalism Understandins World Media Systems. (2021). Rowman and Littlefield. ISBN 9781538146859
5. Dash, Ajay. Basic Concept of Journalism. Discovery Publishing. ISBN 9788183562980
6. Gosh, Subrato. Growth of Electronic Media. Adhyayan Publishers and distributors. ISBN 9788184350562
7. Basu, N. Mass Media Origin and Development. (2007)Commonwealth Publishers. ISBN 9788131100318
8. Vokes Richard. Media and Development. (2017). Routledge Publications. ISBN 978041545543
9. Pooley, Jefferson et.al. The History of media and Communication research. (2008). Peter Lang International Academic Publishers
10. Balbi, Gabriele. A history of digital media. Taylor and Francis. ISBN 9781138630222

**On the successful completion of the course, students will be able to:**

PSO		K1	K2	K3	K4	K5	K6
CO1	The students acquire basic knowledge to the basics of journalism and historical growth of Journalism	✓	✓			✓	
CO2	The student's acquaintance the knowledge of Concept of various kinds of newspapers and understand how newspapers are shaped	✓	✓	✓		✓	✓
CO3	Students would be able themselves to familiarize with important aspects of Editorial structure and Growth of Press and Contribution of Eminent Personalities to Indian Journalism content in the Process of Journalism.	✓		✓		✓	
CO4	Students will be able to develop the knowledge of skills in news/book editing principles and practices in journalism.		✓		✓		✓
CO5	Students have enhanced and acquired the skills of Ownership Pattern in India	✓		✓	✓		

**TOOLS FOR ASSESSMENT**

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

## 22JMC EP2 - Elective I: Newspaper and Magazine Production – [ credits 4]

### Objectives:

1	To Overview the types and functions of Newspapers and Magazines
2	To identify the planning and formats of Newspaper and magazine Production process
3	To understand the types of Layout
4	To Understanding Design Elements and Parts of newspaper and magazine
5	To learn ICT Application in Newspaper/Magazine Production

### Unit-1

**An Overview-** Meaning and Brief History of Newspapers and Magazines – Types, Classification - Editorial Policy, Mission Statements, House Style, Editorials- Editors qualifications, Responsibilities and functions – Circulation Global (How it Came into being International Newspapers/Magazines, - Growth of Image in India, Examples of Some Global and Indian Images) and Indian Scenario (National, Regional, Local) etc.

### Unit-2

**Various States of Newspaper and Magazine Production:** Content gathering (Pre-press, press and post press) Content plan, Flat plan, Layout, Design, Planning Pages, Paper Used, Inserting Advts, Creative Advertisements - Cover on Cover, Flaps Etc.,)- Typography: Classification of Typefaces (Serif/Sans Serif/ Decorative etc.) Fonts; Measures, leading, kerning, tracking, units etc.,- Combination of Typefaces to achieve contrast & harmony / Alignment. Graphics principles - Importance of Info Graphics, Illustrations, Photographs - Magazine Covers - Types- Feature Cover, News Cover, Image Covers, Illustration Covers, Type Based Covers, Concept Covers Etc. Colour Printing - Processing, colour separation and Dispatch Processing – Digital printing.

### Unit-3

**Types of Layout-**Analyzing the newspaper from layout point of view Comparison between various newspaper and magazine layouts/distinguishing factors) - Modular/Brace/Contrast & Balance - Adaption of one layout over other for a purpose- Elements of Page Make-Up-Types of Page Make-Up Editing, Copy Fitting and Page Make-Up -Rough Layout - Dummy Newspaper and magazine on paper(pencil work on layout.

### Unit-4 :

**Understanding Design and Elements-**Parts of newspaper and magazine: Style Book, Total Page Concept (TPC) - Terminology, Regulars, Weekly columns, Supplements, Headline, Deck, Kicker – Over line, Quote, Pull quote, sidebar etc. Introduce about logic behind - Errors: Orphan, Widow, Dog legging etc., - Introduction about space distribution in the newspaper column & grid pattern (latitude & longitude of the paper)-Grid structure- Types of Newspapers and magazines - Broadsheet Size, Berliner, Tabloid Size, Compact Size Etc., in terms of stories, presentation, structural differences -Types of paper/ surface nature/ Weight/ std sizes.

### Unit-5

**ICT Application in Newspaper/Magazine Production:** Introduction to design software both standard licensed and open sources applications, (page maker, Photoshop, In Design, illustrator, Gimp, coral draw and quark express etc., - Runaround, Inset, Box colour & Tone, Frame, Linking, Shortcuts & keys, Style Sheets, Colour palate, Measurement bar- Pagination & page set up, Guiding on print ready copy / cut marks etc - to improve visual appeal as well as organized layout.

Newspaper / Magazine Printing, Distribution and Challenges of Militating in Newspaper and Magazine Production.

**(Lecture, Analysis in Group, Presentation and Hands on Training)**

**References:**

1. Newspaper Layout & Design: Darylr & Moen Surjeet publication
2. Visual Journalism: Rajesh Pandey Adhyayan publication
3. Editorial Art & Design Randy Stano Miyami Herald
4. The Magazine Handbook: NcKay J. Routledge
5. Handbook of Magazine Publishing, 4th edition. Stamford, CT: Cowles Business Media (1996).
6. The Magazine Publishing Industry. Boston: Allyn & Bacon. (1997).
7. Magazine Publishing. Lincolnwood, IL: NTC/Contemporary Publishing Group (2000).
8. The Magazine: Everything You Need to Know to Make It in the Magazine Business, 4th edition. Pittsburgh: GATF Press. (1998).
9. The Editor in Chief: A Practical Management Guide for Magazine Editors. Ames: Iowa State University Press. (1997).

**On the successful completion of the course, students will be able to:**

		K1	K2	K3	K4	K5	K6
C01	The students gained knowledge about types and functions of Newspapers and Magazines	✓		✓			✓
C02	The student's acquaintance of planning and formats of Newspaper and magazine Production process	✓	✓		✓		✓
C03	Students would be able to identify and create various types of Layout design		✓	✓	✓		
C04	Students will be able to develop knowledge of creating various Design and learned Parts of newspaper and magazine			✓	✓		✓
C05	Students have enhanced and acquired the skills on the details of newspaper production, and understood the ICT Application in Newspaper/Magazine Production			✓		✓	✓

**TOOLS FOR ASSESSMENT**

Class observation	Record work	Assignment	Attendance	Total
10 marks	20 marks	5 marks	5 marks	40 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

## 22JMC EP3 - Elective I: Advertising & Corporate Communication [CREDIT 4]

### Objectives:

1	To Overview the Definition, nature and scope of advertising, marketing, economic and societal role of advertising.
2	To identify the Classification of advertising
3	To understand the Integrated Marketing Communications and Public Relations in public and private sectors
4	To recognize the Components of a print advertisement
5	To learn think exercises and Print ad creation

### UNIT I

Definition, nature and scope of advertising; marketing, economic and societal role of advertising; functions of advertising; Advertising environment - advertiser, advertising agency and media; Advertising agency – structure and functions; types of agencies- in- house, independent, full service and specialized; latest trends in Indian advertising.

### UNIT II

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

### UNIT III

Integrated Marketing Communications-Publicity, Propaganda and Public relations; definition and relevance of PR, Public Relations in public and private sectors; Public Relations and Corporate Communications; Advertising and public relations ethics and regulations. Advertising bodies in India and their roles.

### UNIT IV

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

### UNIT V

Viz think exercises, Print ad creation.

### REFERENCES

1. S.H.H Kazmi, Satish K Batra, Advertising and sales promotion”, Excel Book, New Delhi, 2000
2. J.Vilani, G.K.Varghese, Advertising Basics”, Response books, New Delhi, 2001
3. Sean Brierley, “The Advertising and Hand book”, 2<sup>nd</sup> Edition New York, 2000

5. McGraw Hill, "Principles of advertising and IMC", 2<sup>nd</sup> Edition New York, 2000
6. John MCDonough, "Encyclopedia of Advertising", Vol. 1, 2000.

The mapping of course outcomes with programme outcomes is tabulated as follows

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L	L	L			
CO 2		M	M	M	M	M			
CO 3				M	M		M		
CO 4							S	S	S
CO 5						S	S	S	S

S-Strong M-Medium L-Low

**Course Outcomes (COs):** On successful completion of the course, the students will be able to:

		K1	K2	K3	K4	K5
CO1	Learned the overview of the Definition, nature and scope of advertising, marketing, economic and societal role of advertising.	✓	✓			
CO2	TRACE the evolution and Classification of advertising	✓	✓		✓	
CO3	DETERMINE the Integrated Marketing Communications and Public Relations in public and private sectors	✓		✓		✓
CO4	EXAMINE the Components of a print advertisement	✓		✓	✓	
CO5	DEVISE the think exercises and Print ad creation		✓			✓

#### TOOLS FOR ASSESSMENT

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

## 22JMC EP4 - Elective I: Introduction to Science Communication [Credit 4]

### Objectives:

1	To make students aware of science communication for development
2	Developing the capability to produce scientific e-content
3	Acquiring a basic knowledge in development communication for farm sciences.
4	To help students to publish science news letter.
5	To understand the Preparation of scientific E-Content

### Unit I

**Science And Communication:** Definitions of science – definitions of communication and types - Professional scientific communication - History of science -History of science in India- Forms of scientific knowledge – Emergence of modern science - Eminent scientists: their life and achievements – Recent Nobel laureates on science.

### Unit II

**Role of Science Communication:** Need for science communication - Importance and use of science communication - Public Understanding of Science (PUS) - Science popularization: programmes, organizations, individuals - Method of science - Scientific temper - Sources of scientific information and media.

### Unit III

**Communication for Development:** History and development – health and family welfare projects and initiatives of Government of Tamilnadu – Science communication for Farm Sciences – extension initiatives of farm science universities in Tamilnadu.

### Unit IV

**Sciences communication and Open Culture:** Sciences communication and Wikimedia projects – Wikimedia projects in Tamil and its science communication – open source licences – CC0, CC BY-SA, CC BY-ND, CC BY-NC, GNU 2.0 GPL – copyright – patent right – open source science and technology lexicography projects – Tamilppēlai, Tamil Wiktionary - Tamil Virtual Academy – Tamil University.

### Unit V

**Preparation of scientific E-Content:** Blogging for science – video production, audio production for science – e-content development of scientific terminologies in Tamil.

### References:

1. Jane Gregory and Steve Miller, Science in Public: Communication, Culture, and Credibility, (1998) Plenum, New York,
2. James G, Paradis and Muriel L. Zimmerman, The MIT Guide to Science and Engineering Communication. (2002) MIT Press, UK,
3. J.V. Vilanilam, Science Communication and Development in India, (1993) Sage, New Delhi,
4. <https://ta.wikipedia.org/wiki/>
5. <https://www.science.org/>
6. <https://mydictionary.in/>
7. [https://species.wikimedia.org/wiki/Main\\_Page](https://species.wikimedia.org/wiki/Main_Page)
8. [https://www.wikidata.org/wiki/Wikidata:Main\\_Page](https://www.wikidata.org/wiki/Wikidata:Main_Page)



On the successful completion of the course, students will be able to:

		K1	K2	K3	K4	K5	K6
CO1	The students gain knowledge to create and place various new elements of art work of Print production	√		√			√
CO2	The student's acquaintance of different kinds of information	√	√		√		√
CO3	Students would be able to assemble various elements of advertisements		√	√	√		
CO4	Students will be able to develop knowledge of creating various content for print media			√	√		√
CO5	Students have enhanced and acquired the skills on the details of newspaper production, lay out designing in print media			√		√	√

**TOOLS FOR ASSESSMENT**

Class observation	Record work	Assignment	Attendance	Total
10 marks	20 marks	5 marks	5 marks	40 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

**Semester 1: 22JMPC P01- Professional Photography [Practical] 4 credits [End Sem-60 + CIA-40]**

**Course Objective:**

1	To inculcate students about the basic handling and usage of professional camera.
2	To help students develop essential skills and techniques for professional photography.
3	To enlighten students about the various types of photography
4	To teach in detail about various modes and techniques used in taking a photograph
5	To enhance their skills to handle various types of photography

**List of Practical/Exercise**

1. Nature Photography
2. Silhouette
3. Portrait
4. People Photography
5. Architecture (Interior / Exterior)
6. Human Expressionism
7. Product Photography
8. Image Manipulation
9. Photo Feature
10. Photo Portfolio

**Assignments and Practical:**

The subject comprises nearly 50 exercises in various news reporting and editing aspects which are designed and compiled as a work book for a semester. With a view to providing adequate practice and skills in the most essential areas of contemporary journalism, assignments are to be dealt with on a day-to-day basis. The completed work book is to be submitted for the end-semester practical examination.

**Course Outcomes (COs): On successful completion of the course, the students will be able to:**

		K1	K2	K3	K4	K5	K6
CO1	ADMINISTER news outputs generated by print media for patterns in news formation.	✓		✓	✓		
CO2	DISCOVER different kinds of information found in the newspaper.	✓	✓		✓		✓
CO3	EXPRESS vocabulary related to newspapers	✓	✓		✓		
CO4	ASSEMBLE the details of newspaper production: format, story responsibility, deadlines, etc.			✓	✓		✓
CO5	ANALYSE the importance of the structure of a newspaper and improve their news writing skills.	✓		✓		✓	

**TOOLS FOR ASSESSMENT**

Class observation	Record work	Assignment	Attendance	Total
10 marks	20 marks	5 marks	5 marks	40 marks
Course Designed By		Checked by	Verified By HOD	Approved by
Names				
Signature				

## Semester-II

### Semester 2: 22JMCC04 - Creativity and Design Aesthetics [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

1.	To explain meaning, aspects and stages of creativity.
2.	To describe the tests to measure creativity and relate it with intelligence.
3.	To understand the basics of Design aesthetics
4.	To acquire the knowledge in the relationships between Creative design and Human psychology
5.	Students would be able to explore the knowledge on Perception and Semiotics and Saussure's model of semiotic and the Branches of semiotics

**Weeks/Instructional Hours – 12**

#### Unit I

Creativity: Definitions - Conceptualizations of Creativity - - Understanding Creativity – Domain - Stages of Creativity - Creativity and Intelligence - Measurement of Creativity - Creativity in Different Fields – Creativity and Human Psychology – Lateral thinking: definition & concept – Lateral thinking Vs Vertical thinking

#### Unit II

Theories and approach: Confluence Theory of Creativity – Componential Theory of Creativity – Psychoanalytic approach – Behaviouristic approach – Cognitive approach – Humanistic approach – Differential approach.

#### Unit III

Design Elements: Dot - Line – Shape – Form – Texture – Patterns - Space – Balance – Proximity – Contrast – alignment - Colour: Hue, Saturation, Colour Theory (Additive and Subtractive) – Text: Typography: Fonts (Sheriff and Sans Sheriff), Calligraphy – Layout : Layout process, Types of Layout.

#### Unit IV

Principles of Design: Directional Principles: Repetitions, Parallelism, Sequence, Alteration, Gradation, Transition, Radiation, And Rhythm – Highlighting Principles: Concentrism, Emphasis – Synthesizing Principles: Proportion, Scale, Harmony, and Unity – Movement – Variety.

#### Unit V

Perception and Semiotics: Perception: Definition, concept and types – Illusion: Definition, basics and types – Gestalt theory – Gestalt principles – Semiotics: Definition, concept – Sign, Symbol and code – Saussure's model of semiotic – Branches of semiotics

#### References:

1. Brain and Art from Aesthetics to Therapeutics. Colombo, Bruno. Springer Nature Switzerland AG. 2020
2. Cleaver Phill, what they didn't teach you in design school illex press 2019
3. Phill, what they didn't teach you in design school illex press 2019
4. Hiteshi Bharat and Ahuja Cha Ranjit, Print journalism: A complete book of Journalism. Lighting 'Source, 2016.

5. Dana Anderson Charles a Charles, The Art of Newspaper Making, Wentworthpress,2016.
6. Wayne Collins et.al, Graphic Design and Print Production Fundamentals, Bcampus,2015.
7. Tim Harrower and Julie Elman, Newspaper Designers Hand book 7th Edition,2013.
8. Tim Harrower, The newspaper Designers Hand book, Mac Graw Hill. Digitized 2009.
9. KeebleRichad, The Newspaper Hand book, Routledge;4th edition 2005.
10. N. N. Sarkar, Art and Production, Sagar Publishers, New Delhi, 2001.

The mapping of course outcomes with programme outcomes is tabulated as follows

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L	L	L			
CO 2		M	M	M	M	M			
CO 3				M	M		M		
CO 4							S	S	S
CO 5						S	S	S	S

S-Strong M-Medium L-Low

Course Outcomes (COs):On successful completion of the course, the students will be able to:

		K1	K2	K3	K4	K5
CO1	CONSTRUCT creative and innovative media planning strategies in advertising consumer	√	√			
CO2	TRACE the evolution of Corporate Communication and its expanded role in organizational and marketing communication.	√	√		√	
CO3	DETERMINE consumer behavior in terms of perception, attitude and learning towards decision making in product purchases.	√		√		√
CO4	EXAMINE the concepts and principles of Advertising	√		√	√	
CO5	DEVISE the Corporate communication plan and articulate the Corporate communication		√			√

#### TOOLS FOR ASSESSMENT

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

**Semester 2: 22JMC C05 - Ideologies and Contemporary Issues [Theory] 4 credits [End Sem-75 + CIA-25]**

Curriculum/Course Objective (CO):

1.	To Know the historical traces of Human Race and its ideologies
2.	To understand the political perspectives of various ideologies
3.	To study the contemporary approaches prevailing ideological practices
4.	To acquire knowledge in solving the problems related to ideological practices
5.	To help students apply the principles of intrapersonal communication in collaborative production work.

**Unit I**

**Ancient Philosophies:** Definition and concepts; politics and justice – Ancient schools: Socrates; Plato; Aristotle; Alexander – Religious practice vs. philosophies – Theories: Socratic ethics; Plato’s Critics and defence – Ancient Philosophies of India: Jainism, Buddhism, Ajiivikam, Anjanam, Charakavam and Hinduism

**Unit II**

**Political Philosophies:** Communism: Principles and concepts – Communism Theory – Contribution: Karl Marx, Engels, Lenin – Socialism and Capitalism - Soviet Union – USSR – Soviet Media: Print and Cinema – Communism and contemporary issues – Dravidiam: Definition of Dravidians: Indo – Aryan race theories – Contributions of Ellis, Caldwell - Contributions of Ayothidasa Pandithar , Thanthai Periyar -Formation Justice party - Self-respect Movement – Formation of Dravida Kazhagam and Dravida Munetra Kazhagam (DMK).

**Unit III**

**Philosophies in Academia:** Five positions of Philosophies: Ethics, Aesthetics, Politics, Epistemology, Metaphysics – Academic Philosophers: Saussure, Sigmund Freud – Lucan – Terada – Noam Chomsky – Schools of Academic Philosophies: Structuralism, Behaviourism, Modernism and Post Modernism, Functionalism, Surrealism.

**Unit IV**

**Subaltern Ideology:** Subaltern: Meaning, concept and principles – Basic concepts: Exclusion, Inequality, Hegemony, Alienation and Discrimination- Subaltern methodology – Subaltern studies: Gender, Minority, Scheduled caste, Tribes - Philosophers: Dr. B R Ambedkar and followers

**Unit V**

**Ideology in the media sphere:**Media Ownership patterns – Influence of media ownership and its ideologies – Media and its ideological approaches, Media manifestations of racial, communal, caste, geographical and linguistic conflicts.

**References:**

1. Investigating the Relationship between Aristotle’s Eudemian and Nicomachean Ethics. Giulio Di Basilio. Rutledge Publications. 2022
2. Oxford Studies in Ancient Philosophy. Victor Caston. Oxford University Press. 2022
3. Ancient philosophy. Julia Annas. 200
4. The Communist Manifesto.Karl Marx, Friedrich Engels

5. Communism and the Conscience of the West. Fulton J. Sheen. Cluny Medi. 2021
6. The Rise and Fall of Communism. Archie Brown. RHUK. 2010
7. Dravidians: On The Original Inhabitants of Bharatvarsha or India. Gustav Oppert. Gyan Publishing House. 2020
8. The Dravidian Model: Interpreting the Political Economy of Tamil Nadu. Kalaiyaran A. ,Vijayabaskar M. Cambridge University Press. 2021
9. Subaltern Discourses. T Deivasigamani. MJP Publishers. 2021
10. Subaltern Historiography: A Reader. David C I Joy. Indian Society for Promoting Christian Knowledge. 2021
11. Chatterji. P.C., Broadcasting in India, Sage publications, New Delhi, 1991.
12. Maloney, Martin J. & Rubenstein, Paul Max, Writing for the Media, Allyn & Bacon; Subsequent edition, 1988.
13. Rao B.S.S., Television for Rural Development, Concept Publishers, NewDelhi, 1992.
14. Luthra H.R., Indian Broadcasting, Publications Division, Min. of I& B, 2016.
15. Lynee S. Gross, Tele Communication- An Introduction to Radio, Television and other Electronic Media, W.C. Brown; 2nd edition, 1986.
16. Srivastava K.M., Radio and TV Journalism, Sterling Publications Pvt. Ltd.,New Delhi, 1989.
17. Shukla, A.S, Handbook of Journalism and Mass Communication, RajatPublications, New Delhi, 2009.

The mapping of course outcomes with programme outcomes is tabulated as follows

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L					
CO 2		M	M	M					
CO 3				M	M	M	M		
CO 4							S	S	
CO 5						S	S	S	S

S-Strong M-Medium L-Low

Course Outcomes (COs)On successful completion of the course, the students will be able to:

		K1	K2	K3	K4	K5
CO1	EXPLAIN about radio as different from other media.	√	√		√	
CO2	DETERMINE radio news writing and the ability to effectively apply oral presentation techniques	√	√	√		
CO3	insight about the functions of newsroom in TV channels	√	√		√	
CO4	TV news presentation skills	√		√	√	
CO5	Apply the principles of intrapersonal communication in collaborative production work.		√		√	√

#### TOOLS FOR ASSESSMENT

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

**Semester 2: Elective II - 4 credits [End Sem-75 + CIA-25]**

**22JMCE02- A** - Print Journalism

**22JMCE02- B** - Public Relations

**22JMCE02- C**- Radio Program Production

**22JMCE02- D**- Science Communication and Open Culture

**The detailed syllabi will be framed and uploaded as and when required in the concern semester**

**Semester 2: 22JMC P02 - News Production [Practical] 4 credits [End Sem-60 + CIA-40]**

**Course Objective:**

1	To introduce the basics of news content production
2	To inculcate the knowledge and understand the various elements of news in different media
3	To acquaint them with important aspects of news converges for different media
4	To acquaint students to develop the knowledge, skills and content production for altered news media
5	To learn the designs and techniques to upload in digital media

**Student has to publish the following Practical/Exercise on New Media content productions**

1. Basics of news production for radio.
2. Editing techniques for news for radio.
3. News production techniques(Editing, writing and vice versa ) for Television news .
4. Editing techniques of audio to visual and visual to audio.
5. News production techniques for Web/Blog
6. News uploading in the various digital platform including social media
7. Prioritization of News for different media platform
8. Designing techniques of News bulletin for different media platform

Course Outcomes (COs): On successful completion of the course, the students will be able to:

		K1	K2	K3	K4	K5
CO1	DEVELOP basics of news content production	√	√	√		
CO2	GENERALIZE the various elements of news in different media	√	√		√	
CO3	EXPLORE the important aspects of news converges for different media		√	√	√	
CO4	UNDERSTAND the meaning of content production for altered news media	√	√		√	
CO5	DESIGN the various techniques to upload in digital media		√		√	√

**TOOLS FOR ASSESSMENT**

Class observation	Record work	Assignment	Attendance	Total
10 marks	20 marks	5 marks	5 marks	40 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			



## Semester-III

### Semester 3: 22JMC C06 - Media Business Management [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

1.	To understand the basics of Media Business Management
2.	To Know the types of Media Ownership and its impacts
3.	To solve practical problems in the real life situations.
4.	To understand the strategies in media marketing.
5.	To give a clear vision to the students about the Structure and Functions of Media Economics

Weeks/Instructional Hours – 12

#### Unit I

**Media Business:** Definitions - Characteristics & Types of Marketing - Marketing Mix- concept & Elements - Marketing & Globalization - New trends in Marketing - Target Marketing- definition & characteristics - Marketing Strategic- Indian, Global brands & Market perception.

#### Unit II

**Marketing Communication:** Definition, Concept and Scope - Communication web - Web communication network - integrated communication mix: benefits, barriers, golden rules - intensive marketing communication - Marketing communications industry, ethics, responsibility and control.

#### Unit III

**Media 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 IV

**Marketing communication mix:** Tools and Application- Advertising and Strategy -Advertising messages and creative approach - traditional media - interactive media - media planning - sales promotion: foundations and approaches - methods and techniques - Public Relations - Direct Marketing - Personal sales – Exhibitions - product positioning - field marketing - packaging.

#### Unit V

**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.

**References:**

1. KohliVanita, (2003), The Indian Media Business, Sage.
2. Bagdikian Ben H, (2004), The New Media Monopoly,.Beacon Press.
3. Redmond James and Trager Robert, (2004), Balancing on the Wire: The Art of Managing Media Organizations, 2nd ed., Atomic Dog.
4. Croteau David and Hoynes, William (2001) The Business of Media, Pine Forge Press.
5. Compaine Benjamin M (2001), Who Owns the Media?., et. al., (3rd ed., KnowledgeIndustry).
6. Chomsky, Noam (2004) Media Control: The Spectacular Achievements of Propaganda; Vanguard Books, Lahore. Chapters 1&2.
7. Cleveland, Harlan (1986) Government is Information (But Not Vice Versa) Public Administration Review, Vol. 46, pp. 605-607.
8. Curran, James (2011) Media and Democracy, Routledge: London, Chapters 4 and 11.
9. Graber, Doris A., Ed, (1990) Media Power in Politics, Macmillan: New Delhi, Chapters 2:4, 3:1 and 3:3.
10. Price, Monroe (2002) Media and Sovereignty; MIT Press, London. Chapter 1&3.
11. Peter F. Drucker, The Practice of Management, Allied Publishers.
12. Lesikar and Flatley. 2005. Basic Business Communication, Tenth Edition, New Delhi: Tata McGraw Hill.
13. AIR Annual reports
14. Doordarshan Annual Reports
15. Vikas Se Bazaar Tak Internet and Web design by Pragya
16. Web Design by John Mcloy
17. Stone, Lloyed and Leslie W.Rue, Human Resource and Personnel Management Richard D. Irwin, Lllionis.
18. Event marketing & mgt – Sanjaya Singh Gaur, Sanjay V. Saggere
19. Hospitality marketing & mgt- J.M. Mrthews 1 st ed.-2006-Avishkar Publisher
20. Media & Communication Marketing mgt. –Rapuda-Himalaya Publishing House
21. Best Practices in Modern Event Mgt.-Goldblatt-, John Wiley & Sons
22. Principles & Practice of Marketing in India-Dr.C.B.
23. Leisure & Tourism events mgt & organizational Mannual 7. Tourism mgt- Weaver D, John Wiley & Sons
24. The Rowman & Littlefield Handbook of Media Management and Business. Mahoney, L. Meghan and Tang, Tang. Rowman & Littlefield Publishers 2020
25. Media Management Matters: Challenges and Opportunities for Bridging Theory and Practice. Rohn, Ulrike and Evens, Tom. Routledge 2020
26. Media Management in the Age of Giants: Business Dynamics of Journalism. Dennis F. Herrick. 2003
27. Management of Electronic Media, Alan B. Albarran, Wadsworth, USA 2010 .,
28. The Media Economy. Alan B. Albarran. Routledge. 2010.
29. Khandekar, VanitaKohli. The Indian media business. (2013) Sage Publications ISBN 9788132113560
30. Chaturvedi, B K. Media Management. Global Vision Publishing House ISBN 9788182206007

The mapping of course outcomes with programme outcomes is tabulated as follows

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L					
CO 2		M	M	M	M				
CO 3				M	M	M			
CO 4					S	S	S	S	
CO 5							S	S	S

S-Strong M-Medium L-Low

**Course Outcomes (COs):** On successful completion of the course, the students will be able to:

		K1	K2	K3	K4	K5
CO1	Students will learn about the management and administration of different media to become entrepreneur	√	√			
CO2	Understand about the principles of print media management.		√	√	√	
CO3	Students enlighten about the various Electronic media (Radio,TV and new media) management and its functions		√	√	√	
CO4	impart knowledge of Functions of Advertising Agencies			√		

C05	clear vision to the students about the Structure and Functions of PR Departments	√	√	√	√	√
-----	--	---	---	---	---	---

**TOOLS FOR ASSESSMENT**

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

**Semester 3: 22JMC C07 - Communication Research Methods [Theory] 4 credits [End Sem-75 + CIA-25]**

**Curriculum/Course Objective (CO):**

1.	To introduce students about the scope of communication research
2.	To familiarize students on the techniques of media research
3.	To teach students about the nuances of the types of media research
4.	To enable students to have an understanding of various data collection tools
5.	To give a clear vision to the students Data Presentations

Weeks/Instructional Hours – 12

**Unit I**

**Research:** Meaning, definitions, and characteristics, communication and other branches of social sciences, major landmarks of communication research, Communication research in India. Nature and scope of communication, data, constructs, variables: independent, dependent, extraneous, discrete and continuous variables, Levels of measurement: nominal, ordinal, interval and ratio

**Unit II**

**Research Process:** Arriving at Research Problem research designs, types and methods of research, Review of Literature, Formulation of Hypothesis, Population, Sample and Sampling Techniques, Sampling Procedure, Probability and Non-Probability in Sampling, Random Sampling, Complex Random Sampling, Measurement and Scaling Techniques.

**Unit III**

**Research Approach:** Qualitative - Qualitative Research Methods. Content Analysis, Discourse and semiotics analysis. Pure research and Applied research, descriptive and exploratory research Participatory Research Methods, focus groups , case studies, field observation, Quantitative Survey Surveys and Questionnaires -

**Unit IV**

**Data Collection:** Types of Data, Data collection methods: questionnaires, schedule, interview, participatory observations, case study method ,secondary data collection: historical / archival data, meta-analysis, Data Analysis, Types of hypothesis - Research questions (RQ) and hypothesis - Testing of Hypothesis - Testing mean value - Chi- square test and ANOVA technique

**Unit V**

**Data Presentations:** Data encoding, analysis and interpretation of Data, Presentation of result Descriptive statistics, Reporting the findings, thesis, chapterization of thesis, research report presentation, reference styles, bibliography, ethics in media research.

**References:**

1. American Psychological Association. (2010). Publication manual of the American Psychological Association (6th ed.). Washington, DC: Author.
2. Rubin, R. B., Rubin, A. M., Haridakis, P. M. & Piele, L. J. (2010). Communication research: Strategies and sources. (7th ed.). Boston, MA: Wadsworth.
3. Keyton, J. (2010). Communication research: Asking questions, finding answers. (3rd ed.). New York: McGraw Hill.
4. Rubin, R. B., Rubin, A., Graham, E., Perse, E., & Seibold, D. (2009). Communication research measures II: A sourcebook. (v. 2). New York: Routledge.
5. Rubin, R. B., Palmgreen, P., & Sypher, H. E. (2009). Communication research measures: A sourcebook. New York: Routledge.
6. Publication Manual of the American Psychological Association (6th ed.). (2009). Washington, D.C.: American Psychological Association. (ISBN 1-4338-0561-8, ppk).
7. Booth, W. C., Colomb, G. G., & Williams, J. M. (2008). The craft of research. (3rd ed.). Chicago: University of Chicago Press.
8. Hayes, A. F. (2005). Statistical methods for communication science. Mahwah, NJ: Lawrence Erlbaum Associates.
9. Frey, L. R., Botan, C. H., & Kreps, G. L. (2000). Investigating communication: An introduction to research methods (2nd ed.). Needham Heights, MA: Allyn & Bacon.
10. Kerlinger, F. N., & Lee, H. (2000). Foundations of Behavioral Research (4th ed.) Harcourt. (ISBN: 0-15-507897-6, Hardcover).
11. Arthur Asa Berger, Media Research Techniques, Sage Publications, New Delhi.
12. Roger D. Wimmer, Mass Media Research.
13. Wrench, et al, Qualitative Research methods for Communication, Oxford University Press.
14. Bridget Somekh, Research in Social Sciences.
15. Peter Clough, A Students Guide to Methodology

**The mapping of course outcomes with programme outcomes is tabulated as follows**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L	L	L			
CO 2			M		M	M			
CO 3				M	M	M	M		
CO 4					S	S	S	S	
CO 5						S	S	S	S

S-Strong      M-Medium      L-Low

**Course Outcomes (COs): On successful completion of the course, the students will be able to:**

		K1	K2	K3	K4	K5
CO1	To introduce students about the scope of communication research	√	√			
CO2	To familiarize students on the techniques of media research	√	√	√		
CO3	To teach students about the nuances of the types of media research		√	√		√
CO4	To enable students to have an understanding of various data collection tools		√	√		√
CO5	To give a clear vision to the students about the planning, production and execution of a communication research topic and develop a full fledged research report on the selected theme	√		√		√

**TOOLS FOR ASSESSMENT**

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

**Semester 3: 22JMC C08- Film Appreciation [Theory] 4 credits [End Sem-75 + CIA-25]**

Curriculum/Course Objective (CO):

1.	To enrich the students with the art of Film Appreciation by teaching How and Why to appreciate films
2.	To teach students about Media studies, modes of film practice, and critical approaches.
3.	To enable students to have an overview of the basic theories, ideas, and methods of Film making.
4.	To understand Film Psychology.
5.	To make the students to appreciate the Film Theories

**Unit I**

**Film and its History :** Motion picture – Birth of films – Silent films – Talkies –Hollywood cinema - World Cinema: Lumiere Brothers, George Melies, D.W. Griffith, Orson Welles - Indian Cinema: Dada SahebPhalke, Sathyajit Ray, RitwikGhatak – Tamil Cinema: Natraja Mudhaliar, Ellis R Dungan, Bheem Singh - Film as social practice.

**Unit II**

**Film Movements :** German Expressionism - Italian New-Realism - French New Wave - Dogme 95 - Film Noir –Neo Realism - Soviet Montage – Surrealism - Poetic Realism – Queer Cinema - Documentary Film Movement - British New Wave

**Unit III**

**Film and Society:** Genre: Action, Drama, Adventure, Comedy, Epic, Horror, Thriller – Ideologies: Rationalism, Soviet Cinema, Communism, Modernism, Nazism – Social Impact of film – Film as a political movement – Celebrity Culture

**Unit IV**

**Film Components:** Story - Narrative Structures – Cinematography: Angles and Shots – Editing: Linear, Non Linear and Montage - Audience: Vision and Reception – Imagery – Voyeurism - Editing and Impact - Mise En Scene – Film Language - Film Aesthetics

**Unit V**

**Film Theories:** Psycho Analytic Film Theory – Auteur Theory- Audience theory – Feminist Film theory – Marxist Film Theory - Structuralist Film Theory - Vulgar Auteurism - Formalist Film Theory–Gaze theory

## References:

1. Experiencing Cinema: Participatory Film Cultures, Immersive Media and the Experience Economy. Pett, Emma. 2021
2. Art Cinema And India's Forgotten Futures: Film And History in the Post Colony. Majumdar, Rochona. 2021
3. My Years with Apu. Ray, Satyajith. Penguin India. 2021
4. History Through The Lens. Baskaran, S Theodore. Orient Blackswan. 2018
5. The Film Appreciation Book: The Film Course You Always Wanted to Take. Piper, Jim. Allworth Press. 2014
6. History of Cinema for Beginners. Jarek Kupsc. Orient Blackswar. UK. 2011
7. Dravida Cinema. Paavendhan Ra., Subagunarajan V.M.S.. KayalKavinPadhippagam. 2009
8. Film Studies – An Introduction. Sikov Ed. 2010
9. What is Cinema?. Bazin, Andre.
10. Major film theories, An Introduction, J. Dudley Andrew. Oxford University Press. 1976
11. Naun Kleiman and Antonio Somaini, Sergie M. Eisentein, notes for General History of cinema , 2015.
12. David Bordwell and Kristin Thompson, Minding Movies, Observations on the Art, Craft and business of Film Making, 2011
13. Studying Film - Nathan Abrams, Ian Bell and Jan Udris [hodderarnold], 2001
14. James Monaco, How to read a Film: The world of Movies, Media, Multimedia: Language, History, Theory 1977.
15. Major film theories, An Introduction, J. Dudley Andrew.

The mapping of course outcomes with programme outcomes is tabulated as follows

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L	L				
CO 2			M	M	M	M			
CO 3					M	M	M		
CO 4						S	S	S	
CO 5						S	S	S	S

S-Strong M-Medium L-Low

Course Outcomes (COs): On successful completion of the course, the students will be able to:

		K1	K2	K3	K4	K5
CO1	CONNECT the students with the art of Film Appreciation by teaching and to appreciate films	√		√		
CO2	RELATE film perception in terms of its forms, reception aesthetics and interpretation.		√	√	√	
CO3	IDENTIFY the tools and techniques of Film production.			√	√	√
CO4	INDICATE the Film Psychology.			√	√	√
CO5	APPRECIATE the Film Theories	√		√		√

### TOOLS FOR ASSESSMENT

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			



**Semester 3: 22JMC P03 – Print Media Training/Internship-1 [Practical] 4 credits [End Sem-60 + CIA-40]**

Curriculum/Course Objective (CO):

1.	To introduce students about the organizational climate of a media organization
2.	To familiarize students on the tools and techniques of news gathering
3.	To teach students about the need for familiarization of the journalistic work culture
4.	To enable students to have an understanding of journalistic practices and newspapering
5.	To give a clear vision to the students about the media society and its purpose

To be undertaken for a period of minimum period of four weeks during summer vacation [150 Hours of Work experience]. Students will be attached to the print media industry on an internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The Interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry. A report and a viva voce will be complete the process of evaluation. Project reviews will be conducted during the internship project on regular intervals which should consist of

- Weekly report and daily work diary
- Final Internship Presentation
- Internship Record

All the internship records will be evaluated independently along with an external expert in the fourth semester. The students demonstrate their skills acquired in the training and provide explanation to queries made by external examiners. The internship should enable the students to secure job placement at the end of the successful completion of their training.

**Semester 3: 21 JMC P04 – New Media Content Production [Practical] 4 credits [End Sem-60 + CIA-40]**

Curriculum/Course Objective (CO):

1.	To introduce the basics of new media content production
2.	To inculcate the knowledge and understand the various elements of new media content production
3.	To acquaint them with important aspects of new media convergence
4.	To acquaint students to develop the knowledge, skills and new media content production
5.	To enhance understanding of the publishing aspects of new media content production

**Student has to publish the following Practical/Exercise on New Media content productions**

1. Basics of Blogging and its publishing techniques.
2. Editing techniques for new media.
3. Open account in Wikimedia project and understanding various projects of Wikimedia Foundation.
4. Publishing techniques of ta.wikipedia
5. Publishing techniques of Wikinews.
6. Publishing media files in commons.wikimedia.org
7. Publishing media data in wikidata.org
8. Editing practices of ta.wikisource.org
9. Designing techniques of multimedia dictionaries.
10. Publishing videos in social media.
11. Publishing audio in social media
12. SEO techniques for new media.
13. SMO for new media.
14. Open source file formats for media.
15. Licenses for new media contents.

All the above subject activities will carry marks evidenced from the submission of record work in the form of observation note/CD-DVD and upload in online by the student. There will be a viva-voce for the end semester examination and record work will be evaluated along with the programmes.

**Course Outcomes (COs): On successful completion of the course, the students will be able to:**

		K1	K2	K3	K4	K5	K6
CO1	The students gain knowledge to create and publish new media	✓	✓		✓	✓	✓
CO2	The student's acquaintance of convergence of new media content production	✓	✓	✓		✓	✓
CO3	Students will be able to develop knowledge of creating various content new media		✓	✓	✓		✓
CO4	Students would be able to know the formats of new media content	✓			✓	✓	✓
CO5	Students have enhanced and acquired the skills on the details of new media content , lay out designing of new media content	✓	✓	✓		✓	✓

**TOOLS FOR ASSESSMENT**

Class observation	Record work	Assignment	Attendance	Total
10 marks	20 marks	5 marks	5 marks	40 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

**Semester 3: Elective III - 4 credits [End Sem-75 + CIA-25]**

**22JMCE03-A - Television Journalism**

**22JMCE03-B- Marketing**

**22JMCE03-C - Television Program Production**

**22JMCE03-D - Video Production for Science Communication**

**The detailed syllabi will be framed and uploaded as and when required in the concern semester**

## Semester -IV

### Semester 4: 22JMC C09 - Strategic Communication [Theory] 4 credits [End Sem-75 + CIA-25]

#### Curriculum/Course Objective (CO):

1. To learn the basics of Strategic Communication
2. To acquire the knowledge about the dimensions of Strategic Communication
3. To Understand the types of Strategic Communications and their theoretical approach
4. To know the contemporary practices of Strategic Communication
5. To enhance understanding the media and cultural works of journalistic work for social change documentation and preservation of various folk arts of Tamilnadu

#### Unit I

**Strategic communication:** Definition, Significance and concepts- Importance of strategic communication - Characteristics of Strategic communication- Steps involved in strategic communication - Principles and Practices - Strategic communication as public domain.

#### Unit II

**Types:** publicity, branding, Propaganda, Campaign – Applications: PR writing, Celebrity culture, Crisis Management, Political or election campaign, crisis management, event planning – Ethics of Strategic communication - Public opinion formation through strategic communication - Crisis Communication

#### Unit III

**Strategic campaign:** Community organizing and Media advocacy- Methods for internal and external relations in various types of organizations - Strategies for campaign planning and ethical considerations associated with public relations

#### Unit IV

**Strategic communication foundations:** Strategic communication theories and practices, Models of strategic communication, Theories of Persuasion and Influence, Strategic planning and Campaigns for public Good.

#### Unit V

**Strategic communication Research:** Qualitative Approach, Qualitative Research Methods, Relevance of Strategic communication Research. Strategic communication Research: Basics/Quantitative Approach

#### References:

I.Aronczyk, Melissa: Living the Brand: The Identity Strategies of Nation-Branding Consultants, in: Branding the Nation. The Global Business of National Identity (2013)

- 2.Holtzhausen, Derina & Zerfass, Ansgar: Strategic Communication. Opportunities and Challenges of the Research Area, in: Holtzhausen&Zerfass (ed.): The Routledge Handbook of Strategic Communication, (2015)
- 3.Doorley, John & Garcia, Helio Fred: Crisis Communication, in: Reputation Management: The Key to Successful Public Relations and Corporate Communication (2011)
- 4.Murphy, Priscilla: Contextual Distortion. Strategic Communication versus the Networked Nature of Nearly Everything in: Holtzhausen&Zerfass (ed.): The Routledge Handbook of Strategic Communication, (2015)
5. Schultz, Majken: A Cross-Disciplinary Perspective on Corporate Branding, in: Schultz et al. (ed): Corporate Branding. Purpose/People/Process (2005)
- 6.Straubhaar, Joseph, and LaRose, Robert, Media Now: Communications Media in the Information Age (3rd Edition), (Connecticut: Wadsworth Publishing) 2010, pp. 324-68.

**The mapping of course outcomes with programme outcomes is tabulated as follows**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L					
CO 2				M	M	M			
CO 3					M	M	M		
CO 4				S	S	S	S	S	
CO 5				S	S	S	S	S	S

1. S-Strong M-Medium L-Low

**2. Course Outcomes (COs): On successful completion of the course, the students will be able to:**

		K1	K2	K3	K4	K5	K6
C01	The students gain knowledge to understand new and alternative media and social change	✓	✓		✓	✓	✓
C02	The student's acquired knowledge and understand the various alternate media and its importance	✓	✓	✓		✓	✓
C03	Students acquire knowledge on folklore of Tamilnadu and the role of journalist in social change		✓	✓	✓		✓
C04	Students would be able to know the digitization media and Open source content production	✓			✓	✓	✓
C05	Students understanding the media and cultural works of journalistic work for social change documentation and preservation	✓	✓	✓		✓	✓

CIA Test I	CIA Test II	Assignment	Seminar	Attendance	Total
5 Marks	5 Marks	5 Marks	5 Marks	5 Marks	25 Marks

Course Designed by \_\_\_\_\_ Checked by \_\_\_\_\_ Verified by HOD \_\_\_\_\_ Approved by \_\_\_\_\_  
 Names  
 Signature

**Semester 4: 22JMC C10 – Indian Constitution and Media Laws [Theory] 4 credits [End Sem-75 + CIA-25]**

Curriculum/Course Objective (CO):

1.	To introduce students about the basic structure of the Indian constitution.
2.	To familiarize students on the various laws governing media.
3.	To teach students about the provisions of some important press laws.
4.	To enable students to have an understanding of ethical issues involved in the practice of journalism
5.	To give a clear vision to the students about the various journalistic practices in the process of news and information gathering

**Unit I**

**Indian Constitution:** Origin and evolution of Indian constitution – Constitution assembly Debates - Preamble - Basic Structure & salient features of Indian constitution - Fundamental rights and duties Directive principles of state policy - Four pillars of Indian democracy – Parliamentary Privileges of Media.

**Unit II**

**Media Laws:** The Press and Registration of Books Act 1867 - The Indian Press Act 1910 - Vernacular Press Act - Working Journalists and other Newspaper Employees (Conditions of Service & Miscellaneous Provisions) Act 1955 - Copyright Act 1957 - The Press Council Act 1978 - Copyright Act - Specified Press Laws: Law of Defamation, Contempt of Courts Act 1971 & Right to Information Act 2005.

**Unit III**

**Regulating the Media Industry:** Cinematography Act 1952 - The Cine-workers and Cinema Theatre Workers (Regulation of Employment) Act 1981 - The PrasarBharati (Broadcasting Corporation of India) Act 1990 - Cable Television Networks (Regulation) Act 1995 - The Radio, Television and Video Cassette Recorder Sets (Exemption from Licensing Requirements) Rules 1997 - The Information Technology Act 2000 - Basics of Cyber laws.

**Unit IV**

**Media Authorities & Organization:** Objective & Functions - Press Information Bureau (PIB) - Directorate of Advertising & Visual Publicity (DAVP) - Indian Broadcasting Service (IBS) - Central Board of Film Certification (CBFC) -Film Division - All India Radio (AIR) -Doordarshan (DD) - Press Council of India (PCI)

**Unit V**

**Media ethics:** Role of Press & media councils - Press Ombudsman - Accountability & Independence of Media - Conflict of interest - Ethical issues: notions and debates - Resolving Ethical Dilemmas: Different Methods, Self-Regulation Vs Legal regulation Media & Human Rights Issues - Right to privacy - Sting Journalism - Yellow Journalism - Paid news - Code of Ethics - Pros and cons of Media activism.

**References:**

1. Introduction to constitution of India. Basu D.D, Lexis Nexis. 2021.
2. The constitution of India: Bare Act. Constituent Assembly of India, 2020.
3. K Nanda Sukanta, Central Law Publications, First edition, 2018
4. Development of Media and Media Law – Mittika Singal Bhushan, Aadi Publications, 2014.
5. Introduction to media Law and Ethics, Pathak Juhi p, Shipra Publications, 2014.
6. Mass Media Related Laws in India, Mansa Bancy, Books Way, 2014.
7. Journalism Ethics: Arguments and cases for the twenty-first century - Roger Patching and Martin Hirst, Routledge, 2013.
8. Journalism Ethics and Regulation (Longman Practical Journalism) - Chris Frost, Third Edition, Longman, 2011.
9. Media Law and Ethics – M. Neelamalar, Prentice Hall India Learning Private Limited, 2009
10. Press Laws and Ethics of Journalism - P.K. Ravindranath, Authors Press, 2004.

**The mapping of course outcomes with programme outcomes is tabulated as follows**

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L					
CO 2			M	M	M	M	M		
CO 3				M	M	M	M		
CO 4				S	S	S	S	S	
CO 5				S	S	S	S	S	S

3. S-Strong M-Medium L-Low

**Course Outcomes (COs): On successful completion of the course, the students will be able to:**

		K1	K2	K3	K4	K5
CO1	To introduce students about the basic structure of the Indian constitution	√	√	√		
CO2	To familiarize students on the various laws governing media	√		√		
CO3	To teach students about the provisions of some important press laws		√	√	√	
CO4	To enable students to have an understanding of ethical issues involved in the practice of journalism		√	√	√	
CO5	To give a clear vision to the students about the various journalistic practices in the process of news and information gathering		√	√		√

**TOOLS FOR ASSESSMENT**

CIA Test – 1	CIA Test – 2	Assignment	Seminar	Attendance	Total
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			



**Semester 4: 21 JMC P07- Electronic Media Training/ Internship-2 [Practical] 4 credits [End Sem-60 + CIA-40]****Course Objective:**

1.	To introduce students about the organizational climate of a electronic media organization[Radio, TV, New Media and Production Houses]
2.	To familiarize students on the tools and techniques of news gathering and programme production
3.	To teach students about the need for familiarization of the journalistic work culture in electronic media and production houses
4.	To enable students to have an understanding of journalistic practices in electronic media
5.	To give a clear vision to the students about the staff pattern, media environment and field exposure to journalistic practices in the process of news, editing, designing and /production of media content

To be undertaken for a period of minimum period of four weeks during the inter semester vacation [150 Hours of Work experience]. Students will be attached to radio, television, new media and production houses on an internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The Interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry. A report and a viva voce will be complete the process of evaluation. Project reviews will be conducted during the internship project on regular intervals which should consist of

- Weekly report and daily work diary
- Final Internship Presentation
- Internship Record

All the internship records will be evaluated independently along with an external expert in the fourth semester. The students demonstrate their skills acquired in the training and provide explanation to queries made by external examiners. The internship should enable the students to secure job placement at the end of the successful completion of their training.

**Course Outcomes (COs): On successful completion of the course, the students will be able to:**

		K1	K2	K3	K4	K5
CO1	To introduce students about the organizational climate of a electronic media		√	√	√	
CO2	To familiarize students on the tools and techniques of news gathering and programme production		√	√	√	
CO3	To teach students about the need for familiarization of the journalistic work culture			√	√	√
CO4	To enable students to have an understanding of journalistic practices in electronic			√	√	√
CO5	To give a clear vision to the students about the staff pattern, media environment and field exposure to journalistic practices in the process of news, editing, designing			√	√	√

**TOOLS FOR ASSESSMENT**

Class observation	Record work	Assignment	Attendance	Total
10 marks	20 marks	5 marks	5 marks	40 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

**Semester 4: 22 JMC P05 – Lab Journal [Practical] 6 credits [End Sem-60 + CIA-40]**

Curriculum/Course Objective (CO):

1.	To introduce students about the basic features of a lab journal
2.	To familiarize students on the various aspects of news gathering
3.	To teach students about the need for news editing
4.	To enable students to have an understanding of pagination and designing of the journal
5.	To give a clear vision to the students about the various journalistic practices in the process of news, editing, designing and production of the journal

All the student will bring out one issue of **KANNADI** the bilingual student practice journal of the Department of Journalism and Mass Communication. 4 pages in A3 size.

The student editor will assign stories edited them paginated and bring out the issue.

The students will cover all the events happening inside Periyar University campus.

They should not resort to cut and paste job from the net.

All the photography will be caption and all stories headlined.

The lab journal will be evaluated for the quality of timeliness makeup reporting, sub editing, proofreading and overall tone and value.

**Course Outcomes (COs): On successful completion of the course, the students will be able to:**

		K1	K2	K3	K4	K5
CO1	To introduce students about the basic features of a lab journal	√	√		√	
CO2	To familiarize students on the various aspects of news gathering	√		√	√	
CO3	To teach students about the need for news editing		√	√		√
CO4	To enable students to have an understanding of pagination and designing of the journal			√	√	√
CO5	To give a clear vision to the students about the various journalistic practices in the process of news, editing, designing and production of the journal			√	√	√

**TOOLS FOR ASSESSMENT**

Class observation	Record work	Assignment	Attendance	Total
10 marks	20 marks	5 marks	5 marks	40 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			

**Semester 4: 22 JMC PP1 – Research Project/Dissertation [Practical] 4 credits [End Sem-60 + CIA-40]**

Curriculum/Course Objective (CO):

1.	To introduce students about the process of media and communication research
2.	To familiarize students on the various steps in the process of identifying a research problem and developing theoretical framework
3.	To teach students about the need for review relevant literature, conduct data collection and determine a suitable methodology for undertaking media research
4.	To enable students to have an understanding of the systematic process of performing data analysis
5.	To give a clear vision to the students about the preparation of a research report

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

The research must be about or related to the subject matter of journalism or mass communication. A written dissertation of about 10000 words must be submitted by the end of the semester. The thesis will be typed in Times Roman 12 pts with 1.5 line space following APA style manual. The report will also have certificate, declaration, acknowledgement, contents page and a one page abstract in hard binding finish. It will have Introduction - Literature Review – Methodology - Data presentation and analysis - Result and Discussion - Conclusions and Recommendation – Reference – Appendices.

The report will necessarily have 50-60 pages of content. The written dissertation will be evaluated by the research guide and External Examiner, appointed by Periyar University for 60 marks with continuous internal assessment by the research supervisor for 40 marks. Viva-voce based on dissertation will be conducted by the External Examiner and the research guide. Dissertations generally follow a fairly standard structure. The following part discusses each of these in turn, and gives more detailed advice about how to prepare and write each one:

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

**Course Outcomes (COs): On successful completion of the course, the students will be able to:**

		K1	K2	K3	K4	K5
CO1	To introduce students about the process of media and communication research	√	√	√		
CO2	To familiarize students on the various steps in the process of identifying a research problem and developing theoretical framework	√	√	√		
CO3	To teach students about the need for review relevant literature, conduct data		√	√		√
CO4	To enable students to have an understanding of the systematic process of			√	√	√
CO5	To give a clear vision to the students about the preparation of a research report			√	√	√

**TOOLS FOR ASSESSMENT**

Class observation	Record work	Assignment	Attendance	Total for CIA
10 marks	20 marks	5 marks	5 marks	40 marks

Introduction and review chapters	Methodology and design	Data collection tool and sampling	Data analysis and discussion	Findings and conclusion	Reference and appendix	Total for external evaluation
10 marks	05 marks	15 marks	15 marks	10 marks	05 marks	60 marks

Course Designed By	Checked by	Verified By HOD	Approved by
Names			
Signature			