

# DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

JOURNALISM AND MASS COMMUNICATION (ELECTRONIC MEDIA)  
[5 Year Integrated Course]

## **Semester pattern**

Under

## **CHOICE BASED CREDIT SYSTEM (CBCS)**

Outcome Based Education [OBE]

## **REGULATIONS AND SYLLABUS**

Students admitted from the  
Academic Year 2022 - 2023 and thereafter



# **PERIYAR UNIVERSITY**

(NAAC A GRADE – STATE UNIVERSITY – NIRF RANK 83 - ARIIA Rank 4)

**SALEM – 636 011**

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**REGULATIONS AND SYLLABUS** for the  
 DEGREE OF MASTER OF ARTS in Journalism and Mass Communication (**ELECTRONIC MEDIA**)  
 [5 Year Integrated Course]  
**Semester pattern**  
 under  
**CHOICE BASED CREDIT SYSTEM (CBCS)**  
 (Effective from the Academic Year 2022 – 2023 and thereafter)

**REGULATIONS**

**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. Attributes**

**2.1. 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 reflects 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**

#### **5.1. 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 mobilize public opinion for a common goal.

#### **5.2. 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

#### **5.3. Programme outcome (MA Journalism and Mass Communication (Electronic Media))**

*On successful completion of the MA Journalism and Mass Communication (Electronic Media) 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** make 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. ELIGIBILITY FOR ADMISSION

A pass in Higher Secondary Examination or an Examination accepted as equivalent thereto by the syndicate (**10+2 or 10+3 year Diploma**), subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the **Master of Arts in Journalism and Mass Communication (Electronic Media)** [5 year integrated Course] **degree examination** of this university. This comprises a course of study of three and two academic years (six and four semesters) distinctly. A UG degree will be awarded **Bachelor of Arts [BA] in Journalism and Mass Communication [Electronic Media]** after the successful completion three years (Six semesters). All the papers in the first three years (Six semesters) of study will have to be passed in order to progress to the fourth year of study. Those who are unsuccessful at the end of the sixth semester [third year], will have to clear all the pending papers, and rejoin afterwards in the fourth year of study. **Master of Arts in Journalism and Mass Communication (Electronic Media)** will be awarded after the successful completion of fourth and fifth years of study.

## 7. DURATION OF THE COURSE

The course will be conducted for Five academic year in full time comprises ten semesters during the study. A separate under graduate degree will be awarded for all the successful students after the completion of the first three years of study. A post graduate degree will be awarded for all the successful students after the completion of fourth and fifth years of study. It is mandatory to complete the first three years successfully in order to move to the fourth year. Those who have not completed the first three years will have to remain out of the course and secure admission to the fourth year in the subsequent batch.

### 7.1. CBCS - Structure of the course

**7.1. a.** The Five-year integrated course shall extend over a period of three and two years comprising of six and four semesters respectively with two semesters in one academic year. On successful completion of the first three years [six semesters] a UG degree [**Bachelor of Arts [BA] in Journalism and Mass Communication (Electronic Media)**] will be awarded

### 7.1.b. Master of Arts [MA] in Journalism and Mass Communication (Electronic Media)

**Master of Arts in Journalism and Mass Communication (Electronic Media)** will be awarded after the successful completion of fourth and fifth years of study. Those who complete (pass in all papers) the first three years alone will be move to the fourth year of study. It is not possible to carry the arrears at the end of 3<sup>rd</sup> year to the 4<sup>th</sup> year of study. Those with arrears will sit out till they complete all the papers prescribed in the first three years and then join the subsequent batch like joining any other post graduate course.

### 7.2. COURSE OF STUDY

There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects. The course of study shall comprise instruction in all the subjects according to the syllabus and books prescribed from time to time. The syllabus for various subjects shall be clearly demarcated into five viable units

in each paper/subject. Part-I, Part-II, Part-III and Part-IV subjects are as prescribed in the scheme of examination. The course is distinctly demarcated as first three years of study leading to an undergraduate degree followed by the next two years of study for the post graduate degree. Those with un-cleared/ arrear papers in the first three years are not eligible to move to the fourth year of study.

## 8. EXAMINATIONS

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

### 8.1. Revision of Regulations and Curriculum

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

### 8.2. Passing Minimum

There is no passing minimum for the continuous internal assessment (CIA) component. There is a 50% passing minimum for all the end semester external examinations only. The candidate should secure 50% marks [in both internal and external put together] to be eligible in order to declare as having passed.

#### 8.2. (a). Passing Minimum – Theory

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

#### 8.2.(b). Passing Minimum – Practical

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

### 8.3. Submission of record note books for practical examinations

Candidates appearing for practical examinations should submit bonafide Record Note Books/Audio, Video CDs DVDs/ Lab journal etc., prescribed for practical examinations; otherwise, the candidates will not be permitted to appear for the practical examinations. However, in genuine cases where the students, who could not submit the record note books, they may be permitted to appear for the practical examinations, provided the Head of the department certifies that the candidate has performed the exercises prescribed for the course. For such candidates who do not submit Record Books, NO marks (zero - 0) will be awarded for record note books.

### 8.4. Question Paper Pattern

For **M.A. Journalism and Mass Communication (Electronic Media) (5-year Integrated course)** with semester system under CBCS

## 9. CBCS- Structure of the Programme

The programme structure comprises of three parts.

Course Component	No. of Courses	Hours of Learning per week	Marks	Credits
<b>Semester I</b>				
Core Courses	1	4	100	4
Core Practical	1	4	100	4
Language courses	3	12	300	9
Allied courses	1	4	100	4
Skill Based Course /NMEC	1	3	100	3
<b>Total</b>	<b>7</b>	<b>27</b>	<b>700</b>	<b>24</b>
<b>Semester II</b>				
Core Courses	1	5	100	4
Core Practical	1	4	100	4
Language courses	3	9	300	9
Allied courses	1	3	100	3
<b>Part B (Self-learning credit courses)</b>				
<b>Total</b>	<b>6</b>	<b>21</b>	<b>600</b>	<b>20</b>

Semester III				
Core Courses	1	5	100	5
Core Practical	1	5	100	5
Language courses	2	6	200	6
Allied courses	1	4	100	4
<b>Part B (Self-learning credit courses)</b>				
Value education	1	2	100	2
Skill based courses /NMEC	1	4	100	4
<b>Total</b>	<b>7</b>	<b>26</b>	<b>700</b>	<b>26</b>
Semester IV				
Core Courses	1	5	100	5
Core Practical	1	5	100	4
Language courses	2	6	200	6
Allied courses	1	4	100	4
<b>Part B (Self-learning credit courses)</b>				
Skill based courses / NMEC	1	4	100	4
Environmental Studies	1	2	100	2
<b>Total</b>	<b>7</b>	<b>26</b>	<b>700</b>	<b>26</b>
Semester V				
Core Courses	3	15	300	15
Core Practical	2	5	200	10
Skill based courses / NMEC	1	3	100	3
<b>Total</b>	<b>6</b>	<b>23</b>	<b>600</b>	<b>28</b>
Semester VI				
Core Courses	2	10	200	10
Core Practical	1	5	100	5
Skill based courses / NMEC	1	3	100	3
Project	1	5	100	5
<b>Total</b>	<b>5</b>	<b>23</b>	<b>500</b>	<b>23</b>
Semester VII				
Core Courses	3	15	300	15
Core Practical	1	5	100	5
Elective Course	1	4	100	4
<b>Part B (Self-learning credit courses)</b>				
Supportive( Swayam)	1	2	100	2
<b>Total</b>	<b>6</b>	<b>26</b>	<b>600</b>	<b>26</b>
Semester VIII				
Core Courses	2	10	200	10
Core Practical	2	10	200	10
Elective Course	1	4	100	4
Supportive Courses	1	4	100	4
<b>Part B (Self-learning credit courses)</b>				
Human Rights	1	2	100	2
<b>Total</b>	<b>7</b>	<b>30</b>	<b>700</b>	<b>30</b>
Semester IX				
Core Courses	2	10	200	8
Core Practical	1	5	100	5
Elective Course	1	4	100	4
Internship - II	1	5	100	5
<b>Total</b>	<b>5</b>	<b>24</b>	<b>500</b>	<b>22</b>
Semester X				
Core Courses	1	5	100	4
Elective Course	1	4	100	4
Project	2	16	200	16
<b>Total</b>	<b>4</b>	<b>25</b>	<b>400</b>	<b>24</b>
<b>Grand Total</b>	<b>60</b>	<b>251</b>	<b>6000</b>	<b>249</b>

## A. Allocation of credits as per TANCHE

Subject	No. of Courses	Credit for Courses	Total Credits
Language	10	3	30
Core including practical's	28	4-6	159
Electives/ Supportive/ Allied/ Swayam / Non- major	17	4-5	49
Skill Based	05	3-4	11
<b>Total</b>	<b>60</b>		<b>249</b>

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

#### MA (JOURNALISM & MASS COMMUNICATION) (CBCS PATTERN)

#### DEGREE OF MASTER OF ARTS in JOURNALISM AND MASS COMMUNICATION (ELECTRONIC MEDIA) [5 Year Integrated Course]

#### UNIVERSITY DEPARTMENT: Semester pattern under CHOICE BASED CREDIT SYSTEM (CBCS)

[For the students admitted from academic year 2022-2023 and thereafter]

#### SCHEME OF EXAMINATIONS

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

Semester I								
Subject Code	Subjects	Cre dits	Hours			Marks		
			L	T	P	CIA	End Sem	Total
21UFTA 01	Tamil-I	3	3			25	75	100
20 UENC 01	Communicative English-I	3	3			25	75	100
20 UPEA 01	Professional English - 1	3	3			25	75	100
22IJMC C01	Communication Principles & Practices (T)	4	3	1	1	25	75	100
22 IJMC P01	Presentation skills (P)	4			4	40	60	100
22 IJMC A01	Fundamentals of Graphic Design(T)	4	4			25	75	100
22 IJMC SB01	Designing Software 1 (Gimp/Photoshop) (T)	3	2	1		25	75	100
	<b>Total</b>	<b>24</b>	<b>18</b>	<b>02</b>	<b>06</b>			<b>700</b>

Semester II								
Subject Code	Subjects	Cre dits	Hours			Marks		
			L	T	P	CIA	End Sem	Total
21UFTA 02	Tamil-II	3	3			25	75	100
20 UENC 02	Communicative English-II	3	3			25	75	100
20 UPEA 02	Professional English - II	3	3			25	75	100
22 IJMC C02	Writing of Media (T)	4	2	1	2	25	75	100
22 IJMC P02	Graphic Design (P)	4			4	40	60	100
22 IJMC A02	Commercial Broadcasting (T)	3	2	1		25	75	100
	<b>Total</b>	<b>20</b>	<b>13</b>	<b>02</b>	<b>06</b>			<b>600</b>

Semester III								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
<b>21UFTA 03</b>	Tamil-III	3	3			25	75	100
<b>22</b>	Foundation English-III	3	3			25	75	100
<b>22 IJMC C03</b>	Audio visual Production (T)	5	3	1	1	25	75	100
<b>22 IJMC P03</b>	Radio Program Production Techniques (P)	5	1	1	3	40	60	100
<b>22 IJMC A03</b>	Digital Photography (T)	4	2	1	1	25	75	100
<b>22 IJMC SB02</b>	Designing software 2 (Inkscape /Corel Draw)	4	2	1	1	25	75	100
	Value Education	2	2			25	75	100
	Total	26	16	04	06			700

Semester IV								
Subject Code	Subjects	Credits	Hours			Marks		
			L	T	P	CIA	End Sem	Total
<b>21UFTA 04</b>	Tamil-IV	3	3			25	75	100
<b>22</b>	Foundation English-IV	3	3			25	75	100
<b>22 IJMC C04</b>	Advertising (T)	5	3	1	1	25	75	100
<b>22IJMC P04</b>	Audio visual Program Production (T)	5	1	1	3	40	60	100
<b>22 IJMC A04</b>	Photography (P)	4		1	3	40	60	100
<b>22 IJMC SB03</b>	Audio editing Software (T)	4	2	1	1	25	75	100
	Environment studies	2	2			25	75	100
First Internship Training in any Media/Production House in 30 days/4 weeks [to be undertaken during summer holidays]					Internship report to be evaluated in Semester V			
	Total	26	14	04	08			700

Semester V								
Subject Code	Subjects	Credits	Hours			Marks		
			L	T	P	CIA	End Sem	Total
<b>22 IJMC C05</b>	Media Literacy (T)	5	3	1	1	25	75	100
<b>22 IJMC C06</b>	Citizen Journalism (T)	5	4	1		25	75	100
<b>22 IJMC C07</b>	Folklore Communication (T)	5	3	1	1	25	75	100
<b>22 IJMC P05</b>	Advertising (P)	5			5	40	60	100
<b>22 IJMC P06</b>	First Internship Report Evaluation	5				40	60	100
<b>22 IJMC NM01</b>	Video editing Software (T)	3	2	1		25	75	100
	Total	28	12	04	07			600

Semester VI								
Subject Code	Subjects	Credits	Hours			Marks		
			L	T	P	CIA	End Sem	Total
<b>22 IJMC C08</b>	Media Laws and Ethics (T)	5	4	1		25	75	100
<b>22 IJMC C09</b>	Digital Journalism (T)	5	3	1	1	25	75	100
<b>22 IJMC P07</b>	News Production (P)	5			5	40	60	100



<b>22IJMC PRJ01</b>	Documentary Production -Project	5			5	40	60	100
<b>22 IJMC NM02</b>	Digital Marketing (T)	3	3			25	75	100
	Total	23	10	02	11			500

Semester VII								
Subject Code	Subjects	Credits	Hours			Marks		
			L	T	P	CIA	End Sem	Total
<b>22 IJMC C10</b>	Communication Theories and Models (T)	5	5			25	75	100
<b>22 IJMC C11</b>	Electronic News gathering & Reporting (T)	5	3	1	1	25	75	100
<b>22 IJMC C12</b>	Public Relations (T)	5	5			25	75	100
<b>22 IJMC P08</b>	Fundamentals of Animation (P)	5			5	40	60	100
22JMCEP1- A 22JMCEP1- B 22JMCEP1- C 22JMCEP1- D	Elective 1 A. Origin and Growth of Media B. Advertising C. Newspaper/Magazine Production D. Introduction to Science Communication	4		2	2	40	60	100
	Supportive chosen by students from SWAYAM courses	2	2			25	75	100
	Total	26	15	03	08			600

Semester VIII								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
<b>22 IJMC C13</b>	Film theories and criticism	5	3	1	1	25	75	100
<b>22 IJMC C14</b>	Alternative Media for Development Communication	5	5			25	75	100
<b>22 IJMC P09</b>	Web Design –Practical	5			5	40	60	100
<b>22 IJMC P10</b>	Short Film –Practical	5			5	40	60	100
22JMCE02- A 22JMCE02- B 22JMCE02- C 22JMCE02- D	Elective 2 A. Print Journalism B. Public Relations C. Radio Program Production D. Science Communication and Open Culture	4	4					100
	<b>Supportive</b>	4	4			25	75	100
	<b>Human Rights</b>	2	2					100
Second Internship Training in Media/Production House in 30 days/4 weeks <i>[to be undertaken during summer holidays]</i>					Internship report to be evaluated in Semester IX			
		30	18	1	11			700

Semester IX								
Subject Code	Subjects	Credits	Hours			Marks		
			L	T	P	CIA	End Sem	Total
<b>22 IJMC C15</b>	Media Research Methods	4	5			25	75	100
<b>22 IJMC C16</b>	Current Affairs and Media Issues	4	3	1	1	25	75	100
<b>22 IJMC P11</b>	Video Magazines – Practical	5			5	40	60	100
22JMCE03-A 22JMCE03-B 22JMCE03-C 22JMCE03-D	Elective 3 A. Television Journalism B. Marketing C. Television Program Production D. Video Production for Science Communication	4	4					100
<b>22 IJMC P12</b>	Second Internship Report Evaluation	5			5	40	60	100
		22	12	01	11			500

Semester X								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
<b>22 IJMC C17</b>	Immersive Journalism	4	3	1	1	25	75	100
<b>22 IJMC PRJ02</b>	Research Project/Thesis / Dissertation	8		5	3	40	60	100
22JMCE04 – A 22JMCE04 – B 22JMCE04 – C 22JMCE04 - D	Elective 4 A. Digital Journalism B. Corporate Communication C. New Media Content Production D. E Content Production for Science Communication	4		4				100
<b>22 IJMC PRJ03</b>	E- Media Portfolio Development	8			8	40	60	100
		24	3	10	12			400

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

Total number of credits and marks								
Course	No of courses	Core	Language	Skill based	Allied/Supportive/ Elective/Compulsory/	Practical	No of credits	Total marks
<b>Semester 1</b>	7	1	3	1	1	1	24	700
<b>Semester 2</b>	6	1	3		1	1	20	600
<b>Semester 3</b>	7	1	2	1	2	1	26	700
<b>Semester 4</b>	7	1	2	1	2	1	26	700
<b>Semester 5</b>	6	3		1		2	28	600
<b>Semester 6</b>	5	2			2	1	23	500
<b>Semester 7</b>	6	3			2	1	26	600
<b>Semester 8</b>	7	2			3	2	30	700
<b>Semester 9</b>	5	2		1	1	1	22	500
<b>Semester 10</b>	4	1			3		24	400
<b>Grand total</b>	<b>60</b>	<b>17</b>	<b>10</b>	<b>05</b>	<b>17</b>	<b>11</b>	<b>249</b>	<b>6000</b>

## 12. Credit Calculation

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

## 13. 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.

## 14. Scheme for Evaluation and Attainment Rubrics

### 14.1.a. THEORY – Internal Marks Distribution [CIA] (Total Marks: 25)

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

#### *Attainment Rubrics for Theory Courses*

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

Evaluation of Internal Assessment

Tests: 10 Marks [5+5]	Seminar: 5 Marks	Assignment: 5 Marks	Attendance: 5 Marks	Total: 25 Marks
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### 14.1.b. THEORY – External Marks Distribution [End Semester] (Total Marks: 75)

#### *Question Paper Pattern [End Sem] (Total Marks: 75)*

(Answer ALL questions), (Two questions from each unit)

Section/Part	Approaches	Mark Pattern	K level	CO coverage
PART – A	Multiple Choice	(20 x 1 = 20 Marks)	K1-K3	A
PART – B	250 words short answers-Analytical type (Answer ALL questions) & (One question from each unit with Either or Internal Choice)	(5 x 3 = 15 Marks)	K-4	B
PART – C	1000 words-Essay type (Answer ALL questions) & (One question from each unit with Either or Internal Choice)	(5x 8 = 40 Marks)	K1-K4	C

### 14.2. PRACTICAL Marks Distribution & Question paper Pattern for Practical [External [EA]: 60 Marks & Internal [CIA]: 40 Marks] = (Max. Marks: 100)

## 15. 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

#### **16. Commencement of this Regulation**

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

#### **17. Transitory Provision**

Candidates who were admitted to the course of study before 2018- 19 shall be permitted to appear for the examinations under those regulations for a period of **two years** i.e., up to and inclusive of the examination of **April/May 2013**. Thereafter, they will be permitted to appear for the examination only under the regulations in force

## Semester -I

Semester -I 21 UFTA 01 - **Tamil-I** [Theory] 3 credits [End Sem-75 + CIA-25

**Kj%o gUt«**

**jhY-1 :ÿifhy ÿiyi»a\$fs« ciu eil«**

### Curriculum/Course Objectives (CO):

1	ikno: fw:Ek: khzhf:fu:fSf:Fi: ikno: vf:fnatuVhw:wnidf: fw:ani:iv:
2	khzhf:fu:fSf:Fi:ikpo: vf:fpag:fspvpUe:JRitkpf:frpvkhipupa: aFipfisf: fw:api:iv:
3	aniand:wnvOitopfh:l iv:
4	khzhf:fu:fSf:Ethrni:iv: inwidtch:i:iv:
5	jw;fhy ,yf;fpag; Nqhf;FfisAk; ,yf;fzq;fisAk; khztu; mwpAkhWnra;jy;.

### ghlnehj«

j%ofhy ÿiyi»a¥ nghiFfisí« ÿiyifz\$sisí« khzt® m¿lkhWbrOEJmt®fè« gil¥gh%owiyæ ö©Ljš.

### ga«fY

1. ghuÂah® fhyªbjh£Lj%ofhy¥ òjiféijfYtiuféijiyi»a« m¿Kf¥gLxj¥gLtjhšgil¥gh%owšÂw« bgWjš.
2. bkhêa¿nthLÁªjidªÂw« mÂfçªjš.
3. jäoebkhêia¥ ÄiHæ«¿ vGjî« , òÂafiyçbrh%ofiscUthijfí« m¿ªJ bfhYšjš.

### myF-1: kuòiféijfY

- m) ghuÂah® - ngh»«w ghujK«, tU»«w ghujK«
- M) ghuÂjhr« - vGçÁí%owbg©fY
- ï) fékâ - x%oWiknacæ®äiy
- <) ehkiššféP® - mäoejª jäoebkhê
- c) f©zjhr« - mDgt«
- C) F.fnzr« - féijbaçg.....!

### myF-2: òjiféijfY

- m) eh.fhkuhr« -`òGÂ' (fW¥òky®fY)
- M) K.nkªjh - f©Ù®¥ ójifY
- ï) Á%oÃ ghYR¥Äukâ« - xU »uhkªJeÂ
- <) <nuhLjäHçg« - ghuÂf©lkhDI«
- c) m¥Jšufkh« - KJik (nea® éU¥g«)
- C) m¿lkÂ - e£òifhy« (1, 2, 7, 10, 22)

### myF-3 :ciueil

v«.v°.cja\_®ªÂ - `v©zšfY' fšifòªjfäiya«, 3, ÔdjahSbjU, Â. ef®, br«id-600 017.

### myF-4:ÿiyi»a tuyhW

- m) féijæ« tifí«, ts®çÁí«
- M) jäoeciueilæ« njh%owK« ts®çÁí«
- ï) jäoeç ÁWfijæ« njh%owK« ts®çÁí«
- <) jäoe¥ òÂdšfè« njh%owK« ts®çÁí«

c) jäoeēlfæĀ< njh%owK« ts®ćÁí«

C) ehfLŷòwéaš X® mčKf«

v) jäêšjftšbjhl®òts®ćÁ

**ghlüš:**

- 1. jäoeļji»a tuyhW - Kidt® K.tujuhr<, rh»Āamfhhbjäblšè.
- 2. jäoeļji»a tuyhW - Á%Ń ghyRŷĀukâa«, Kidt® brh.nrJgĀ,féjhgŷënfö<° br<id.

**gh®itüşfŷ**

- 1. jäoeļji»a tuyhW - bj.bgh.Ū
- 2. jäoeļji»a tuyhW - Kidt® kJ.r.ékyhdaj«, mĀuhägĀŷgf«, 78, bfhokuæbjU, ĩuhaòu«, br<id-13
- 3. òĀajäoeļji»a tuyhW- gĀŷghÁça®fŷ Á%Ń, Úygrkehg< (bjhFĀ-3)

**myF-5: bkhêĀw<**

- m) vGæJŷĀiHŪjif«
- M) bkhêKjbyGæJifŷ, İWĀ vGæJifŷ, bkOE« kajf« İt%òçdoŷgilæšjâæjæoeç brh%ofisj f©lçjš
- İ) mçéašfiyç brhšyhif«
- <) tšèd« äF«, äfhİšfŷ
- c) İyifzi Fçŷò
- C) Āwbkhêbrh%ofSifhdjäHhif«

**gh®itüşfŷ:**

- 1. m.».guajhkdh® - ešyjäoevGjnt©Lkh?ghçāiya«, 184-İ, Āufhr« rhiy, br<id-108.
- 2. ót©z< - bkhêĀw<, t®æjkh< gĀŷgf«, 141-İ, c°kh< rhiy, Ā.ef®, br<id-17.
- 3. òyt® m.r.FUrhä - jäêšĀiHfŷjé®ŷngh«, e®kjhgĀŷgf«, 10 ehdhbjU, Ā.ef®, br<id-17.

**Course Outcomes (COs)**

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

CO1	jkpo; ,yf;fpa ,yf;fzq;fs; %yk; jkpo; nkhopapd; rpwg;Gf;fisAk; jkpou; gz;ghLfisAk; khzth;fs;
CO2	jkpopy; fij> ftpij Nghd;w gapw;rpfs; nfhLj;jypd; %yk; khzth;fspilNa thrpj;jy; kw;Wk; gb;jjy; inwid_tch;iiy;
CO3	jkpo; ,yf;fzq;fisfw;wypd; %yk; khzth;fspd; vOj;JgpioePq;Fjy;.
CO4	jw;fhy ,yf;fpag; Nghf;FfisAk; ,yf;fzq;fisAk; khztu;fs; mwpe;Jelj;jy;.
CO5	khzth;fSf;FvOj;Jkw;Wk; NgRjy; gapw;rpnhfLj;jypd; %yk; khzth;fspd; NkilNgr;Rtsh;fpwJ. mth;fepd; idp;inwd; cab;fowl

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L	L						

CO2		M	M	M					
CO3				M	M	M			
CO4					S		S	S	S
CO5					S	S	S	S	S

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	jkpo; nkhopapd; rpwg;Gf;fisAk; jkpou; gz;ghLfisAk; khzth;fs; nibno;Lnfbc;Siv	√	√	√		
CO2	khzth;fspilNa thrpj;jy; kw;Wk; gbj;jy; jpwid tsh;jjy	√	√		√	
CO3	,yf;fzq;fis fw;wypd; %yk; khzth;fspd; vOj;J gpio ePq;Fjy;	√	√		√	√
CO4	jw;fhy ,yf;fpag; Nghf;FfisAk; ,yf;fzq;fisAk; khztu;fs; mwpe;J elj;jy;.	√	√	√		
CO5	khzth;fspd; Nkil Ngr;R tsh;fpwJ. mth;fspd; jdpj;jpwd; cah;fpwJ.		√		√	

**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 –I 20 UPEC01- Communicative English-I [Theory] 3 credits [End Sem-75 + CIA-25]**

**Curriculum/Course Objectives (CO)**

CO1	To improve the students listening and reading skills.
CO2	To help students to utilize digital resources effectively for their chosen fields of study.

CO3	To facilitate them to get rid of grammatical errors and speak flawlessly.
CO4	To aid them in creative & critical thinking; apply them in their writing.
CO5	To strengthen their writing skills so that they can write essays, articles in newspapers & magazines.

### Unit I (20 hours)

#### 1. Listening and Speaking

- a. Introducing self and others
- b. Listening for specific information
- c. Pronunciation (without phonetic symbols)
  - i. Essentials of pronunciation
  - ii. American and British pronunciation

#### 2. Reading and Writing

- a. Reading short articles – newspaper reports / fact-based articles
  - i. Skimming and scanning
  - ii. Diction and tone
  - iii. Identifying topic sentences
- b. Reading aloud: Reading an article/report
- c. Journal (Diary) Writing

#### 3. Study Skills - 1

- a. Using dictionaries, encyclopedias, thesaurus

#### 4. Grammar in Context

Naming and Describing

- Nouns & Pronouns
- Adjectives

### Unit II (20 hours)

#### 1. Listening and Speaking

- a. Listening with a Purpose
- b. Effective Listening
- c. Tonal Variation
- d. Listening for Information
- e. Asking for Information
- f. Giving Information

#### 2. Reading and Writing

##### 1. a. Strategies of Reading:

- Skimming and Scanning
- Extensive and Intensive Reading
- c. Reading a prose passage
- d. Reading a poem
- e. Reading a short story

##### 2. Paragraphs: Structure and Types

- a. What is a Paragraph?
- b. Paragraph structure
- c. Topic Sentence
- d. Unity
- e. Coherence
- f. Connections between Ideas: Using Transitional words and expressions
- g. Types of Paragraphs

##### 3. Study Skills II:

Using the Internet as a Resource

- a. Online search
- b. Know the keyword
- c. Refine your search
- d. Guidelines for using the Resources
- e. e-learning resources of Government of India



f. Terms to know

#### 4. Grammar in Context

Involving Action-I

- a. Verbs
- b. Concord

#### Unit III (16 hours)

##### 1. Listening and Speaking

- a. Giving and following instructions
- b. Asking for and giving directions
- c. Continuing discussions with connecting ideas

##### 2. Reading and writing

- a. Reading feature articles (from newspapers and magazines)
- b. Reading to identify point of view and perspective (opinion pieces, editorials etc.)
- c. Descriptive writing – writing a short descriptive essay of two to three paragraphs.

##### 3. Grammar in Context:

Involving Action – II

- Verbals - Gerund, Participle, Infinitive
- Modals

#### Unit IV (16 hours)

##### 1. Listening and Speaking

- a. Giving and responding to opinions

##### 2. Reading and writing

- a. Note taking
- b. Narrative writing – writing narrative essays of two to three paragraphs

##### 3. Grammar in Context:

###### Tense

- Present
- Past
- Future

#### Unit V (18 hours)

##### 1. Listening and Speaking

- a. Participating in a Group Discussion

##### 2. Reading and writing

- a. Reading diagrammatic information  
– interpretations maps, graphs and pie charts
- b. Writing short essays using the language of comparison and contrast

##### 3. Grammar in Context: Voice (showing the relationship between Tense and Voice)

**Prescribed Textbook: Communicative English - Semester – I by TANSCHÉ**

#### Course Outcomes (COs)

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

K1	CO1	Recognise their own ability to improve their own competence in using the language
K2	CO2	Use language for speaking with confidence in an intelligible and acceptable manner
K3	CO3	Understand the importance of reading for life and read independently unfamiliar texts with comprehension
K4	CO4	Understand the importance of writing in academic life
K5	CO5	Write simple sentences without committing error of spelling or grammar

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Students acquire knowledge and expertise in the four language skills.	√	√			
CO2	Students can equip listening and reading skills.	√	√			
CO3	Students develop various genres like Grammar, Composition and writing skills	√	√	√		
CO4	Students learning the literature and develops their communication skills.		√	√		√
CO5	Student sustains in this competitive world.		√	√	√	√

**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			

**Semester –I 20UPEA01- Professional English-I [Theory] 3 credits [End Sem-75 + CIA-25]**

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

1.	To develop the language skills of students by offering adequate practice in professional contexts.
2.	To enhance the lexical, grammatical and socio-linguistic and communicative competence of first year students.
3.	To focus on developing students' knowledge of domain specific registers and the required language skills.
4.	To develop strategic competence that will help in efficient communication.
5.	To sharpen students' critical thinking skills and make students culturally aware of the target situation.

#### **UNIT 1: COMMUNICATION**

Listening: Listening to audio text and answering questions - - Listening to Instructions

Speaking: Pair work and small group work.

Reading: Comprehension passages –Differentiate between facts and opinion

Writing: Developing a story with pictures.

Vocabulary: Register specific - Incorporated into the LSRW tasks

#### **UNIT 2: DESCRIPTION**

Listening: Listening to process description. -Drawing a flow chart.

Speaking: Role play (formal context)

Reading: Skimming/Scanning-Reading passages on products, equipment and gadgets.

Writing: Process Description –Compare and Contrast

Paragraph-Sentence Definition and Extended Definition-Free Writing.

Vocabulary: Register specific -Incorporated into the LSRW tasks.

#### **UNIT 3: NEGOTIATION STRATEGIES**

Listening: Listening to interviews of specialists / Inventors in fields (Subject specific)

Speaking: Brainstorming. (Mind mapping).Small group discussions (Subject- Specific)

Reading: Longer Reading text.

Writing: Essay Writing (250 words)

Vocabulary: Register specific - Incorporated into the LSRW tasks

#### **UNIT 4: PRESENTATION SKILLS**

Listening: Listening to lectures.

Speaking: Short talks.

Reading: Reading Comprehension passages

Writing: Writing Recommendations, Interpreting Visuals inputs

Vocabulary: Register specific - Incorporated into the LSRW tasks

#### **UNIT 5: CRITICAL THINKING SKILLS**

Listening: Listening comprehension- Listening for information.

Speaking: Making presentations (with PPT- practice).

Reading : Comprehension passages –Note making.

Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)

Writing: Problem and Solution essay– Creative writing –Summary writing

Vocabulary: Register specific - Incorporated into the LSRW tasks

#### **Course Outcomes (COs)**

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

K1	CO1	Recognize their own ability to improve their own competence in using the language
K2	CO2	Use language for speaking with confidence in an intelligible and acceptable manner
K3	CO3	Understand the importance of reading for life and read independently unfamiliar texts with comprehension
K4	CO4	Understand the importance of writing in academic life
K5	CO5	Write simple sentences without committing error of spelling or grammar

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Students acquire knowledge and expertise in the four language skills.	√	√			
CO2	Students can equip listening and reading skills.	√	√			
CO3	Students develop various genres like Grammar, Composition and writing skills	√	√	√		
CO4	Students learning the literature and develops their communication skills.		√	√		√
CO5	Student sustain in this competitive world.		√	√	√	√

#### 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 –I 22 IJMC C01- Communication Principles & Practices

[Theory] 4 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

1.	To introduce students to the basics of communication and enlighten them about the nature and scope of communication in day-to-day lives.
2.	To create awareness about the different kinds of communication which we come across every day and the art of persuasion.
3.	To create interest about non-verbal cues which make communication more interesting and meaningful and inspire them to practice them.
4.	To develop a critical understanding of Mass Media, its potential and impact on society.
5.	To help the students to come up with innovative ideas for effective communication and creative presentations.

### Unit 1 - Fundamentals of Communication

Components of Communication, Communication process, Characteristics of Communication, Purpose of Communication, Perception & Frame of reference: Definition and influence on communication process. Selection, organization and interpretation of messages, Semantics, Self and Communication, Culture and Communication.

### Unit 2 - Forms of Communication

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

### Unit 3 - Nonverbal Communication

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

### Unit 4 – Mass Media & Communication

Introduction to mass media: Print, Radio, TV, Films & social media- characteristics and content, Comparison of new media with traditional media, Implications of mass media with special reference to new media, Alternative media – meaning, nature and scope, Folk media – relevance in the contemporary scenario.

### Unit 5 – Exercises

Role plays to understand interpersonal communication and non-verbal communication and to improve communication skills. Presentation Exercises.

### References:

1. Communication, An Introduction, Rosenberg, Karl Erik Sage publications, New Delhi (2000)
2. International Encyclopedia of Communication (Vol 1 – 4) Oxford
3. Communicate 2 -Keith Morrow & Keith Johnson; CUP 1980
4. In at the deep end- Vicki & Hollett; OUP 1989
5. Teaching the spoken language-G. Brown and G. Yule; CUP 1983
6. Roy Barun, Beginners' Guide to Journalism and Mass Communication, V & S Publishers, Hyderabad, 2011.
7. Mass Communication Theory, Mc Quail, Dennis 4<sup>th</sup> Edition, - Sage publications, New Delhi (2000)
8. Essentials of Mass Communication Berger, Asa Arthur – Sage publications, New Delhi (2000)
9. Human Communication, fourth edition, Judy C Pearson, Paul E Nelson, McGraw Hill Education (India) Pvt Ltd, 2013.
10. Communication in English for technical students-Orient Longman 1984
11. Mass Communication and Journalism in India, Mehta D.S, Sage publications, New Delhi, 1981.

## Course Outcomes (COs)

CO1	Students will recognize the role of communication skills in everyday life.
CO2	They will understand the various forms of communication and their significance.
CO3	They will learn the nuances of non-verbal communication.
CO4	They will develop an understanding about the mass media industry.
CO5	They become knowledgeable about the communication skills; develop & practice them.

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

H- High S-Strong M-Medium L-Low

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

		K1	K2	K3	K4	K5
CO1	Basic Concepts, elements and process of communication	√	√	√		
CO2	knowledge and understand the genre and functions of Communication	√	√		√	
CO3	Theories of communication	√	√		√	√
CO4	Sociological and psychological implications of communication	√	√	√		
CO5	Relevance of 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 –I 22 IJMC P01- Presentation skills [Practical] 4 credits [End Sem-60 + CIA-40]

### Curriculum/Course Objectives

1.	To enable the students the confidence to come forward and voice their opinions in English.
2.	To become aware of the significance of effective communication skills in day-to-day lives.
3.	To understand the various contexts in which language is used and how it can be effectively used as problem solving skill.
4.	To equip students with strategies needed for effective presentation & persuasion.
5.	To impart associated technical knowledge to the students through rigorous exercises.

### List of Practical

1. Introduction of self and others.
2. Different types of questioning techniques and examples.
3. Examples for formal & Informal language use (five each).
4. Describing the given visual.
5. Story writing & telling. (1-2 pages)
6. Writing & narration of an event/incident.
7. Visualization of an abstract theme.
8. Social media language use vs literary language (examples).
9. Preparation of a resume.
10. Power Point Preparation on any topic.

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

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

### Course Outcomes (COs)

CO1	Students will learn to present themselves in public.
CO2	They will learn to overcome the obstacles of language.
CO3	They will understand the differences between formal and informal language.
CO4	They will be able to prepare an interesting bio-data about themselves.
CO5	They will be able to make presentations on any given topic.

### 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		M			S	S	S	S	H
CO 5			M		S	S	S	H	H

H – High    S-Strong    M-Medium    L-Low

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

		K1	K2	K3	K4	K5
CO1	Students develop to present themselves in public/society	√	√			
CO2	Students learnt Communication methods and exposed them to the various aspects of Mass Communication.		√	√	√	
CO3	Understanding factors in Communication and especially Mass Comm.		√	√	√	√
CO4	students to face the public fear and work in media	√	√	√		
CO5	Students overcome the obstacles of communication barriers		√		√	√

**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 –I 22 IJMC A01- Fundamentals of Graphic Design

[Theory] 4 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

CO1.	To create an awareness about the necessity for design knowledge for communication students.
CO2.	To inculcate an understanding about the principles of design and their relevance.
CO3.	To enable the students an idea about the significance of typography and images for effective communication.
CO4.	To illustrate to the students, the various phases of design process.
CO5.	To give them hands-on experience in graphic designing.

#### Unit 1 – Introduction to Graphic design

Graphic design - Definition, nature and scope in the digital era, Elements of Design – Dot, Line, Shape & Form, Texture & Color. From geometrical forms to organic forms.

#### Unit 2 – Design Principles

Principles of design - Balance, Contrast, Proportion, Rhythm, Sequence, Direction & Movement, Unity & Harmony, Gestalt's principle of visual perception. Perspectives, Space, Composition – Similarity, Continuity, Alignment, Proximity, Patterns, Emphasis.

#### Unit 3 – Typography & Images

Types of images & typefaces – terminologies and significance. Essentials of effective typography. Communication through visuals/type faces.

#### Unit 4 - Design Process

Phases in a graphic design process, Creativity, Convergent thinking, Divergent thinking, Lateral thinking, Brain storming, Visualization – meaning, process & phases, Layout – definition, process & stages.

#### Unit 5 – Viz-think exercises

Brain storming sessions to come up with innovative ideas, concepts and execution. Discussion of signage, Logos, packages, printed materials (books, flyers, magazines, newspapers), banners, album/film DVD covers etc.,

#### Reference:

Course Outcomes (COs)

CO1	Students will be able to identify the different elements of design in objects they see around them.
CO2	They will understand the principles of design and will be able to apply them.
CO3	They will become familiar with the theories of design and their relevance today.
CO4	They will comprehend the graphic design process and understand its nuances.
CO5	They will be able to apply the principles of design and create innovative products such as letter heads, visiting cards, flyers, brochures etc.,

**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							
CO 2		M	M	M					
CO 3				M	M	S			
CO 4				M	S	S	H		
CO 5					S	S	h	H	H

H – High S-Strong M-Medium L-Low

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

		K1	K2	K3	K4	K5
CO1	Students will be able to identify the different elements of design in objects they see around them.	√	√			
CO2	They will understand the principles of design and will be able to apply them.		√	√	√	
CO3	They will become familiar with the theories of design and their relevance today.			√	√	√
CO4	They will comprehend the graphic design process and understand its nuances.		√	√	√	√
CO5	They will be able to apply the principles of design and create innovative products such as letter heads, visiting cards, flyers, brochures etc.,	√	√	√	√	√

**TOOLS FOR ASSESSMENT**

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

# Semester –I 22 IJMC SB01- Design software 1 (Gimp/Photoshop)

[Theory] 3 credits [End Sem-75 + CIA-25]

## Curriculum/Course Objectives

1.	To introduce the basics of computer skills and related software with special reference to Desktop Publishing.
2.	To understand the scope of computers in designing.
3.	To provide the knowledge and skills involved in graphic communication and for the utility of computer software in the designing process.
4.	To comprehend the meaning of computer graphics and practice the technical aspects underlying computer graphics.
5.	To apply the knowledge gained through theoretical inputs into practical work such as designing visiting cards, letter heads, and other forms of communication designs in addition to making effective PowerPoint presentations.

### Unit 1- Photoshop Basics

Introduction to image editing software, Photoshop features for editing different types of image formats- Creating custom workspaces, pallets, opening images, using file browser, image magnification, viewing document information, drawing guides, setting preferences, merging images & graphics - Bitmap images, vector images, image size and resolution, scanning images, creating new images.

### Unit 2 – Color Management

Color modes & modules, Image resolution, foreground and background color, image & background emphasis, Color correction – concept, tools and process, using color picker, selecting color, eyedropper tool, swatches palette, and settings, working with Photoshop tools (selection tools, pen tool, retouching tools, blush tool, pencil tool, eraser tool, magic eraser tool, background eraser tool, filling and stroking, brush tools etc.,)

### Unit 3 – Working with Layers

Masking, image wrapping tools, alpha compositing, fluid camera rotation, file display tools, duplicating a layer, Photoshop PSD File, Photoshop PDF, TIFF, GIF, JPEG, PNG, WBMP methods.

### Unit 4 – Gimp

Image Manipulation programs, Features & Tools of Gimp - manipulating images, changing canvas style, rotating and flipping images, cropping images, blurring and sharpening images, photo retouching, image composition and image authoring, color balancing, brightness & contrast, hue/saturation, sharpening an image, levels adjustment, selection tools, transform tools, paint tools, text tool.

### Unit 5 – Exercises

Designing logos, flyers, books, covers, brochures, marketing materials etc., for businesses.

### References:

1. Adobe Photoshop CS6 Classroom in a Book - Andrew Faulkner, Conrad Chavez.
2. The Adobe Photoshop Lightroom CC book - Scott Kelby.
3. How to create stunning digital photography - Tony Northup.
4. How do I do it in the lightroom? - Tony Northup.
5. Photoshop Elements 15 for dummies - Barbara Obermeier and Ted Padova.
6. Learning Desktop Publishing Second Edition, Ramesh Bangia, Khanna Book Publishing, 2016
7. Fundamentals of Computer Graphics, Erik Reinhard, CRC press, 2015
8. The non-designers design book, Robin Williams, Peach pit press, 2014

### Course Outcomes (COs)

CO1	Students will be able to grasp the role of computers in the media industry and realize its significance.
CO2	Student's acquaintance with the essentials of MS Office applications will train them in layout preparation and page make-up.
CO3	Students become aware of the underlying principles of graphic communication and would be able to practice them while designing media messages.
CO4	Students would gain insights into the technical aspects of computer graphics, drawing, typography, working with visuals, the process of color correction, image editing and so on.
CO5	Students will be able to design a variety of communication design material such as logos, brochures etc., incorporating their knowledge in computers and designing.

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	S	S		
CO 4				M	S	S	H	H	
CO 5					S	S	h	H	H

H – High S-Strong M-Medium L-Low

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

		K1	K2	K3	K4	K5
CO1	Students grasp the role and importance of computers in the media industry	√	√			
CO2	Student's acquaintance knowledge MS Office applications and trained them layout preparation and page make-up.		√	√		
CO3	Students learnt graphic communication and practice designing media messages.			√	√	√
CO4	Students gained computer graphics, drawing, typography, working with visuals, the process of color correction, image editing and so on.			√	√	√
CO5	Students master in design a variety of communication design material such as logos, brochures etc., incorporating their knowledge in computers and designing.		√	√	√	√

### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

## Semester-II

### 21UFTA 03 - Tamil-II [Theory] 3 credits [End Sem-75 + CIA-25]

#### Curriculum/Course Objectives (CO)

1.	khzth:fSf:Erka vf:fnac:fisf: fw:an:iiv:
2.	khzth:fSf;Frpw;wpyf;fpaq;fspd; Njhw;wk; tsh;r;rpFwpj;Jfw;gpj;jy;
3.	rpWfijvOjTk; thrp;fTk; gapw;rpnhLj;jy;
4.	iknond: af:inkw:Wk: rpw:wpyf:fnaf: fhvi:inv: vOe:i Fv:fisvl:i:l \$Wiv:
5.	khzth:fSf;F ,yf;fzk; kw;Wk; fbjk; vOjgapw;;Wtpj;jy:.

Īu@lh« gUt«

jhŸ-2: ĩlĳfhŸĳi»aK« ÁWfĳĳi«

ghlnehĳf«

rkaĳĳi»ašfĳĳi« Á%œzyi»ašfĳĳi« khzt®fSĳFmčKfŸgŁJšbkhêxÂwidĳi« ÁW fĳĳĳi»a totxĳĳi« khzt®ĳF cz®xĳĳiš.

gačfŸ

1. jāoebkhêæ« tsxĳĳi« ÁwŸĳĳi« mčxĳ bhŸSjš.
2. ÁWfĳĳĳi»a« mčKfŸgŁJšŸ gŁtĳĳi \_y« gilŸgh%owšÁw« ts®jš.
3. ĳĳfzšfĳĳi f%ogĳĳi \_y« nghŁox nj®ĳfēšgšnf%oWntiythOEŸĳidŸ bgWjš.

myF-1: rkaĳĳi»ašfŸ

- m) ÂUPhdx«gaj® - njthu«- Īu@lh« ÂUKiwbghJ - `ntĳWnjhēgšf«' vdæ bjhlšF« gĳf«
- M) M@lhŸ - ÂUŸghit (11-20 ghlšfŸ)
- ĳ) ÂU\_y® - ÂUkªÂu« (ĳsikāiyahik) 10 ghlšfŸ
- <) ĳuhkèšfmoŸŸ - ÂUtUŁghKjšÂUKiwbrcidĳ fªjnfhŁĳ« (1, 6, 7, 8, 9) (5 ghlšfŸ)
- c) FzšFokªjh« rh»ò- guhguĳf©â (1-10 ghlšfŸ)
- C) f©zjhr« - ĳnaRfhéa«- ghucÁYit (8 ghlšfŸ)

myF-2: Á%œzyi»ašfŸ

- m) KxĳbhŸshæu« - nru« 10, 11, 12 ghlšfŸ nrhH«-25, 26, 27 ghlšfŸ gh©oa«-51, 52, 53 ghlšfŸ
- M) eªĳĳfy«gf« - 23, 61, 64,68 (4 ghlšfŸ)
- ĳ) KxĳĳFkhurhãŸĳĳisx jāoe- m«òèŸ gUt« (1-5 ghlšfŸ)
- <) mHf«»ŸĳisÉLöl - (1-15 f©âfŸ)
- c) fèšfªJŸguâ -ngOEKiwŸghL (213-232)
- C) mĳuhämªjhÂ - 1-5 ghlšfŸ

myF-3: ÁWfĳĳi

ÁWfĳĳiª bjhFŸò (nj®ªbjLĳfŸgŁĳÁWfĳĳĳfŸ)

1. òĳĳŸĳĳĳĳ - bršŸ«khŸ
2. F.mH»çrhä - m«gèŸò
3. b#afhªĳĳ - FUŌĳ«
4. uh#«»UZz« - ntè
5. ght©z« - beUŸòxÂUéHh
6. mnrhfãxÂu« - fzt«, kfŸ, kf«
7. ĳugšr« - mŸghĳfzi»š 35 %ghOE

- 8. ókâ - MH«
- 9. bgUkhÿKUfç - Ú® éisah£L
- 10. rªÂô® nfhéajç - jhæjhéç Phgfšfÿ

- myF-4: ÿyi»a tuyhW
- m) gçâUÂUKiwfÿ
  - M) ehyhæuæ Â»éaÿ Åugªj«
  - ï) ÂUklšfèç jäoeÿgâ
  - <) ÿyifzüşfÿ
  - c) ciuahÁça®fÿ
  - C) Á%ºçyi»ašfÿ
  - v) gÂbd© Áæj®fÿ

gh®itüşfÿ

- 1. jäoeÿyi»a tuyhW - bj.bgh.Û
- 2. jäoeÿyi»a tuyhW - Kidt® kJ.r.ékýhdªj«, mÃuhägÂÿgf« 78, bfhokuæ bjU, ÿuhaðu« brçid-600 013.
- 3. ôÂajäoeÿyi»a tuyhW- gÂÿghÁça®fÿ Á%ºÃ, Úygækehç (bjhFÂ-2)

myF-5: bkhêæÂwç

- m) gFgjcWÿÃyifz«
- M) MFbga®
- ï) jçéid, Ãwéid, brOEéid, braÿgh£Léid, ne®T%ºW, ma%ºT%ºW
- <) cl«gLbkOE
- c) kašbfhèç brh%ºfÿ
- C) ne®fhzš
- v) é©zÿg«, mYtyfi foj« vGJjš

gh®itüşfÿ:

- 1. m.».guªjhkdh® - `ešyjäoevGjnt©Lkh?’
- 2. òyt® nf. ÿisabUkhÿ. - `jäêšÃiHæçç vGJtJvÿgo?’ thdÂgÂÿgf«, 23-ï, ÔdjahS bjU, Â.ef®, brçid-17.
- 3. lhjl®. bgh%ºnfh - `jäêšehK« jtçšyhkšvGjyhç’, ó«bghêšbtëpL, 6 tJ FWiFæ bjU, milahW, brçid-20.
- 4. bt.ÿiwaçò - I.A.S. têfh£o

**Course Outcomes (COs)**

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

CO1	khzth;fs; jkpo;nkhopapd; tsj;ijg; Ngzy;>tsu;jjy;>Nkd;ikg;gLj;Jjy;.
CO2	khzth;fs; rpw;wpyf;fpaq;fisfw;wy; mjd; %yk; ntz;ghahg;igmwppjy;.
CO3	khzth;fSf;FrpWfijiagapw;Wtpg;gjd; %yk; mth;fspd; cw;WNehf;fy; kw;Wk;
CO4	jkpopd; ,yf;fpatuyhw;wpidmwptjd; %yk; khzth;fs; jkpopd; ngUikmjd;
CO5	Nkilg;Ngr;Rj; jpwd;>Neh;fhzy; jpwd;>Nghl;bj;Njh;Tf;fhdjpwd;

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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CO1	L	L							
CO2		M	M						
CO3				M	M	M			
CO4						S	S	S	H
CO5							H	H	H

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	khzth;fs; jkpo;nkhopapd; tsj;ijg; Ngzy;;>Nkd;ikg;gLj;Jjy;.	√	√			
CO2	khzth;fs; rpw;wpyf;fpaq;fis,ntz;gh ahg;igmwpjy;		√	√	√	
CO3	khzth;fSf;Fcw;WNeHF;fy; kw;Wk; thrpj;yy; jpwd; tsh;fpwJ.		√		√	√
CO4	jkpopd; ,yf;fpatuyhw;wpid; %yk; khzth;fs; jkpopdg; ngUik, tsh;r;rpmwpe;Jnfhs;Sjy;.		√	√	√	√
CO5	Nghl;b;jjpwwd;fs; tsh;fpwJ.		√		√	√

**TOOLS FOR ASSESSMENT**

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

**Semester –II 20 UENC 02- Communicative English-II [Theory] 3 credits [End Sem-75 + CIA-25]**

**Curriculum/Course Objectives (CO)**

1.	To introduce students to the basics of Communication.
2.	To inculcate the knowledge and understand the genre of Communication models and literature.
3.	To acquaint them with important aspects of Communication based on Grammar
4.	To acquaintance students to develop the knowledge and skills of Communication.
5.	To enhance understanding of Communication and enjoy the pleasure of reading literature

**Unit I (18 hours)**

1. Listening and Speaking
  - a. Listening and responding to complaints (formal situation)
  - b. Listening to problems and offering solutions (informal)
2. Reading and writing
  - a. Reading aloud (brief motivational anecdotes)
  - b. Writing a paragraph on a proverbial expression/motivational idea.
3. Word Power/Vocabulary
  - a. Synonyms & Antonyms
4. Grammar in Context
  - a. Adverbs
  - b. Prepositions

**Unit II (20 hours)**

1. Listening and Speaking
  - a. Listening to famous speeches and poems
  - b. Making short speeches- Formal: welcome speech and vote of thanks.

Informal occasions- Farewell party, graduation speech

2. Reading and Writing
  - a. Writing opinion pieces (could be on travel, food, film / book reviews or on any contemporary topic)
  - b. Reading poetry
    - b.i. Reading aloud: (Intonation and Voice Modulation)
    - b.ii. Identifying and using figures of speech - simile, metaphor, personification etc.
3. Word Power
  - a. Idioms & Phrases
4. Grammar in Context
  - a. Conjunctions and Interjections

**Unit III (18 hours)**

1. Listening and Speaking
  - a. Listening to Ted talks
  - b. Making short presentations – Formal presentation with PPT, analytical presentation of graphs and reports of multiple kinds
  - c. Interactions during and after the presentations
2. Reading and writing
  - a. Writing emails of complaint
  - b. Reading aloud famous speeches



- 3. Word Power
  - a. One Word Substitution
- 4. Grammar in Context
  - a. Sentence Patterns

**Unit IV (16 hours)**

- 1. Listening and Speaking
  - a. Participating in a meeting: face to face and online
  - b. Listening with courtesy and adding ideas and giving opinions during the meeting and making concluding remarks.
- 2. Reading and Writing
  - a. Reading visual texts – advertisements
  - b. Preparing first drafts of short assignments
- 3. Word Power
  - a. Denotation and Connotation
- 4. Grammar in Context:
  - a. Sentence Types

**Unit V (18 hours)**

- 1. Listening and Speaking
  - a. Informal interview for feature writing
  - b. Listening and responding to questions at a formal interview
- 2. Reading and Writing
  - a. Writing letters of application
  - b. Readers' Theatre (Script Reading)
  - c. Dramatizing everyday situations/social issues through skits. (writing scripts and performing)
- 3. Word Power
  - a. Collocation
- 4. Grammar in Context
  - a. Working With Clauses

**Prescribed Textbook: Communicative English - Semester – II by TANSCHÉ**

**Course Outcomes (COs)**

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

<b>K1</b>	<b>CO1</b>	The basic aim of the paper Foundation English is to expert students in the four language skills of Listening, Speaking, Reading and Writing.
<b>K2</b>	<b>CO2</b>	By having short story and prose works, students can equip listening and reading skills.
<b>K3</b>	<b>CO3</b>	It deals with various genres like Grammar and Composition to mend the students writing skills and also induces aesthetic sense through reading poetry.
<b>K4</b>	<b>CO4</b>	It enable the students to appreciate the learning the literature and develops their communication skills.
<b>K6</b>	<b>CO5</b>	A student must want to develop her individual skills to sustain in this competitive world. Activities inside a class can develop their skills and it can be helpful to overcome the stage fear. The paper clears basic knowledge about English.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S

CO5					S	S	S	s	s
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(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Students acquire knowledge and expertise in the four language skills	√	√			
CO2	students can equip listening and reading skills	√	√			
CO3	Students develop various genres like Grammar, Composition and writing skills	√	√	√		
CO4	Students learning the literature and develops their communication skills		√	√		√
CO5	Student sustain in this competitive world		√	√	√	√

#### 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 –II 20 UPEA02- Professional English II [Theory] 3 credits [End Sem-75 + CIA-25]

### Objectives

1	The Professional Communication Skills Course is intended to help Learners in Arts and Science colleges,
2	Develop their competence in the use of English with particular reference to the workplace situation.
3	Enhance the creativity of the students, which will enable them to think of innovative ways to solve issues in the workplace.
4	Develop their competence and competitiveness and thereby improve their employability skills.
5	Help students with a research bent of mind develop their skills in writing reports and research proposals.

### Unit 1- Communicative Competence

Listening – Listening to two talks/lectures by specialists on selected subject specific topics -(TED Talks) and answering comprehension exercises (inferential questions)

Speaking: Small group discussions (the discussions could be based on the listening and reading passages- open ended questions)

Reading: Two subject-based reading texts followed by comprehension activities/exercises

Writing: Summary writing based on the reading passages.

**Grammar and vocabulary exercises/tasks to be designed based on the discourse patterns of the listening and reading texts in the book. This is applicable for all the units.**

### Unit 2 - Persuasive Communication

Listening: listening to a product launch- sensitizing learners to the nuances of persuasive communication

Speaking: debates – Just-A Minute Activities

Reading: reading texts on advertisements ( on products relevant to the subject areas) and answering inferential questions

Writing: dialogue writing- writing an argumentative /persuasive essay.

### Unit 3- Digital Competence

Listening to interviews (subject related)

Speaking: Interviews with subject specialists (using video conferencing skills)

Creating Vlogs (How to become a vlogger and use vlogging to nurture interests – subject related)

Reading: Selected sample of Web Page (subject area)

Writing: Creating Web Pages

Reading Comprehension: Essay on Digital Competence for Academic and Professional Life.

The essay will address all aspects of digital competence in relation to MS Office and how they can be utilized in relation to work in the subject area

### Unit 4 - Creativity and Imagination

Listening to short (2 to 5 minutes) academic videos (prepared by EMRC/ other MOOC videos on Indian academic sites – E.g. <https://www.youtube.com/watch?v=tpvicScuDy0>)

Speaking: Making oral presentations through short films – subject based

Reading: Essay on Creativity and Imagination (subject based)

Writing – Basic Script Writing for short films (subject based)

- Creating webpages, blogs, flyers and brochures (subject based)

- Poster making – writing slogans/captions(subject based)

### Unit 5- Workplace Communication& Basics of Academic Writing

Speaking: Short academic presentation using PowerPoint

Reading & Writing: Product Profiles, Circulars, Minutes of Meeting.

Writing an introduction, paraphrasing Punctuation(period, question mark, exclamation point, comma, semicolon, colon, dash, hyphen, parentheses, brackets, braces, apostrophe, quotation marks, and ellipsis)

Capitalization (use of upper case)

### Outcomes of the Course

CO1	K1	Write simple sentences without committing error of spelling or grammar
CO2	K2	Attend interviews with boldness and confidence.
CO3	K3	Use language for speaking with confidence in an intelligible and acceptable manner
CO4	K4	Adapt easily into the workplace context, having become communicatively competent.
CO5	K5	Apply to the Research &Development organisations/ sections in companies and offices with winning proposals

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Students acquire knowledge and expertise in the four language skills.	√	√			
CO2	Students can equip listening and reading skills.	√	√			
CO3	Students develop various genres like Grammar, Composition and writing skills	√	√	√		
CO4	Students learning the literature and develops their communication skills.		√	√		√
CO5	Student sustain in this competitive world.		√	√	√	√

### 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 –II 22 IJMC C02 - Writing for Media

### [Theory] 4 credits [End Sem-75 + CIA-25]

#### Curriculum/Course Objectives

1.	To inculcate the techniques of writing/rewriting texts for various media.
2.	To understand the uniqueness of radio as a mass medium and grasp the challenges in writing for radio.
3.	To analyze the potential of audiovisual medium- television, its various genres and the differences in writing styles between tv and radio.
4.	To familiarize students with the digital-based environment and the nuances of writing for the web.
5.	To differentiate the writing styles for different media with special reference to creative writing, journalistic writing and copy writing.

#### Unit 1 – Writing for print media

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

#### Unit 2 – Writing for Radio

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

#### Unit 3 - Writing for Television

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

#### Unit 4 – Writing for Web

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

#### Unit 5 – Writing Exercises

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

#### References:

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

#### Course Outcomes (COs)

CO1	Students will be aware of the different kinds of stories in newspapers and magazines. Also, they will understand the requirements for each kind of writing style.
CO2	Students will be able to realize how characteristics of a medium influence the writing style for each medium especially how writing for radio differs from that of tv.
CO3	Students become aware of the challenges/problems in language and presentation of live television programs.
CO4	Students would be aware of the nature of new media and their audiences. They will also comprehend the influence of interactive nature of the new

	medium and in turn its effect on the writing style.
CO5	Students will be able to write news stories, features, scripts for advertisements and other story-based programs.

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Awareness of the different kinds of stories in newspapers and magazines. Also, they will	√		√		
CO2	Realize how characteristics of a medium influence the writing style for each medium especially how writing for radio differs from that of tv.		√	√		
CO3	Aware of the challenges/problems in language and presentation of live television programs.	√		√	√	
CO4	Aware of the nature of new media and their audiences. They will also comprehend the influence of interactive nature of the new medium and in turn its effect on the			√	√	√
CO5	Able to write news stories, features, scripts for advertisements and other story based programs.			√	√	√

**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 –II 18 IJMC P02- Graphic Design- [Practical]

4 credits [End Sem-60 + CIA-40]

### Curriculum/Course Objectives

1.	To inculcate the techniques of designing in different forms of media.
2.	To understand the uniqueness of each design and its principles.
3.	To analyze the importance, elements and characteristics of each design used in media.
4.	To familiarize students with the digital-based environment and the nuances of designing for the web.
5.	To differentiate the designing styles for different media with special reference to its layouts and structure.

### List of Practical

1. Illustrate the following **Elements of Design** with diagrams. Line, Shape, Form, Texture, Color and Space.
2. Illustrate the following **Principles of Design** with diagrams. Balance (Formal, Informal, Radial), Contrast, Proportion, Rhythm, Emphasis, Direction/Sequence, Unity and Harmony.
3. Illustrate the different **perspectives** with diagrams.
4. Draw a **color wheel** and illustrates cools & warm colors.
5. Illustrate the following **Types of layout** with diagrams. Copy dominant layout, Alphabet-inspired layout, Big-picture layout, Mondrian layout, multi-panel layout, Frame layout, Silhouette layout, Rebus layout, Circus layout.
6. Design an **Invitation** for a **Department function**.
7. Design a **Poster** for a **Social cause**.
8. Design a **Menu card** for a **Restaurant**.
9. Design a **Greeting card** for an occasion of your choice.
10. Design **Dangler** for a **FMCG product** of your choice.
11. Design a **POP** for a **FMCG product** of your choice.
12. Design a **Pop-Up** card.

### Course Outcomes (COs)

CO1	Students will be aware of the different kinds of designs in newspapers and magazines. Also, they will understand the requirements for each kind of medium.
CO2	Students will be able to realize how a design can influence the users of the medium.
CO3	Students become aware of the challenges/problems in making a design.
CO4	Students would be aware of the nature of new media and their audiences. They will also comprehend the influence of interactive nature of the new medium and in turn its effect on the designing style.
CO5	Students will be able to design posters, invitations visiting cards, danglers and pop-up cards.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M	M						
CO3			M	M		M			

CO4				S	S	S	S		S
CO5					H	S	S	H	H

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Students will be aware of the different kinds of designs in newspapers and magazines. Also, they will understand the	√	√			
CO2	Students will be able to realize how a design can influence the	√	√	√	√	
CO3	Students become aware of the challenges/problems in making a design.	√		√		
CO4	Students would be aware of the nature of new media and their audiences. They will also comprehend the influence of		√	√		
CO5	Students will be able to design posters, invitations visiting cards, danglers and pop up cards.		√	√	√	√

#### 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			
Signatures			



## Semester –II 18 IJMC A02– Commercial Broadcasting [Theory ] 3 credits [End Sem-75+ CIA-25]

### Curriculum/Course Objectives

1.	To impart knowledge on the various types of broadcasting media and its functions.
2.	To recognize the functioning of broadcast media.
3.	To understand the activities associated with commercial broadcasting.
4.	To comprehend the functioning of an advertising agency.
5.	To apply the techniques in commercial production.

#### Unit 1- Introduction to Broadcast Media

Radio – Origin & development, important milestones, Indian radio – Public, private & community radios, Vividhbarathi, FM channels contemporary scenario – Rainbow, Hello, SuryanFM & Gyanvani, Paid programming, Infotainment, Edutainment, Content & Commercials.

#### Unit 2 – Television

**Television** - Origin and growth, color television, cable tv, satellite television, DTH, OTT films & series, Channels, Program Genres, Ownership pattern, Comparison between public and private channels – content & presentation.

#### Unit 3 – Commercial Pre-production

Development of ideas, client brief, agency interpretation, advertising strategy, creative work, popular TV ad formats, script/story board, client approval, media approval, choosing the production team, crew, casting.

#### Unit 4 – Production & Post Production

Set shooting/location shooting, recording the sound track and creating the special effects, prescoring and post scoring, editing, adding the audio elements, confirming the picture, special effects and animations.

#### Unit 5 – Economics of production

Budgeting, factors affecting budget, preparation of a budget.

#### References:

1. Chatterjee, PC Broadcasting in india, sage 1991.
2. Parthasarathy, Rangaswami. Here is the news. Macmillian 1996.
3. Gross, L.S. The International World of Electronic Media, McGraw Hill 1996.
4. Craft, John Frederic A and Godfrey, Donald G: Electronic Media, Thomson Learning 1997.
5. Annual report- prasarbharathi 2000-2011.
6. Annual report – MIB 2000-2010
7. Signal, Aravind Roger Everett communication Revolution – a bullock cart to cyber mart, sage 2000.
8. Kumar J Keval, mass communication in india, Jaico 2010.
9. Kalishik Sharda: Script to sceen – An introduction to TV journalism – Macmillan 2000
10. Edgar E.Wills, Comille D Arienzo: Writing scripts for television, radio and film.\
11. Glynn Alkin – TV Sound Operations.
12. Gerald Millerson: Vidgo Camera Techniques.
13. Richard D Yoakum and Charles Cremer: ENG: Television news and the new technology.
14. I.E. Fang : Television News.
15. B.E. Wills: Writing television and radio programme.
16. Herbert Zettl : Television production Hand book.
17. G. Paul Smeyak : Broadcast News writing.
18. Addrew Crisell : Understanding Radio.
19. Paul De Maeseneer: Her’s the news (A Radio news Manual).
20. Paul Semyak : Broadcast news writing : Radio the fifth Estates.
21. David Dary : Radio News Hand Book.

## 22. History of professional radio broadcasting.

### Course Outcomes (COs)

CO1	Students will understand the origin of different types of broadcast media and their nature with special reference to radio.
CO2	They will understand the viability of television as a commercial medium.
CO3	They will realize the significance of advertisements in the functioning of broadcast media.
CO4	They will be aware of the various ad formats and stages of commercial production.
CO5	They will be able to evaluate the financial implications of producing a content for commercial broadcasting.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Students will understand the origin of different types of broadcast media and their nature with special	√	√			
CO2	They will understand the viability of television as a	√	√			
CO3	They will realize the significance of advertisements in the functioning of broadcast media.	√	√	√		
CO4	They will be aware of the various ad formats and stages of commercial production.		√	√		√
CO5	They will be able to evaluate the financial		√	√	√	√

### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

# Semester 3

21UFTA 03- Tamil-III [Theory] 3 credits [End Sem-75 + CIA-25]

Curriculum/Course Objectives (CO)

1.	fhye;NjhWk; vOe;jfhg;gpaq;fspd; Nghf;iffw;gpj;jy;.
2.	rkaf; fhg;gpaq;fiskhzth;fSf;Ffw;gpj;jy;.
3.	Gjpdj;jpd; ,yf;fpatbtj;ijkhzh;fSf;Ffw;WjUjy;.
4.	,yf;fpatuyhw;wpy; fhg;gpaj;jpd; Njhw;wk; tsh;r;rpFwpj;Jkhzh;fSf;Ffw;WjUjy;.
5.	ahg;G>mzpNghd;w ,yf;fztiffisAk; nkhopngau;g;Gj; jpwidAk; khztu;fs; czUkhWnra;jy;.

\_<wh« gUt«  
jhÿ-3: fhÿÃašfS« òÂdK«

ghlnehjf«:

fhyªnjhW« vGªjfhÿÃašfë« nghijifí« , òÂdªÂ« İyi»a totªijí« ahÿò, mângh«wİyi »a tiffisí« bkhêbga®ÿòª Âwidí« khzt®fÿczUkhWbrOEjş.

ga«fÿ:

1. fhÿÃašfÿmçKfÿgŁjÿ gŁtjhşjªoebkhêæ« ca®ití« Áwÿigí« cz®jş.

2. ehtşİyi»a« mçKfÿgŁjÿ gŁtjhşªajidM%owş, gilÿgh%owş, f%ogidªÂw« ts®jş.

3. ahÿò, mâİyifzşfÿ, bkhêbga®ÿòªÂw« M»at%oiwi f%ogj« \_y« nghŁoª nj®İfisvÂ® bfhÿSjş.

myF-1: rkz«-bgsªj«

m) ÁyÿgÂfhu« - C®Noetç

M) kªnkiy - ghªÂukuòTçafhij

İ) Ótfªªjhkª - ehkfÿİy«gf«- ehŁLts«

(ghİş v© 1 Kjş 48 tiu)

<) F©lynfª - Kjş 10 ghİşfÿ

myF-2 :irt«, itzt«, İRyh«, »çªJt«

m) bgçaðuhz« - bkOEÿbghUÿehadh® òuhz«

M) f«guhkhaz« - fşiffh© gly« (72 ghİşfÿ)

İ) Ówhÿòuhz« - fÿtiueÂ kçªj gly«

<) nj«ghtª - ts«rªªjgly«

myF-3: òÂd«

rhaªÂiu - RÿughuÂkªª«- fhªahgªÿg«

myF-4: İyi»a tuyhW

m) l«bgUşfhÿÃašfÿ

M) lŞªW fhÿÃašfÿ

İ) f«guhkhaz«

<) bgçaðuhz«

c) rkz®fë« jªoebjh©L

C bgsªj®fë« jªoeªbjh©L

v) irtªªjhªjrhªªÂuşfÿ

ghlüş

jªoeİyi»atuyhW– Kidt® K.tujuhrç, rhªªªAmfhhbª, blşè

jªoeİyi»a tuyhW - Á%ª ghyRÿªukªª«, Kidt® brh.nrJgª, féjhgÿenfõç, brçid.

gh®itüşfŸ

1. jãoeŸji »a tuyhW - bj.bgh.Ū
2. jãoeŸji »a tuyhW - Kidt® kJ.r.ékyhdaj«
3. ôAjãoeŸji »a tuyhW- gÂŸghÁça®fŸ, Á%oÃ, Úygrakehg« (bjhFÂ-2)

myF-5 :bkhêæÂw«

- m) ahŸÄyifz« - (mir, Ó®, jis, motiffŸk£L«) eh«FtifghjfsiFçamoæ«  
ÁWikí« bgUikí«
- M) mâæyifz« - (ctik, cUtf«, Ányil, thoexJ, j%oFçŸng%ow«)
- ì) bkhêbga®Ÿò - (mYtyfi fojŸfŸ, murhizfŸ)

gh®itüş

f. g£lhÄuhk« - bkhêbga®ŸÄaš, cyfxjäHhuhOEçÁãWtd«, jukâ, br«id.

K1	CO1	khzth;fs; fhye;NjhWk; vOe;jfhg;gpaq;fspd; Nghf;ifAk;>jkpopd; tsh;r;rpiaAk;
K2	CO2	khzth;fs; rkaf; fhg;gpaq;fis mwptjd; %yk; ftdpj;jy; jpwd; mjpfjpf;fpwJ.
K3	CO3	khzth;fs; Gjpdj;jpd; ,yf;fpatbtj;jfw;gjd; %yk; mth;fspd; thrpj;jy;>ftdpj;jy; kw;Wk;
K4	CO4	khzth;fs; ,yf;fpatuyhw;wpy; fhg;gpaj;jpd; Njhw;wk; tsh;r;rpFwpj;Jmwptjd; %yk;
K6	CO5	,yf;fztiffisAk; nkhopngau;g;Gj; jpwidAk;; khzth;fs; tsh;j;Jnfhs;fpwhh;fs;.

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	khzth;fs; fhye;NjhWk; vOe;jfhg;gpaq;fspd; Nghf;ifAk;>jkpopd; tsh;r;rpiaAk; mwpjy;.	√	√			
CO2	khzth;fs; rkaf; fhg;gpaq;fis mwptjd; %yk;	√	√			
CO3	khzth;fs; Gjpdj;jpd; ,yf;fpatbtj;jfw;gjd; %yk; mth;fspd; thrpj;jy;>ftdpj;jy; kw;Wk;	√	√	√		
CO4	khzth;fs; ,yf;fpatuyhw;wpy; fhg;gpaj;jpd; Njhw;wk; tsh;r;rpFwpj;Jmwptjd; %yk; jkpopd;		√	√		√
CO5	,yf;fztiffisAk; nkhopngau;g;Gj; jpwidAk;; khzth;fs; tsh;j;Jf; nfhs;fpwhh;fs;.		√	√	√	√

**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			

Signatures			
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## Semester 3 - Foundation English-III [Theory] 3 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives (CO)

1.	To introduce students to the basics of Communication.
2.	To inculcate the knowledge and understand the genre of Communication models and literature.
3.	To acquaint them with important aspects of Communication based on Grammar
4.	To acquaint students to develop the knowledge and skills of Communication.
5.	To enhance understanding of Communication and enjoy the pleasure of reading literature

### UNIT – I – POETRY

1. A Poison Tree – William Blake
2. Leisure – W.H. Davies
3. Stopping by woods on a snowy evening – Robert Frost

### UNIT-II - PROSE

1. My Early Days- APJ Abdul Kalam
2. Six Thinking Hats – Edward
3. Kindly Adjust to our English – Shashi Tharoor

### UNIT – III – ONE- ACT PLAYS

1. A Mother`s day – J.B, Priestley
2. The Trick – ErisaKironde

### UNIT – IV – SHORT STORIES

1. Subha – Tagore
2. The Doll`s House – Katherine Mansfield
3. The Widow and the Parrot – Virginia Woolf

### UNIT – V – GRAMMAR AND COMPOSITION

#### GRAMMAR:

1. Prefixes and Suffixes
2. Phrasal Verbs
3. Conversion of Nouns into Adjectives and Adjectives into Nouns
4. Frame sentences
5. Short forms of Positives and Negatives

#### COMPOSITON:

1. E-mail writing
2. Comprehension
3. Advertisement

#### Prescribed Textbook:

***Symphony*: Published by Cambridge University Press & Assessment India, 2022**

Curriculum/Course Objectives (CO)

1.	With the required language and communication skills, the learners' proficiency level is increased.
2.	Through continuous practice, they get „Procedural Knowledge“.
3.	The learners are exposed to literary explorations.
4.	Combined study of grammar, vocabulary and composition helps learners achieve a high degree of proficiency in English.

**Course Outcomes (COs)**

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M	M						
CO3			M	M	M				
CO4					S	S	S	S	
CO5					S	S	S	S	S

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	To introduce students to the basics of Communication.	√	√			
CO2	To inculcate the knowledge and understand the genre	√	√			
CO3	To acquaint them with important aspects of Communication based on Grammar	√	√	√		
CO4	To acquaint students to develop the knowledge and skills of Communication.		√	√		√
CO5	To enhance understanding of Communication and enjoy the pleasure of reading literature		√	√	√	√

**TOOLS FOR ASSESSMENT**

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

## Semester 3- 18 IJMC C03 - Audio visual Program Production

[Theory] 5 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

CO1.	To help students gain audiovisual production skills by producing various programme formats to emphasize the power of sound in Communication.
CO2.	To enable students to understand the core concepts associated with film and television production through hands-on-training in the same.
CO3.	The students will learn all aspects of sound design and production.
CO4.	CONSIDER the Journalistic and technical quality of television news production.
CO5.	DESCRIBE the core concepts associated with film and television.

### AUDIO VIDEO PROGRAMME PRODUCTION

#### Unit 1: Sound and Visuals

Basics of Sound, Noise, Frequency, Ratio, Distortions, Sound Signals, Studio Acoustics, Sound recording Systems, Sound design. Lighting, Framing and Sound, Colour, Analogue and digital video, Television Image, Video Signal, Mode of Transmissions.

#### Unit 2: Audio and Video Studio

Principles of Acoustics and Microphones: Characteristics and requirements of a microphone. Different types of microphones, Organizational structure of audio studio, Audio Production equipment, Audio recording operations. Basics of Camera, Organizational Structure of a Television studio, Production control room, Program production equipment, Video recording operations, video recording formats. Indoor and outdoor shooting equipment.

#### Unit 3: Audio Program Production

Elements of radio program production: Human Voice, Music and Sound effects. Pre, Production and Post production techniques, News production, Current affairs production, Radio script writing techniques, News Anchoring, Program host, Radio jockey, Live broadcasting of Program.

#### Unit 4: Video Program Production

Elements of video program production, Pre-Production, production and Post production techniques, basics of program production, News production, Current affairs production, Television script writing, News Anchoring, Moderating panel discussion, Live telecasting.

#### Unit 5: Audio Video Editing

Voice Over, dubbing, Audio Editing and Mixing Techniques, Laying Trakes, Special Effects and Transitions. Video editing, use of sound and graphics, Colour correction, Sound and visual effects, Final output, Linear and Nonlinear editing. Audio Video editing software's.

#### REFERENCE:

1. Television Production Hand Book – Herbert Zettle
2. Television Studio – Gerald Millerson
3. Sight Sound Motion – Herbert Zettle
4. Techniques of Radio Production - Stuart W Hyde
5. Audio and video system: R.G.Gupta
6. Television Production & Broadcast Journalism - Phillip L.

#### Course Outcomes (COs)

CO1	To help students gain audiovisual production skills by producing various programme formats to emphasize the power of sound in Communication.
CO2	To enable students to understand the core concepts associated with film and television

	production through hands-on-training in the same.
CO3	The students will learn all aspects of sound design and production
CO4	CONSIDER the Journalistic and Technical quality of Television news production.
CO5	DESCRIBE the core concepts associated with film and television.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L	L	L					
CO2		M	M	M					
CO3		M	M	M		M			
CO4					S	S	S		
CO5					S	S	H	H	H

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Gain television production skills by producing various programme formats to emphasize the power of sound in Communication.	√	√			
CO2	Understand the core concepts associated with film and television production through hands-on-training in the same	√	√	√		
CO3	Learn all aspects of sound design and production	√	√	√		
CO4	Acquire the Journalistic and technical quality of Television news production.		√	√	√	
CO5	Describe the core concepts associated with film and television.		√	√	√	

#### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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



## Semester 3- 18 IJMC P03- Radio Program Production techniques

[Practical] 5 credits [End Sem-60 + CIA-40]

### Curriculum/Course Objectives

C01.	To enable the students, learn about radio jockeying.
C02.	To become aware of the regional language and the fluency.
C03.	To acquire communication skills in order to interact with the audience for their
C04.	To give students the knowledge about audio editing and sound mixing.
C05.	To develop a critical understanding multitrack functioning and online audio editing.

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

1. Preparing log sheet
2. Narration
3. Radio commercials
4. Radio feature
5. Recording outdoor interview

Each student should do two individual projects and submit the record and the program. The script record should be in bound book form commercial must be submitted in DVD.

Each script in the Record should contain Script Development

- Title
- Concept (log line, one liner)
- Synopsis
- Treatment
- Step outline
- Screenplay Development
- Slug line
- Action (Audio Description)
- Character Name
- Dialogue
- Sample script with storyboard
- Shooting Script
- Editing Script
- Scheduling
- Approximate Budget details

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

### Course Outcomes (COs)

CO1	Students will learn to add background music for their radio shows.
CO2	Students will understand the importance and nuances of audio recording.
CO3	Students will able to produce sound effects and understand the functions in rerecording.
CO4	Students will be able to professionally edit, mix and master the sound tracks.
CO5	Students will produce a radio program at the end of the classes.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Learn to add background music for their	√	√			
CO2	Comprehend the importance and nuances of	√	√			
CO3	Produce sound effects and understand the functions in rerecording.	√	√	√		
CO4	Professionally edit, mix and master the sound		√	√		√
CO5	Produce a radio program at the end of the		√	√	√	√

**TOOLS FOR ASSESSMENT**

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total

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

## Semester 3- 18 IJMC A03- Digital Photography

[Theory] 4 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

C01.	To introduce the parts & functions of a digital camera, types, file formats, lenses and shooting modes.
C02.	To orient the students regarding the different kinds of lights and lighting.
C03.	To provide the scientific knowledge behind picture composition and the essentials of aesthetics.
C04.	To impart knowledge in the areas of color correction and working with photo editing
C05.	To train students in capturing aesthetically beautiful and effective photographs with news value for print media.

### UNIT -1

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

### UNIT -2

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

### UNIT -3

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

### UNIT -4

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

### UNIT -5

Exercises and assignments.

### REFERENCE

1. Digital Photography - Scott Kelby
2. Understanding Exposure - Bryan Peterson
3. The Photographer's Eye: Composition and Design for better digital photos - Micheal Freeman
4. Better Photo Basics: The absolute beginners's guide to taking photos like a pro - Jim Miotke
5. The Art of Photography: an approach to personal expression - Bruce Barbaum

### Course Outcomes (COs)

CO 1	Students will acquire knowledge about the basic functioning of a digital camera.
CO 2	Students will become aware of the different kinds of lighting techniques for different kinds of photographs such as portraits.
CO 3	Students will comprehend the essentials of a good photograph in terms of composition, angle, etc., that will enhance story telling.
CO 4	Students will learn the tools, features and special effects in Photoshop.
CO 5	Students will practice taking technically, innovatively and aesthetically beautiful

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	acquire knowledge and expertise in the four language skills	√	√	√		
CO2	equip listening and reading skills	√	√			
CO3	develop various genres like Grammar, Composition and writing skills	√	√	√	√	
CO4	learn the literature and develop their communication skills		√	√	√	√
CO5	sustain in this competitive world with innovative mind		√	√	√	√

#### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

## Semester 3- 18 IJMC SB02 – Design software 2 (Inkscape & CorelDraw)

[Theory] 4 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

C01.	To introduce the basic geometric shapes for drawing and the utility of tools in inkscape.
C02.	To familiarize students with the concept of object manipulation using different tools.
C03.	To orient students regarding path-operations and their application.
C04.	To summarize the various file formats used in designing software.
C05.	To give hands on training to students in drawing, using inkscape.

#### UNIT I - Inkscape

Object creation-Rectangles and Square tool, circles/elipses/arcs tool, stars and polygon tool, spirals tool, pencil tool, pen tool, calligraphy tool, text tool, spray tool, paint bucket tool, connector tool, Object manipulation - z-order, clipboard, plane symmetries, styling objects, fill, stroke fill, stroke style, opacity, filters, SVG filters, clipping paths, Operation on paths, edit paths by node tool, tweak tool, pathoffsets, path-conversion - object to path and stroke to path, path simplify, path-operations, live path effects.

#### UNIT 2 - Introduction to CorelDraw Graphic Suites

Workspace of CorelDraw, Application window, Drawing basic geometric figures, Previewing a drawing, Working with Page layout, Help in CorelDraw, Viewing a Drawing in different views, working with lines, Drawing Calligraphics, Pressure, Sensitive, Preset lines, Outline tools, Using Brush strokes.

#### UNIT 3 – Working with objects & Shapes

Selecting, deselecting, coping, duplicating and deleting objects, selecting color for an object, Boundaries in CorelDraw, positioning objects, sizing and scaling objects, rotating and mirroring objects, combining and breaking objects, Order of objects, Working with shapes – Modifying basic objects, working with grids and guidelines, filling objects, adding a table, inserting & deleting table rows & columns, formatting tables & cells, merging & splitting table cells.

#### UNIT 4 – Working with Text & File formats

Types of text, applying effects to text, working with text in tables, creating a layer, about vector and bitmap images, importing a bitmap into drawing, cropping, resampling & resizing a bitmap, using special effects to bitmap. SVG, CSS. Adobe Illustrator, CorelDraw, Microsoft Visual Drawing, portable document format, svg zip, JPEG, PNG, GIF, BMP, CGM, DIA, EPS, PS, SK1, Sketch, FIG. RDF, W3C, Latex, interface and usability, platform supports.

#### UNIT 5 - Exercises

#### REFERENCE

1. Benjamin, Donna (February 22, 2010), Beginning Inkscape (1st ed.), Apress, p. 400, ISBN 1-4302-2513-0
2. Kirsanov, Dmitry (September 29, 2009), The Book of Inkscape: The Definitive Guide to the Free Graphics Editor (1st ed.), No Starch Press, p. 476, ISBN 1-59327-181-6
3. Bah, Tavmjong (May 6, 2011), Inkscape: Guide to a Vector Drawing Program (4th ed.), Prentice Hall, p. 504, ISBN 0-13-705173-5

#### Course Outcomes (COs)

CO1	Students will learn to draw objects using basic geometric shapes in inksape.
CO2	Students will discover different ways to change objects according to their needs

CO3	Students will innovatively identify ways to design objects along different paths.
CO4	Students will gain technical knowledge regarding the file formats used in different
CO5	Students will apply their theoretical input to design creative and effective drawings to become a media entrepreneur

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	learn to draw objects using basic geometric shapes in inksape.	√	√			
CO2	discover different ways to change objects	√	√	√		
CO3	innovatively identify ways to design objects along different paths.	√	√	√		
CO4	gain technical knowledge regarding the file formats used in different softwares.		√	√	√	√
CO5	apply their theoretical input to practiveally design creative and effective drawings to		√	√	√	√

#### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

**Semester 3- Value Education [Theory] 2 credits [End Sem-75 + CIA-25]**

**Common syllabus at university level**

# Semester 4

## 21UFTA 04 – Tamil-IV [Theory] 3 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives (CO)

1.	ra:f vffnai:ind: nqllikiatnsf:Eiv
2.	mw vffnarne:iidiakhzth:fSf:Eciui:iv
3.	ehlfk vDk vffnatifand: id:ikia \$Wiv
4.	iknond: nihd:ikiaAk: rpwai:iaAk: tnsf:Eiv
5.	iniz vffnai:iifw:ani:iv

eh<fh« gUt«

jhÿ-4: g@ilaïyi»ašfS« ehlfK«

ghlnehjf«

ršfïyi»ašÂ« Áw¥igí«, ehlf« v<D« ÿyi»a tifæ< j<ikiaí« mfaÂiz, òwâizÿyifzšfisí« khzt®fSiFmçKf¥gL&Jš.

ga<fÿ

1. jâê< bjh<ikiaí«, br«bkhê& jFÂiaí« mç&J bfhÿSjš.

2. ehlfïyi»a< \_y« eo¥gh%wiyí«, fiy&j<ikiaí«, gil¥gh%wiyí« ts®&jš.

3. g@il& jâoeïyi»ašfisij f%wš.

4. bkhê& nthLntiythOE¥Ãid¥ bgWjš.

myF-1: ršfïyi»a<

m) Kšiy¥gh&L -KGtj«

M) FW&bjhif -27, 40, 58, 69, 242 (5 ghlšfÿ)

ï) mfeh}W - 12, 15, 130 (3 ghlšfÿ)

<) fè&bjhif - 115, 133 (2 ghlšfÿ)

c) òweh}W - 49, 51, 66, 74, 121 (5 ghlšfÿ)

C) gÂ%W¥g&J - jija}fhŠÁ (23)

ciurhšntÿé (64)

myF-2 :gÂbd© ÑoeifzjF

m) ÂUjFwÿ - bghiwílik, ey«òid&Jiu&jš

M) ehÿoah® - Ád« ÿ<ik (1-10 ghlšfÿ)

ï) gHbkhê - ÿ<dhrOEahikKjš 5 ghlšfÿ

<) eh<kâjfoif -45, 49, 57, 64, 71 (5 ghlšfÿ)

c) ÁWgŠr \_y« - 7, 9, 27, 31, 43 (5 ghlšfÿ)

C) ÿ<dheh%ogJ - 6, 7, 13, 19, 24 (5 ghlšfÿ)

myF-3: ehlf«

ÿ<Fyh¥ - xsit - mfu« gÂ¥gf«, 15-B1, rutzfh«¥bsi°, btÿs¥g@lhu&bjU, F«gnfhz« 612 001.

myF-4: ÿyi»a tuyhW

m) jâê< bjh<ikí« Áw¥ò«

M) KcršftuyhW

ï) ršfïyi»ašÂ« Áw¥Ãašòfÿ

<) v&L&bjhif

c) g&J¥gh&L

C) gÂbd© ÑoeifzjF

ghlüš

jâoeïyi»atuyhW– Kidt® K.tujuhr<, rh»&Âamfhhjä, blšè



jäoelÿi»a tuyhW - Á%ã ghyRÿÃukâa«, Kidt® brh.nrJgÂ, féjhgÿënföç, brçid.

gh®itüşfÿ

1. jäoelÿi»a tuyhW - bj.bgh.Û
2. jäoelÿi»a tuyhW - Kidt® kJ.r.ékYhdªj«
3. ôÂjäoelÿi»a tuyhW - gÂÿghÁça®fÿ - Á%ã, Úygrækehgç (bjhFÂ-1)

myF-5: İyifz«

- m) mfrÂiz - FçŠÁ, Kšiy, kUj«, beOEjš, ghyÿr Âizfÿk£L«
- M) òwæÂiz - bt£Á, tŠÁ, fhŠÁ, behçÁ, çêiP, J«ig, thif, ghlh©, bghJéašÂizési fšfÿ.

**Course Outcomes (COs)**

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

K1	CO1	khzth;fs; rq;f ,yf;fpaj;jpd; ngUikiaAk; jkpopd; njhd;ikiaAk; mwpe;Jnfhs;Sjy;.
K2	CO2	khzth;fspd; rpe;jidj; jpwidtsh;jjy;.
K3	CO3	khzth;fspd; vOj;J>thrpG>rpe;jpj;jy; jpwidtsh;jjy;.
K4	CO4	khzth;fs; gz;ghLkw;Wk; tho;f;ifKiwiamwpe;Jnfhs;Sjy;.
K6	CO5	khzth;fs; mf kw;Wk; Gwtho;f;ifiamwpe;Jnfhs;Sjy;.

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

K1	CO1	khzth;fs; fhye;NjhWk; vOe;jfhg;gpaq;fspd; Nghf;ifAk;>jkpopd; tsh;r;rpiaAk;
K2	CO2	khzth;fs; rkaf; fhg;gpaq;fis mwptjd; %yk; ftdpj;jy; jpwd; mjpfjpf;fpwJ.
K3	CO3	khzth;fs; Gjpdj;jpd; ,yf;fpatbtj;ijfw;gjd; %yk; mth;fspd; thrpj;jy;>ftdpj;jy; kw;Wk;
K4	CO4	khzth;fs; ,yf;fpatuyhw;wpy; fhg;gpaj;jpd; Njhw;wk; tsh;r;rpFwpj;Jmwptjd; %yk;
K6	CO5	,yf;fztiffisAk; nkhopngau;g;Gj; jpwidAk;; khzth;fs; tsh;j;Jnfhs;fpwhh;fs;.

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO 1	khzth;fs; fhye;NjhWk; vOe;jfhg;gpaq;fspd; Nghf;ifAk;>ikpopd; tsh;r;rpiaAk; mwptjd;.	√	√			
CO 2	khzth;fs; rkaf; fhg;gpaq;fis mwptjd; %yk; ftdpj;jy; jpwd; mjpfjpf;fpwJ.	√	√			
CO 3	khzth;fs; Gjpdj;jpd; ,yf;fpatbtj;ijfw;gjd; %yk; mth;fspd; thrpj;jy;>ftdpj;jy; kw;Wk; njhiyNehf;Frpe;jidtsh;fpwJ.	√	√	√		
CO 4	khzth;fs; ,yf;fpatuyhw;wpy; fhg;gpaj;jpd; Njhw;wk; tsh;r;rpFwpj;Jmwptjd; %yk; jkpopd; ngUikkw;Wk;		√	√	√	
CO 5	,yf;fztiffisAk; nkhopngau;g;Gj; jpwidAk;; khzth;fs; tsh;j;Jnfhs;fpwhh;fs;.			√	√	√

**TOOLS FOR ASSESSMENT**

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

**Semester 4- English-IV [Theory] 3 credits [End Sem-75 + CIA-25]**

**Curriculum/Course Objectives (CO)**

CO1.	To enable the learners to get deep insight into various literary genres with the help of texts provided.
CO2.	To help acquire second language naturally in the learners' environment.
CO3.	To train the learners to learn by practice.
CO4.	To teach avoiding rote learning.

#### UNIT – I - POETRY

1. Hope is the thing with feathers – Emily Dickinson
2. Time – Allen Curnow
3. Indian Women – Shiv K. Kumar

#### UNIT – II - PROSE

1. My Struggle for an Education – Booker T. Washington
2. Positive Thinking – Francie Baltazar
3. A Little Bit of What you Fancy – Desmond Morris

#### UNIT – III – SPEECHES FROM SHAKESPEARE

1. "Tomorrow, and tomorrow, and tomorrow" ( Macbeth, Act V, scene v, by Macbeth)
2. " Friends, Romans, countrymen, lend me your ears" ( Julius Caesar, Act III, scene ii, by Mark Antony)
3. The Quality of Mercy is not strained" ( The Merchant of Venice, Act IV, scene i, by Portia)

#### UNIT – IV- SHORT STORIES

1. The Luncheon – Somerset Maugham
2. After Twenty Years – O'Henry
3. Valiant Vicky, the Brave Weaver – Flora Annie Steel

#### UNIT – V- GRAMMAR AND COMPOSITION

##### GRAMMAR:

1. Tenses
2. Infinitives and Gerunds
3. Degrees of Comparison
4. Question Tags
5. Homonyms

##### COMPOSITION:

1. Travel Vlog
2. Blog writing
3. Minutes of a meeting

##### Prescribed Textbook:

***Symphony*: Published by Cambridge University Press & Assessment India, 2022**

#### Course Outcomes (COs)

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

K1	CO1	The basic aim of the paper Foundation English is to expert students in the four language skills of Listening, Speaking, Reading and Writing.
K2	CO2	By having short story and prose works, students can equip listening and reading skills.
K3	CO3	It deals with various genres like Grammar and Composition to mend the students writing skills and also induces aesthetic sense through reading poetry.
K4	CO4	It enable the students to appreciate the learning the literature and develops their communication skills.
K6	CO5	A student must want to develop her individual skills to sustain in this competitive world. Activities inside a class can develop their skills and it can be helpful to overcome the stage fear. The paper clears basic knowledge about English.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M	M						
CO3			M	M	M				
CO4					S	S	S	S	
CO5					S	S	S	S	S

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO 1	To introduce students to the basics of Communication.	√	√			
CO 2	To inculcate the knowledge and understand the genre of Communication models	√	√			
CO 3	To acquaint them with important aspects of Communication based on Grammar	√	√	√		
CO 4	To acquaint students to develop the knowledge and skills of Communication.		√	√		√
CO 5	To enhance understanding of Communication and enjoy the pleasure of reading literature		√	√	√	√

#### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

### Semester 4- 22 IJMC C04- Advertising [Theory] 5 credits [End Sem-75 + CIA-25]

Curriculum/Course Objectives

CO1.	To give a brief insight about advertising & its different aspects to the students of Mass
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	Communication.
CO2.	Discuss about the Relationship with public relations and marketing.
CO3.	Introduce Various advertising media and their developments from print to broadcast to internet.
CO4.	Introduce The structure of an ad agency and the role of each department
CO5.	Basic relationship between the players (client, agency, media, consumer)

#### UNIT -I

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

#### UNIT- II

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

#### UNIT - III

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

#### UNIT - IV

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

#### UNIT -V

Exercises, Print ad creation.

#### REFERENCE

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

#### Course Outcomes (COs)

CO1	Students will learn Types of Advertising
CO2	Students will learn Introduction to advertising strategies
CO3	Students will learn Various advertising media and their developments from print to broadcast to internet.
CO4	Students will learn history, meaning, definition and functions.
CO5	Students will learn the introduction to advertising strategies AIDA, DAGMAR, information processing model

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	learn Types of Advertising	√	√			
CO2	Introduce creative and innovative advertising strategies	√	√	√		
CO3	learn Various advertising media and their developments from print to broadcast to internet.	√	√	√		
CO4	meaning, definition and functions ad agency and its clients		√	√	√	√
CO5	Develop advertising strategies AIDA, DAGMAR, and information processing model to become an ad		√	√	√	√

#### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

## Semester 4- 18 IJMC P04- Audiovisual Program Production

[Practical] 5 credits [End Sem-60 + CIA-40]

### Curriculum/Course Objectives

CO1.	To introduce the basics of script writing for television programs.
CO2.	To learn about different types of lightings used during the process of television program production.
CO3.	To gain knowledge about types of cameras used in television programs.
CO4.	To get used to the various techniques and nuances followed in production houses.
CO5.	To familiarize with shooting, live recording and post processing.

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

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

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

### Course Outcomes (COs)

CO	Students will be introduced to the basic lighting setups used in television program.
CO	Students will learn about editing software such as premiere pro, avid and final cut pro
CO	Students will recognize the importance of script writing during the process of production
CO	Students will become aware of the recording instruments used to capture and store
CO	Students will be able to produce a television show with the help of their batchmates.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M	M	M					
CO3			M	M	M	M			
CO4					S	S	S	S	
CO5				S	S	S	S	H	H

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Do the basic lighting setups used in television program.	√	√			
CO2	Handle editing software such as premiere pro, avid and final cut pro to introduce innovation in NL editing	√	√	√		
CO3	recognize the importance of script writing during the process of production	√	√	√		
CO4	Handle recording instruments used to capture and store audio signals.		√	√	√	√
CO5	produce a television show with the help of their batchmates and become a television programme			√	√	√

#### 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			
Signatures			



**Semester 4- Environmental Studies** 2 credits [End Sem-75 + CIA-25]

**Common syllabus at university level**

## Semester 4- 18 IJMC A04- Photography [Practical] 4 credits [End Sem-60 + CIA-40]

### Curriculum/Course Objectives

CO1.	To inculcate students about the basic handling and usage of professional camera.
CO2.	To help students develop essential skills and techniques for professional photography.
CO3.	To enlighten students about the various types of photography.
CO4.	To teach in detail about various modes and techniques used in taking a photograph
CO5.	To make students understand about the basic working of a professional camera and have a knowledge on various themes of photography.

### List of Practical

1. Anatomy of Still Camera
2. Three Point Lighting
3. Four Point Lighting
4. Portrait – Single, Group
5. Nature Photography- Silhouette
5. Architecture (Interior / Exterior)
6. Human Expressions
7. Product Photography
8. Photo Feature
9. Action photograph
10. News photography (Events, Accidents, Human Interest Story)
11. Image Manipulation
12. Photo Portfolio

### Course Outcomes (COs)

CO1	To inculcate students about the basic handling and usage of professional camera.
CO2	To help students develop essential skills and techniques for professional
CO3	To enlighten students about the various types of photography.
CO4	To teach in detail about various modes and techniques used in taking a photograph
CO5	To make students understand about the basic working of a professional camera and have a knowledge on various themes of photography.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Basically, handling and usage of professional camera.	√	√	√	√	√
CO2	Develop essential skills and techniques for professional	√	√	√	√	
CO3	Understand the various types of photography.	√	√	√		
CO4	Know detail about various modes and techniques used in		√	√		√
CO5	understand about the basic working of a professional camera and have a knowledge on various themes of photography and		√	√	√	√

**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			
Signatures			

## Semester 4- 18 IJMC SB03– Audio Editing Software

[Theory] 4 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

1.	To introduce the basics of audio editing software.
2.	To learn about different types of audio editing software, their tools.
3.	To become acquainted with open sources
4.	To get used to the various tools and techniques
5.	To familiarize audio editing with tracks

### UNIT 1

Introduction to Audio and its digital representation - about audio Channels

### UNIT 2

Audio Mixer Panel – Unlinking and Editing Audio – Working with Submix Tracks.

### UNIT 3

Panning and Balancing Audio – Automation and Recording during Playback- Break out Audio Clips – Audio Transitions – Audio Effects -Digital Music Making.

### UNIT 4

Open source file formats for audio - Review of AUDACITY set up -Keystrokes and Set up - Settings/Setup for Effects - Correct Recording Settings - Microphone Volume and Playback – Recording- Audacity Tools Tool Bar Use- Cursor and other options.

### UNIT 5

Practical – Complete Recording Edit -Splitting Tracks into Sections/Using Time Shift Tool - Adding Music bed - Fade In/Out (not Crossfade) - Shrink/Stretch Time of Audio – Watermarking Exporting Tracks with Specific kbps Requirements

### REFERENCE

1. Rayburn, Ray A. Eargle’s Microphone Book: From Mono to Stereo to Surround, A Guide to Microphone Design and Application. 3rd ed. Focal Press. 2011.
2. Senior, Mike. Recording Secrets for the Small Studio. Routledge. 2014.
3. Izhaki, Roey. Mixing Audio: Concepts, Practices and Tools. 2nd ed. Focal Press. 2011.
4. Senior, Mike. Mixing Secrets for the Small Studio. Routledge. 2011.
5. Katz, Bob. Mastering Audio: The Art and the Science. 3rd ed. Focal Press. 2014.
6. <https://www.audacityteam.org>

### Course Outcomes (COs)

CO1	To inculcate students about the basic handling and usage of audio software
CO2	To help students develop essential skills and techniques for professional audio editing
CO3	To enlighten students about the various tools of audio editing
CO4	To teach in detail about layers of audio editing
CO5	To make students understand about the basic working of a professional

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	To inculcate students about the basic handling and usage of	√	√	√	√	√
CO2	To help students develop essential skills and techniques for	√	√	√	√	
CO3	Understand the various types of audio software	√	√	√		
CO4	To teach in detail about layers of audio editing		√	√		√
CO5	To understand about the basic working of a professional audio editing and become an entrepreneur		√	√	√	√

#### 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			
Signatures			

# Semester 5

## 22 IJMC C05 – Media Literacy [Theory] 5 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

1.	To introduce the basics of media literacy
2.	To learn about different coding of news
3.	To sensitise the students on copyright issues
4.	To learn about media ethics related to advertisements
5.	To learn about identity fake news

#### Unit I

Introduction to media literacy - the power of media literacy -conditions for media learning -media literacy skills

#### Unit II

Five key concepts of media literacy -the media triangle-surveys, media logs, and historical perspectives-understand, analyze and evaluate- finding hidden messages-digital citizenship

#### Unit III

Deconstructing advertisements - detecting bias and facknews - critical reading of websites

#### Unit IV

Copy right Act- Open-source Licenses – Intellectual property right- Attribution – the nature of creative commons licenses.

#### Unit V

Practical- prepare a report for television, new paper advertisements ant its content accuracy.

#### REFERENCE:

- Alexander, A. & Hanson, J. (2007). Taking Sides: Clashing Views in Media and Society. McGraw-Hill Contemporary Learning Series: Dubuque.
- Hiassen, C. (1998). Team Rodent: How Disney Devours the World. Ballantine Books.
- Kilbourne, J. (1999). Can't Buy My Love: How Advertising Changes the Way We Think and Feel. Simon and Schuster: New York.
- McLuhan, M. (1998) Understanding Media: The Extensions of Man. Seventh Printing. MIT Press: MA.

#### Course Outcomes (COs)

CO1	The basics of media literacy
CO2	Ddifferentcoding of news
CO3	Understanding copyright issues
CO4	Understanding media ethics related to advertisements
CO5	To identity fake news

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			

CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K	K2	K3	K4	K5
CO1	Know the basics of media literacy	√	√			
CO2	Understand the different coding of news	√	√	√	√	
CO3	Understand the copyright issues	√	√	√		
CO4	Understand the media ethics related to advertisements		√	√		√
CO5	To detect fake news		√	√	√	√

**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			
Signatures			

## Semester 5 - 22 IJMC C06 – Citizen Journalism

[Theory] 5 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

1.	To introduce the basics of Citizen Journalism
2.	To make news content digitally available with the national outreach
3.	To create digital news for digital generations with an emphasis on stories of special interest to audiences across the country
4.	To provide expertise in developing and monetizing content, producing original programming and custom-branded content, as well as managing talent and creating multi-platform distribution strategies
5.	To learn about media convergence

#### Unit I

Introduction to citizen journalism & essential skills required for citizen journalist-Concept and Genesis

#### Unit II

Attribution, verification and the structure of news writing Concept of media laws and ethics-Activism and Citizen Journalism-Tools of activism

#### Unit III

Entrepreneurial approaches to creating and distributing content- Citizen Journalism and Various Media-.Citizen journalism ethics

#### Unit IV

Introduction to new media and citizen journalism -Folk media for citizen journalism - Forms of interactive journalism -Tools for media distribution and processing information

#### Unit V

Citizen Journalism and Data Verification-Interactional tools- Video, audio and readable-Observational sessions

#### 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

#### Course Outcomes (COs)

CO1	Various concepts around citizen journalism
CO2	Essential skills of citizen journalism
CO3	The ethics of news & media
CO4	The distribution & processing information



CO5	Understand how interactive media can be used
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On successful completion of the course, the students will be able to:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K	K2	K3	K4	K5
CO1	Understand various concepts around citizen	√	√			
CO2	Understand essential skills of citizen journalism	√	√	√	√	
CO3	Understand the ethics of news & media	√	√	√		
CO4	Understand the distribution & processing		√	√		√
CO5	Understand how interactive media can be used		√	√	√	√

**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			
Signatures			

## Semester 5 - 22 IJMC C07 – Folklore Communication

[Theory] 5 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

1.	To define folklore communication and understand its association with other disciplines of arts and literature.
2.	To comprehend the classification of verbal arts and the uniqueness of each.
3.	To enlighten students about the nature and importance of oral literature.
4.	To impart detailed information about the different forms of folk arts in Tamil Nādu.
5.	To create awareness about folk festivals and their history.

#### Unit 1

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

#### Unit 2

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

#### Unit 3

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

#### Unit 4

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

#### Unit 5

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

#### References:

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

### Course Outcomes (COs)

CO1	The basics of folklore communication
CO2	The classification of verbal arts and the uniqueness of each.
CO3	The importance of oral literature.
CO4	The different forms of folk arts in TamilNadu.
CO5	The folk festivals and their history.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
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CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K	K2	K3	K4	K5
CO1	The basics of folklore communication	√	√			
CO2	The classification of verbal arts and the uniqueness of each.	√	√	√	√	
CO3	The importance of oral literature.	√	√	√		
CO4	The different forms of folk arts in TamilNadu.		√	√		√
CO5	The folk festivals and their history.		√	√	√	√

#### 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			
Signatures			

**Semester 5 - 22IJMC P05 - Advertising**  
[Practical] 5 credits [End Sem-60 + CIA-40]

**Course Objectives**

1.	To help students gain a fair knowledge about various Advertising process concepts and principles with basic skills to understand its need in various media contexts and advertising agency management.
2.	To enable students gain insight into the evolution of Corporate Communication and its expanded role in organizational and marketing communication.
3.	ORGANIZE different types of Advertising copy for branding innovative strategies.
4.	Make them to evolution of Corporate Communication and its expanded role in organizational and marketing communication.
5.	CONNECT the digital media landscape in Advertising.

**List of Practical:**

1. Produce classified advertisements
2. Design ear panels
3. Design a visual dominant advertisement
4. Design a copy dominant advertisement
5. Design a solus advertisement
6. Design an ad. for a consumer product for print, radio, TV and web
7. Design a retail advertisement.
8. Design a corporate advertisement
9. Create public service advertisement (PSA) for print, radio, TV and web
10. Design an ad for brand promotion

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

## 22 IJMC NM01 – Video editing Software

[Theory] 3 credits [End Sem-75 + CIA-25]

### Course Objectives

1.	To Adobe Premiere Pro
2.	To learn the techniques of video editing tools
3.	To understand the important principles of editing
4.	To understand the basic animation tools for video editing
5.	To understand the basics of audio editing.

### Video editing Software (T)

#### Unit I

Combine video with music, images and graphics -Edit multi-camera footage together

#### Unit II

Cut documentary, narrative and promo style videos-Learn important principles of editing - Video effects- Overlays to add texture

#### Unit III

Animate images, text and video in motion graphics-Animate Photoshop and Illustrator files  
Create animated logos, infographics and social media advertisements.

#### Unit IV

Animate native shape and text layers to create engaging animation

#### Unit V

Clean up audio files to reduce noise - Copy, cut and paste audio to create new files-Edit voice overs, podcasts and music to use standalone or in your video projects

#### REFERENCE

1. Television Production Hand Book - Herbert Zettle
2. Television Studio. - Gerald Millerson.
3. Television Production. Allen Wurtzel.
4. Digital Video Camera Work.-Peter Ward.
5. Television Production Technique.- Gerald Millerson

#### Course Outcomes (COs)

CO1	Students will improve their knowledge through the software.
CO2	Students will learn about profession and personal skill development for video editing.
CO3	Students will learn the editing and the uses of different media profession.
CO4	Students will identify ways to improve the creative content.
CO5	Students will develop excellent communication skills through the editing.

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

	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	L	L							
CO2		M		M					

C03			M		M	M			
C04					S	S		S	S
C05					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Improve their knowledge through the software.	√	√			
CO2	Profession and personal skill development for video	√	√	√		
CO3	Learn the editing and the uses of different media profession.	√	√	√		
CO4	Identify ways to improve the creative content.		√	√	√	√
CO5	Develop excellent communication skills through the editing.		√	√	√	√

#### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

# Semester 6

## 22 IJMC C08 - Media Laws and Ethics

[Theory] 5 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

CO1.	To give education to media students and professionals and all others engaged in or responsible for media in respect of recognized ethical standards and the law.
CO2.	The legal and ethical contexts and effect of relevant law, guidelines, policies and codes of practices.
CO3.	Introduce Variety of media laws types, including broadcast, television, internet and print media.
CO4.	Introduce the branch or law that deals with legal issues such as intellectual or digital media.
CO5.	To find out the communication issues include free speech issues, defamation, copy right and

**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 Prasar Bharati (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 – MittikaSingal 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.

#### Course Outcomes (COs)

CO1	Students will engaged in or responsible for media in respect of recognized ethical standards and the law.
CO2	Students will learn the effect of relevant law, guidelines, policies and codes of practices.
CO3	Students will learn Varity of media laws types, including broadcast, television, internet and print media.
CO4	Students will learn history, meaning, definition and functions.
CO5	Students will learn the communication issues include free speech issues, defamation, copy right and censorship.

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

	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Responsible for media in respect of recognized ethical standards and the law.	√	√			
CO2	Introduce the effect of law, guidelines, policies and codes of practices.	√	√	√		
CO3	Learn Varity of media laws types, including broadcast, television, internet and print media.	√	√	√		
CO4	To learn history, meaning, definition and functions.		√	√	√	√
CO5	Communication issues include free speech issues, defamation, copy right and censorship.		√	√	√	√

#### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25



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

## Semester 6 - 22 IJMC C09 - Digital Journalism

[Theory] 5 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

CO1.	To allow citizens and reader's opportunity to creates 'The Public Interest'.
CO2.	Discuss about the various digital journalism on media.
CO3.	Introduce Various skill developments of information technology and media interacting.
CO4.	Introduce the structure of skills like creativity, collaborations and communication in digital
CO5.	To find out the lifestyle, values and ability of student communicative skills.

### Unit I

Introduction to Digital Journalism, Digital Newsroom, Web Browsers: An Introduction, Newspaper Websites: International & National, News Portals & Their Presentations, News Websites of Major Electronic Media Houses, Independent News Websites, News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components

### Unit II

Role of Browsers and Plug-Ins, Searching: Tips & Tools for Better Search in Digital Era for Journalists.

### Unit III

Using Online Reporting Sources, The Internet as a Reporting Source, E-Mail Related Sources - Using E-Mail, News groups.

### Unit IV

Web Page Based Sources - General Reference Sources, Wikis, Specialized Sources For Journalists.

### Unit V

Search Engines - Basic Search Engines, Searching The Deep Web, Directories, Online Journalism Sites, Databases.

### REFERENCE

1. Itule & Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
2. Saxena Sunil (2006), *Headline Writing*, Sage
3. Kim Jihoon : *Between film, video and the digital*, Bloomsbury
4. Davisson Amber, *Controversies in Digital ethics*, Bloomsbury
5. Rey G Rosales (2006), *The Elements of Online Journalism*, iUniverse, U.S.
6. Jim Foust (2011), *Online Journalism: Principles and Practices of News for the Web*, Routledge
7. Tapas Ray, (2011) *Online Journalism*, Cambridge University Press.

### Course Outcomes (COs)

CO 1	Students will learn digital media and journalism.
CO 2	Students will learn the writing and reading skills of effective communication in digital media.
CO 3	Students will learn Various information technology and media interacting.
CO 4	Students will learn history, meaning, definition and functions.
CO 5	Students will learn the skills like creativity, collaborations and communication.

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

	P01	P02	P03	P04	P05	P06	P07	P08	P09
C01	L	L							
C02		M		M					
C03			M		M	M			
C04					S	S		S	S
C05					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
C01	Learn the digital media and journalism.	√	√			
C02	Introduce writing and reading skills of effective communication in digital media.	√	√	√		
C03	Learn Various developments of media technique.	√	√	√		
C04	To learn lifestyle, values and ability of student communicative skills.		√	√	√	√
C05	Develop student communication skills in media.		√	√	√	√

### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

## Semester 6 - 22 IJMC P07 - News Production

[Practical] 5 credits [End Sem-60 + CIA-40]

### Curriculum/Course Objectives

C01.	To enable the students, learn about news and narration.
C02.	To become aware of the regional language and the fluency.
C03.	To acquire communication skills in order to interact with the audience for their better understanding.
C04.	To attaining the news observation and assessing the news values.
C05.	To creating the commercialization through the audio-video messages for television,

### LIST OF PRACTICALS / Exercises

1. Design a *logo/ Masthead* for a Publishing house/Magazine
2. Design a Visiting card/ Letter head/ Pamphlet / Designing Envelop / greeting cards Bills and Vouchers for a Publishing house/Magazine
3. Design the *cover page / Title page* for a Magazine (Creating setting grid, margin and columns for the given layout )
4. Design the *center spread* of a Magazine
5. Design the *entertainment pages* of a Magazine
6. Design a poster for introducing a new Magazine
7. Design a *display advertisement* for a product of your choice
8. Design an *institutional advertisement*
9. Design a *public service advertisement*
10. Design *magazine special pages*
11. Creating Movie Poster Concepts
12. Visual Design for the Web

### Course Outcomes (COs)

C01	Students will learn about news reading and narration.
C02	Students will learn aware of the regional language and the fluency.
C03	Students will interact with the audience for their better understanding.
C04	Students will learn news observation and assessing the news values.
C05	Students will learn commercialization through the audio-video messages for television, radio and online formats.

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

	P01	P02	P03	P04	P05	P06	P07	P08	P09
C01	L	L							
C02		M		M					
C03			M		M	M			
C04					S	S		S	S
C05					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
C01	Learn news reading and narration.	√	√			
C02	Aware of the regional language and the fluency.	√	√	√		
C03	Interact with the audience for their better understanding.	√	√	√		
C04	News observation and assessing the news values.		√	√	√	√
C05	Creating commercialization through the audio-video messages for television, radio and online formats.		√	√	√	√

### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

## Semester 6 - 22 IJMCPRJ01 - Documentary production -Project

[Practical] 5 credits [End Sem-60 + CIA-40]

### Curriculum/Course Objectives

CO1.	To introduce the basics of script writing for documentaries.
CO2.	To learn about different types of lightings used during the process of documentary.
CO3.	To gain knowledge about types of cameras used in documentary shows / films.
CO4.	To get used to the various techniques and nuances followed in production houses.
CO5.	To familiarize with shooting, live recording and post processing.

### Produce a documentary not more than 15 Minutes

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

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

### Course Outcomes (COs)

CO1	Students will be introduced to the basic lighting setups used in documentary production.
CO2	Students will learn about editing software such as premiere pro, avid and final cut pro used for documentary video editing.
CO3	Students will recognize the importance of semi script writing in documentaries during the process of production.
CO4	Students will become aware of the recording instruments used to capture and store audio signals.
CO5	Students will be able to produce documentary film with the help of their batchmates.

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

	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	Students will be introduced to the basic lighting setups used in documentary production.	√	√			

C02	Students will learn about editing software such as premiere pro, avid and final cut pro used for documentary video editing.	√	√	√		
C03	Students will recognize the importance of semi script writing in documentaries during the process of production.	√	√	√		
C04	Students will become aware of the recording instruments used to capture and store audio signals.		√	√	√	√
C05	Students will be able to produce documentary film with the help of their batch mates.		√	√	√	√

### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

## Semester 6 - 22 IJMC NM02 - Digital Marketing

[Theory] 3 credits [End Sem-75 + CIA-25]

### Curriculum/Course Objectives

CO1.	To provide information about the evolution of digital Marketing and functions of marketing.
CO2.	To gain knowledge about the factors affecting the marketing function.
CO3.	To correlate marketing with media industry.
CO4.	To understand the Product life cycle printing and branding in digital marketing.
CO5.	To gain knowledge on principles of digital marketing management, market segmentation.

#### UNIT - I

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

#### UNIT - II

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

#### UNIT – III

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

#### UNIT - IV

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

#### UNIT - V

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

### References:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
4. Marketing Research Essentials, 5<sup>th</sup> edition, C. McDaniel & R. Gates
5. Business-to-Business Marketing Research, 1<sup>st</sup> Edition, M. Block & T. B

### Course Outcomes (COs)

CO1	Students will be able to distinguish between the different types of marketing in the society.
CO2	Students will attain knowledge about the process of marketing in the industry.
CO3	Students become aware of the factors that influence opinion in general and public opinion formation in particular.
CO4	Students would get insights into the buying motives of the consumers and the problems faced between the producer and the consumer.
CO5	Students will be able to understand the life cycle of a product and its sustainability.

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

	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	L	L							
CO2		M		M					



C03			M		M	M			
C04					S	S		S	S
C05					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
C01	Provide information about the evolution of Marketing and functions of marketing.	√	√			
C02	Gain knowledge about the factors affecting the marketing function.	√	√	√		
C03	Correlate marketing with media industry.	√	√	√		
C04	Understand the Product life cycle printing and branding.		√	√	√	√
C05	Gain knowledge on principles of marketing management, market segmentation.		√	√	√	√

### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

# Semester 7

## 22 IJMC C10 - Communication Theories and Models

[Theory] 5 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective:

1.	To introduce students to the basics of Communication.
2.	To inculcate the knowledge and understand the various principles/elements of Communication models.
3.	To acquaint them with important aspects of Communication based on basic theories
4.	To acquaint students to develop the knowledge, skills and 5 C's of Communication.
5.	To enhance understanding of the technical terms of mass communication/media Communication

UNIT-I

Weeks/Instructional Hours - 12

**Concept, elements and process of communication** – Various definitions, nature, scope and process of communication; Various types and forms of communication – intra-personal interpersonal, group and mass communication; purpose of communication, - Barriers of communication, Functions of communication for society change .

UNIT-II

Weeks/Instructional Hours - 12

**Models of Mass communication** – models of Aristotle, Socrates, David Berlo, Harold Lasswell, Shannon and Weaver model, Charles Osgood, Osgood & Wilber Schramm, Newcomb, Defleur, Gerbner, Westley and MacLean, Riley & Riley model, Dance's helical model and TAM model.

UNIT-III

Weeks/Instructional Hours - 12

**Theories of communication** – Hypodermic / bullet theory, Cognitive Dissonance theory, Personal Influence theory – One step flow, Two-step Flow– Multistep Flow of communication, Opinion leadership, Individual differences theory Dependency Theory and Limited Effects Theory

UNIT-IV

Weeks/Instructional Hours - 12

**Sociological and psychological Theories of Mass Communication** – Cultivation theory, Social Learning theory, Agenda setting theory, play theory, Uses and gratification, Dependency theory, Interactive Theory - Four theories (Normative) of Press

UNIT-V

Weeks/Instructional Hours - 12

**Relevance of communication theories to practice** – Persuasion, Perception and Participatory Communication - Students will be given Assignments/ Practical to test the relevance of selected theory on the basis of survey, interaction. The results will be presented through ppt- Project based on models and theories - Report to be submitted for internal valuation.

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

### Reference

1. Wood. Julia, T. *Communication in action – An Introduction*. Wadsworth Publishing Company, 1997.
2. McQuail, Dennis: *Mass Communication theory*. (3<sup>rd</sup> Edition), Sage Publications, New Delhi 2004.
3. Andal. N, *Communication theories and Models*, Himalaya Publishing House, Bangalore 1998

4. Schramm, W. & Roberts, D. F., *The Process and Effects of Mass Communication*, Urbana, IL: University of Illinois Press.
5. Serenin W and Tankard J. *Communication Theories*, New York, Longman. 2000
6. Stanly S Baran and Dennis K. Davis. *Mass Communication Theory: Foundations Ferment and future*, Singapore Thomson Wads Worth. 1999.
7. Kumar, Keval J: *Mass Communication In India*, Jaico Publishing House, 2018
8. Narula Uma: *Communication Models*, Atlantic Publishers and Distributors
9. Bittner, John: *Mass Communication: An introduction*, Prentice-Hall, New Jersey, 1980
10. Seetharam K.S: *Communication and Culture- A world view*. McGraw Hill, New Delhi-1991.
11. Shukla, S.K: *Mass Media and Communication*, Cybertech Publishing, New Delhi-2006
12. Singhal, Aravind and Rogers Everett: *India's Communication Revolution*, Sage, New Delhi-2001
13. Dominick, Joseph, *The Dynamics of Mass Communication*, Mc Graw Hill, 1993.
14. Black, Jay: *Introduction to Mass Communication*, William C Brown, London, 1991
15. Fisk and John: *Introduction to Communication Studies*, Routledge, London, 1982
16. Rayudu. C.S., *Communication*, Himalaya Publishing House, Mumbai
17. Joshi, P.C., *Communication & Nation – Building – Perspective and Policy*, Publication Division, New Delhi.
18. Malhan P.N., *Communication Media, Yesterday, Today and Tomorrow*, Publication Division, New Delhi.
19. Agee, Warren K., Ault Philip H., *Introduction to Mass Communication*, Oxford & IBH Publishing Company, New Delhi

### Course Outcomes (COs)

CO1	The students acquired basic knowledge about the various elements (nature, functions, forms, types, principles and perspectives) of communication (mass/media) with historical social, political and technological milestones/events/issues in the field of Mass Communication.
CO2	The students acquaintance the various models and ideologies of mass communication in research and practice the strengths and limitations of mass Communication
CO3	Students would be able to develop the differentiation between models and theories of mass communication and apply to public life
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 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
PSO	Concepts, elements and process of communication	√	√	√		
CO1	Models of communication	√	√		√	
CO2	Theories of communication	√	√		√	√
CO3	Sociological and psychological implications of communication	√	√	√		

CO4	Relevance of communication theories		√		√	
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**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 7 - 22 IJMC C11 - Electronic News gathering & Reporting [Theory] 5 credits [End Sem-75 + CIA-25]

### **Course Objectives**

1	Learning to effectively compose and evaluate a news story by following standard journalistic practices and principles.
2	To learn the nuances in Electronic News Gathering is an introduction into the competitive and deadline-driven world of TV news
3	Acquiring the knowledge to plan, write and execute compelling and thought-provoking television news stories.
4	To provide knowledge on News content for digital media
5	Familiarize Different stages of scripting and story play

### **Unit I**

News: Definitions of news - Elements of news - Principles of news and news values -Structure of news - Formats of news - Hard news and Soft news - The Inverted Pyramid - Beyond the Inverted Pyramid - Covering a Beat - Writing Common Types of Stories - Reporting With Numbers - Writing News for Digital Media - Speeches - News Conferences and Meetings

### **Unit II**

Sources of news: News Agencies, Government Sources, Press Releases, Press Conferences, Field Reporting - Staff Correspondents, Special Correspondents and Foreign Correspondents – Stringers - Online Sources - Sting Operation - interview questions – interviewing - Gathering and Verifying Information.

### **Unit III**

News writing for Radio - News writing for Television - News writing for Online Media - Writing Intros and leads - News Translation Techniques - Citizen Journalism - Emerging Media

### **Unit IV**

Writing News for Digital Media - Speeches - News Conferences and Meetings – Voice over scripts - Writing Common Types of Stories - Ethics - Deadline Challenge

### **Unit V**

Different stages of scripting: Idea, Research, Synopsis, Outline –Treatment - Story board - Screen play script - Script writing formats - Master scene script format - Split page forma - Fiction script writing - Non-fiction script writing.

### **References:**

- Herbert Zettle : Television Production and Writing
- Melvin Mencher : News Reporting and Writing
- Gerald Lanson : Writing and Reporting the News
- Fred Shook : Television Field Production and Reporting
- M.D.Meeske : Copywriting for the Electronic Media
- Robert Gunning : Techniques of Clear Writing
- J.G.Stonell-Writing for Mass Media
- C.A.Sheenfield- Effective Feature Writing
- Nelson R.P- Article Writing
- Brian Nicholls- Features with Flair

1	RELATE various characteristics and potential of news story by following standard journalistic practices and principles.
2	IDENTIFY the tools and techniques in
3	COMPARE the writing and editing techniques of Electronic News Gathering to plan, write and execute compelling and thought-provoking television news stories.
4	UNDERSTAND the News content for digital media
5	Familiarize Different stages of scripting and story play

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	RELATE various characteristics and potential of news story by following standard journalistic practices and principles.	√	√			
CO2	IDENTIFY the tools and techniques in		√	√	√	
CO3	COMPARE the writing and editing techniques of Electronic News		√	√	√	
CO4	UNDERSTAND the News content for digital media			√		
CO5	Familiarize Different stages of scripting and story play	√	√	√	√	√

#### 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 7 - 22 IJMC C12 - Public Relations**  
[Theory] 5 credits [End Sem-75 + CIA-25]

**Course Objectives**

1	Understand the historical background and role Public Relations in various areas
2	Have insight into the use of the technological advancements in Public Relations
3	Comprehend tools of Public Relations in order to develop the required skills.
4	Understand the ethical aspects and future of Public Relations in India
5	To provide a basic understanding in Managing relations with media

**Unit I**

Public Relations-Meaning, Definition, Nature and Scope, Historical Background - 4 models of Public Relations - Excellence theory - Key definitions and classifications of PR: reactive/proactive, spin, PR skills and scope, etc. - Fully functioning society theory

**Unit II**

Concepts of Public Relations - Press, Publicity, Lobbying, Propaganda, Advertising - Sales Promotion and Corporate Marketing Services - Tools of Public Relations Press Conferences – Meets - Press Releases – Announcements - Webcasts

**Unit III**

Strategic communication and the role of PR - Steps of building strategic communication - Managing corporate identity through corporate communication - Stakeholder communication - Corporate social responsibility

**Unit IV**

Ethics of Public Relations and Social Responsibility - Public Relations and Writing Printed Literature – Newsletters - Opinion papers and Blogs

**Unit V**

Managing relations with media: Relationship management theory - Functional perspective on PR - Media relations - New media and online reputation - Fake news phenomenon

**Reference:**

1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
2. Cutlipscottetal, Effective Public Relations, London, 1995.
3. Black Sam, Practical Public Relations, Universal Publishers, 1994.
4. S.M.Sardana, Public Relations: Theory and Practice.
5. J.V.Vilani, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, New Delhi 2011.
6. The Public Relations Handbook, 2nd ed. (2001) by Alison Theaker, Routledge;
7. Global Public Relations: Spanning Borders, Spanning Cultures by Alan R. Freitag
8. Public Relations and Social Theory: Key Figures and Concepts (2007) by Oyvind Ihlen, Routledge Communication Series

### Course Outcomes

1	Learn the nuances of Public Relations
2	Knowing the use of technological advancements in Public Relations
3	Understanding the ethical aspects and future of Public Relations in India
4	Trained to write blogs and opinion letters
5	Understanding in Managing relations with media

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
PSO	Learn the nuances of Public Relations	√	√	√		
CO1	Knowing the use of technological advancements in Public	√	√		√	
CO2	Understanding the ethical aspects and future of Public	√	√		√	√
CO3	Trained to write blogs and opinion letters	√	√	√		
CO4	Understanding in Managing relations with media		√		√	

### 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 7 - 22 IJMC P08 - Fundamentals of Animation

[Theory] 5 credits [End Sem-60 + CIA-40]

### Course Objectives

1	To apply the techniques in Animation industry
2	To understand the basics of 3D Animations
3	To solve practical problems in the real life situations.
4	Relate some knowledge of the history of animation
5	Assess and critique past and current animation trends
6	Demonstrate progress in basic drawing and animation skills
7	Describe characteristics of well-designed and executed animation

### Software

**3D Studio Max : Maya**

### Class Exercise

8. Standard & Extended Primitives- Household Objects- Sofa, Clock & Dining Table
1. Editable Poly- Creating an Object & Adjusting the Segment, Logo, Architecture & Titling
2. Material Editor- Applying on Objects & Giving Effects
3. Modifier- Bend, Smooth, Special Feature; UV Map & Effects
4. Modeling- Logo, Architecture & Titling
5. Special Effect- Bomb & Particles
6. Video Posting- Special Effects in Video, Photo, Object; Comparing Video & Particles
7. Lighting- Photometric & Standard Lighting
8. Camera- Target & Free

### Record Work

1. Title Animation (one exercise)
2. Architecture (Walk through) (one exercise)
3. Consumer Product Animation (two exercises)
4. Toy Animation (two exercises)
5. House Exterior (Snap shots from different angles) (one exercise)
6. Jewellery Design (two exercises)

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

	P01	P02	P03	P04	P05	P06	P07	P08	P09
CO1	L	L							
CO2		M		M					

C03			M		M	M			
C04					S	S		S	S
C05					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	<b>Define and apply design principles and theories to animation production</b>	√	√			
CO2	<b>Identify and apply the 12 principles of animation</b>	√	√	√		
CO3	<b>Demonstrate skills in the use of industry standard tools for animation</b>	√	√	√		
CO4	<b>Create traditional and computer generated animation based on current industry trends and practices</b>		√	√	√	√
CO5	<b>Manipulate animation production equipment</b>		√	√	√	√

#### TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

## Semester 7

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, Swadhesamithran, 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.

**Reference:**

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

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

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** - 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-** 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** -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** : 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)

#### Reference:

1. Newspaper Layout & Design: Daryl & 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).

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

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.

### Reference:

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
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C01	The students gain knowledge to create and place various new elements of art work of Print production	√		√			√
C02	The student's acquaintance of different kinds of information	√	√		√		√
C03	Students would be able to assemble various elements of ad-		√	√	√		
C04	Students will be able to develop knowledge of creating vari-			√	√		√
C05	Students have enhanced and acquired the skills on the details of newspaper production, lay out designing in print			√		√	√

#### TOOLS FOR ASSESSMENT

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

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

# Semester 8

## 22 IJMC C13- Film theories and criticism

[Theory] 4 credits [End Sem-75 + CIA-25]

### Course Objectives:

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.

### 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 Saheb Phalke, Sathyajit Ray, RitwikGhatak – Tamil Cinema: NatrajaMudhaliar, 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. JarekKupsc. Orient Blackswar. UK. 2011

7. Dravida Cinema. Paavendhan Ra., SubagunarajanV.M.S..KayalKavinPadhippagam. 2009
8. Film Studies – An Introduction. Sikov Ed. Columbia University Press. 2010
9. What is Cinema?.Bazin, Andre.
10. Major film theories, An Introduction, J. Dudley Andrew. Oxford University Press. 1976

### Course Outcomes

	Learn How and Why to appreciate film
	Knowing the modes of film practice, and critical approaches
	Understanding the Film Psychology.
	To enable students to have an overview of the basic theories, ideas, and methods of Film making.
	To give a clear vision to the students through routine readings and screenings to introduce important concepts (e.g. realism, authorship, narrative, genre, and national cinema)

### 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 basic theories, ideas, and methods of Film and Media studies through routine readings and screenings of modes of film practice, and	✓		✓		
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 dimensions and functions of Sound in cinema.			✓	✓	✓
CO5	COMPARE gender and sexuality in film making practices	✓		✓		✓

### 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 7- 22 IJMC C14- Alternative Media for Development Communication [Theory] 4 credits [End Sem-75 + CIA-25]

### Course Objectives:

1	To acquire knowledge about the alternative media
2	To explore how traditional folk media equip the alternative media
3	To experiment the trends of new media in the sphere of folk media
4	To understand the contemporary exposures of alternative media.
5	To provide the acquaintance of Origin of Blogs and new media as a tool of Alternative Journalism

### Unit I

Society : Definition, Concepts and Ideas – Social Groups – Tradition – Culture - Community concept and Importance  
Community as Place Community as Identity Community as Ideology

### Unit II

Traditional Folk Media (TFM) - Concept and Forms Traditional Folk Media – meaning, characteristics, its difference from Mass Media Different forms of Folk Media: Tamasha, Pawada, Keertana, Yakshagana, Nautanki, Jatra, Bhavai, Ramlila and Raslila, Puppetry: forms in different states- Orissa, Karnataka, Tamil Nadu.

### Unit III

Community Media as Alternative Media: Concept, need and origin - Types of Alternative media - Alternative Media vis-à-vis Mainstream Media - Alternative Media and Civil society.

### Unit IV

Types of Alternative Media: Alternative Print Media – Strengths, Weakness, Prospects, Examples. Alternative Radio – Strengths, Weakness, Prospects, Examples. Alternative Audi-Visual Media – Strengths, Weakness, Prospects, Examples.

### Unit V

New Media a Tool of Alternative Journalism - Origin of Blogs - Social Networking Sites - Freedom of Speech Through New Media - Role of Internet in producing Alternative Content UNIT-V Citizen Journalism - Citizen Journalism - Journalism of Social Concerns - Identity & Politics of Change - Questions of Credibility & Reliability.

### References:

1. Kevin Howley - Understanding Community Media: SAGE Publications.
2. Pavarala, Vinod and Malik, Kanchan K - Other Voices: The Struggle for Community
1. Radio in India.
2. Linda K. Fuller - Community Media: International Perspectives.
3. Kevin Howley - Community Media: People, Places, and Communication Technologies.
4. Ole Prehn - Community media in the information age: perspectives and prospects.
5. Janey Gordon- Notions of Community: A Collection of Community Media Debates and
6. Dilemmas.
7. Ellie Rennie - Community Media: A Global Introduction.
8. Steve Buckley - Community media: A good practice handbook.

**Course Outcomes**

1	Learn the knowledge about the alternative media
2	Knowing how traditional folk media equip the alternative media
3	Understanding the contemporary exposures of alternative media

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K	K2	K3	K4	K5
CO1	Learn the knowledge about the alternative media	√	√			
CO2	Knowing how traditional folk media equip the alternative	√	√	√	√	
CO3	Understanding the contemporary exposures of	√	√	√		
CO4	The different forms of folk arts in TamilNadu.		√	√		√
CO5	The folk festivals and their history.		√	√	√	√

**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			
Signatures			

## Semester 7- 22 IJMC P09- Web Design-Practical

[Theory] 4 credits [End Sem-60 + CIA-40]

### Course Objectives:

1	To learn the basics of web designing
2	To acquire knowledge about the HTML coding
3	To understand the basic requirements for the website constructions
4	To understand the contemporary trends in web designing

### Software

#### HTML

### Class Exercise

1. Basic coding for websites
2. Import Image in web page
3. Creating a form to fill on web page
4. Image Tag and Object Tag
5. Meta Tags, Css Tags, Script Tag
6. Table Tag, Div Tag, Header Tags
7. Paragraph, Span, Pre Tags
8. Anchor Links and Named Anchors
9. Image Tag, Object Tag, Frame Tag
10. Text input, Text area
11. Checkbox and Radio Button
12. Dropdown, List and Optgroup
13. File Upload and Hidden Fields

### Record Work

1. Create a home page for any company
2. Create your own CV as a web page

### 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							
CO 2		M	M	M					
CO 3				M	M	S			
CO 4				M	S	S	H		
CO 5					S	S	h	H	H

H – High    S-Strong    M-Medium    L-Low

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

		K1	K2	K3	K4	K5
CO1	Students will be able to identify the different elements of design in objects they see around them.	√	√			
CO2	They will understand the principles of design and will be able to apply them.		√	√	√	
CO3	They will become familiar with the theories of design and their relevance today.			√	√	√
CO4	They will comprehend the graphic design process and understand its nuances.		√	√	√	√
CO5	understand the basic requirements for the website constructions	√	√	√	√	√

**TOOLS FOR ASSESSMENT**

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total
5	5	5	5	5	25

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

**Semester 8: 22 IJMC P10 – Short Film [Practical] 4 credits [End Sem-60 + CIA-40]**

**Course Objectives:**

1	To learn the basics of film production
2	To acquire knowledge about levels of film making
3	To understand the basic requirements for writing a script
4	To understand the contemporary trends in film making

**Class Exercise**

Pre Production

1. Script writing
2. Three act structure
3. Scene breakdown

Production

4. Shooting and progress

Post Production

5. Editing and Mixing

**Record Work**

1. Make an own short film of minimum duration 05:00 mins. – Maximum 10:00 mins.

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

		K1	K2	K3	K4	K5
CO1	DEVELOP introduce students about the formats of documentary and short film content	√	√		√	
CO2	GENERALIZE familiarize students on ideation, visualization and story	√		√	√	
CO3	EXPLORE the teach students about the techniques of		√	√		√
CO4	DIFFERENTIATE documentary and short film making			√	√	√
CO5	GIVE a clear vision on planning, production and showcasing of short film and documentary			√	√	√

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

### **22JMCE02- A - Print Journalism**

Syllabus will be updated in the concern semester

### **22JMCE02- B - Public Relations**

Syllabus will be updated in the concern semester

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

Syllabus will be updated in the concern semester

### **22JMCE02- D- Science communication and open Culture**

Syllabus will be updated in the concern semester

# Semester 9

22 IJMC C15 – Media Research Methods 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 about the planning, production and execution of a communication
6	research topic and develop a full fledged research report on the selected theme

### UNIT I

Introduction to Social Science Research – nature and scope. Communication research. Need for mass media research. Characteristic of scientific research. Research Process - Identification of the Research Problem - Statement of problem,

### UNIT II

Research design, Mixed methods Research Design, Hypothesis, Definition, Characteristics, Functions, Types, formulating hypothesis - Hypothesis Testing, Research questions, Review of Literature and its importance. Qualitative and Quantitative research. Research techniques - Readership research, Audience Survey, Public Opinion research and ratings research, Field Observation Research, Focus Groups.

### UNIT-III

Research Methods - Experimental Research, Survey Research, Content Analysis - Three approaches to Qualitative content analysis - Conventional, Directed, Summative - Qualitative Content Analysis process - Deductive, Inductive. Case Study - Mixed method -Types - Triangulation, Embedded, Exploratory and Explanatory - Mixed model and its types - Parallel or Concurrent, Sequential, Conversion. Research types - descriptive, fundamental, applied, historical, action, holistic, participant observation,

### UNIT IV

Research Elements, Variables – Types; Measurement - Levels - (nominal, ordinal, interval and ratio), Reliability and Validity; Scales - Types - (Summated, Cumulative, Thurston and Likert, Semantic Differential); Sampling - procedure - Design - size - Types - Data - Sources - Primary and Secondary Data. Data Collection Tools - Observation, Questionnaires and Interview Schedule.

### UNIT IV

Statistical tools - Parametric and non- parametric statistics - Chi-Square - T-Test, ANOVA, Data Analysis - Techniques of Qualitative data Analysis- Tabulation, frequency distribution - Importance of analysis. Report

Writing - Contents of a Report, Diagrammatic Presentation, Bibliography & Index, Errors and Precautions in Report Writing, Ethics in conducting research [Qualitative research], SPSS package.

## Reference

1. Arthur Asa Berger, Media Research Techniques, Sage Publications, New Delhi.
2. Roger D. Wimmer, Mass Media Research.
3. Wrench, et al, Qualitative Research methods for Communication, Oxford University Press.
4. Bridget Somekh, Research in Social Sciences.
5. Peter Clough, A Students Guide to Methodology

## Course Outcomes (Cos)

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.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO	L	L							
CO		M		M					
CO			M		M	M			
CO					S	S		S	S
CO5					S	S	S	s	s

(H-High, S-Strong M-Medium, L-Low)

## 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			
Signatures			

## Semester 9- 22 IJMC C16 – Current Affairs and Media Issues 4 credits

[End Sem-75 + CIA-25]

### Curriculum/Course Objectives

1.	To make students understand the issues involved in media.
2.	To gain knowledge about the current affairs within and outside the country.
3.	To be aware of the day to day activities happenings around us.
4.	To get used to the various techniques in analysing and interpreting an issue.
5.	To familiarize with the concepts and factors that influence the media.

### Unit-I

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

### Unit-II

Regulation of media content - Plurality, diversity and objectivity in media - Accountability and credibility of media -Status of media persons in India

### Unit-III

Major current international, national and regional developments during the term - Important issues covered by print/radio/television and new media - Important people and places in news - Follow-up of major stories and editorials during the term

### Unit-IV

Readings from popular magazines- news and infotainment -Comparative study of issues covered by media - Follow-up/discussion of popular columns, write ups, articles, features, middles, letter to editors - Editor Guild of India - Code of ethics for working journalist

### Unit-V

Discussion on photo feature, photo-journalism, cartoon and other materials of print -media. Discussion on writing style, angle/ placement/ display of print media content -• Discussion on content/ footage/ style/ presentation etc. on the issues taken up by various television channels/ radio stations/ news and other portals. Discussion on sports and business stories during the term.

### Reference

1. Keval J. Kumar Mass communication in India Jaico publishing house 1994.
2. Basu, D.D. (2004). *Introduction to the Constitution of India*. Prentice-Hall of India.
3. Manna, B, *Mass Media And Related Laws in India*, Academic Publishers.
4. Singh, P.P. et. al., (1998). *Media, Ethics and Laws*, Anmol.
5. Prabhakar, M. et. al., (1999). *A Compendium of Codes of Conduct for Media Professional*, University Book House.
6. Fackler, Mark et. al., (1995). *Media Ethics -Cases and Moral Reasoning*, Longman

### Course Outcomes (COs)

CO1	Students will able to understand the concepts of media issues.
CO2	Students will interpret and analyse the events and happenings and act accordingly.

CO3	Students will gain more knowledge by reading newspapers and other dailies.
CO4	Students an differentiate between the issues and analyse the impact in an effective manner.
CO5	Students will know ethical problems in publishing an article and other issues in journalism.

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

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1			L			L		
CO2			M			M		
CO3		M		M		M		
CO4		S		S		S		S
CO5		S		S		s		s

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

		K1	K2	K3	K4	K5
CO1	understand the concepts of media issues	√	√		√	
CO2	interpret and analyse the events and happenings and act accordingly.	√		√	√	
CO3	gain more knowledge by reading newspapers and other		√	√		√
CO4	differentiate between the issues and analyse the impact			√	√	√
CO5	know ethical problems in publishing an article and other issues in 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 9- 22 IJMC P11 – Video Magazines 4 credits

[End Sem-60 + CIA-40]

### Curriculum/Course Objectives

1.	To introduce students about the basics and script writing and its importance in video production.
2.	To inculcate the knowledge about the process of story board designing.
3.	To acquaint them with multiple camera setup and editing techniques.
4.	To develop the knowledge of skills in shooting montages and using various techniques to enhance the quality of video.
5.	Students should be able to explore various aspects in advertising in the media market.

### LIST OF PRACTICALS

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

### Course Outcomes (COs)

CO1	The students will able to write a script for their video production project.
CO2	The student’s acquaintance the knowledge of story board making and its importance during the process of video production.
CO3	Students would be able themselves to familiarize with handling multiple cameras in a single video production.
CO4	Students will be able to develop the knowledge of skills in injecting new

	techniques for video enhancement.
CO5	Students have enhanced and acquired the skills of news production and its values.

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

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1			L			L		
CO2			M			M		
CO3		M		M		M		
CO4		S		S		S		S
CO5	S		S		S		s	s

(H-High, S-Strong M-Medium, L-Low)

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

		K1	K2	K3	K4	K5
CO1	write a script for their video production project.	√	√		√	
CO2	Acquaintant themselves with the knowledge of story board making and its importance during the process of video production.	√		√	√	
CO3	familiarize with handling multiple cameras in video		√	√		√
CO4	Enable to develop the knowledge of skills in injecting			√	√	√
CO5	Acquire the skills of news production and its values to become video entrepreneur			√	√	√

### **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			
Signatures			

**Semester 9 : Elective III - 4 credits [End Sem-75 + CIA-25]**

**22JMCE03-A - Television Journalism**

Syllabus will be updated in the concern semester

**22JMCE03-B- Marketing**

Syllabus will be updated in the concern semester

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

Syllabus will be updated in the concern semester

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

Syllabus will be updated in the concern semester



# Semester 10

22 IJMC C17- Immersive Journalism 4 credits

[End Sem-75 + CIA-25]

## Course Objectives:

1	To learn the key features of immersive journalism
2	To acquaint students with the emerging trends in immersive media
3	To critically analyse how big data is changing journalism
4	To understand the possible futures of immersive journalism and big data
5	To Produce an Audio Book

### Unit I

Debates around emerging technologies - body and technology - new interfaces - Relationship between communication and technology - Possibilities and challenges for journalism in the new and emerging media landscapes.

### Unit II

Future technologies, 5G and internet of things - Role of algorithms - case of cambridgeanalytica and its implications - Power and control in new platforms - surveillance society - ethical and legal issues - future of networks - journalism and future technologies.

### Unit III

Immersive worlds - experiential news - ethical concerns in immersive projects - future of virtual and augmented reality - story telling in immersive projects. - Introduction to artificial intelligence - machine learning - artificial Intelligence in journalism - automated journalism.

### Unit IV

Using big data in journalism and research - social media platforms and big data - data mining, question of accountability - politics of interpreting data - question of certainty and data in a 'post-truth' world.

### Unit V

Recreations : Produce an Audio Book – Any book above 75 pages should be reproduced as audio book with indepth emotions – Film synopsis : Indepth synopsis of all emotions should be produced for any one feature film.

### Reference

1. Noble, S. U. (2018). Algorithms of oppression: How search engines reinforce racism. nyu Press.
2. Anderson, C. W. (2018). Apostles of certainty: Data journalism and the politics of doubt. Oxford University Press.
3. Jenkins, H., & Deuze, M. (2008). Convergence culture.
4. Manovich, L. (2001). The language of new media. MIT press.
5. Visvizi, A., & Lytras, M. D. (Eds.). (2019). Politics and technology in the post-truth era. Emerald Publishing Limited

### Course Outcomes

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

**Students will have undertaken their first Internship during summer holidays in any Media/Production House for a period of not less than 30 days/4 weeks and have submitted a report for evaluation in this semester.**

### Scheme of Marks

Report & Work Diary	40 Marks
Viva Voce	60 Marks

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

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1			L			L		
CO2			M			M		
CO3		M		M		M		
CO4	S		S		S		S	
CO5	S		S		S		s	s

**(H-High, S-Strong M-Medium, L-Low)**

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

		K1	K2	K3	K4	K5
CO1	write a script for their video production project.	√	√		√	
CO2	Acquaintant themselves with the knowledge of story board making and its importance during the process of video production.	√		√	√	
CO3	familiarize with handling multiple cameras in video		√	√		√
CO4	Enable to develop the knowledge of skills in injecting			√	√	√
CO5	Acquire the skills of news production and its values to become video entrepreneur			√	√	√

### 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			
Signatures			

## Semester 10- 22 IJMC PRJ02 - Research Project/Thesis / Dissertation 8 credits

[End Sem-60 + CIA-40]

### Course Objective :

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.

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

		K1	K2	K3	K4	K5
C01	To introduce students about the process of media and	√	√	√		
C02	To familiarize students on the various steps in the process of identifying a research problem and developing theoretic-	√	√	√		
C03	To teach students about the need for review relevant liter-		√	√		√
C04	To enable students to have an understanding of the sys-			√	√	√
C05	To give a clear vision to the students about the preparation			√	√	√

### 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			

## **Semester 10 : Elective IV - 4 credits [End Sem-75 + CIA-25]**

### **22JMCE04 - A –Digital Journalism**

Syllabus will be updated in the concern semester

### **22JMCE04-B- Corporate Communication**

Syllabus will be updated in the concern semester

### **22JMCE04-C - New Media Content Production**

Syllabus will be updated in the concern semester

### **22JMC04-D – E- Content Production for Science Communication**

Syllabus will be updated in the concern semester

## **Semester 10- 22 IJMC PRJ03 - E- Media Portfolio Development 8 credits**

[End Sem-60 + CIA-40]

### ***Course Objectives:***

This course is designed to help the student curate and refine previous projects and prepare a graphic design portfolio consisting of work developed in Typography, Design Communication I and II. Special Approval Required.

### ***Class Exercise***

The Working Portfolio

The Reflective Portfolio

The Connected Portfolio

The Presentation Portfolio

### ***Record Work***

Create a digital and printed portfolio