

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**MA Journalism and Mass Communication**

[Choice Based Credit System (CBCS)]

Outcome Based Education [OBE]

REGULATIONS AND SYLLABUS (2025-2026 and thereafter)

**PERIYAR UNIVERSITY**

NAAC 'A++' Grade with CGPA 3.61 (Cycle - 3)

State University - NIRF Rank 56 - State Public University Rank 25.

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M A Journalism and Mass Communication OBE REGULATIONS AND SYLLABUS

(With effect from the academic year 2025-2026 and thereafter)

1. Preamble

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

2. General Graduate Attributes

GA 1: Core Knowledge

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

GA 2: Critical Thinking & Analysis

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

GA 3: Research Methods / Project / Practical Knowledge

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

GA 4: Professionalism and Values

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

GA 5: Communication Skills

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

GA 6: Learning and the Application

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

GA 7: Entrepreneurship

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

3. Programme Specific Qualification Attributes

PSQA Vs Core attributes mapping

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

4. 1.Vision

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

4.2. Mission

- To provide training to handle various challenges in the field of journalism
- To conquer the heights of personal and professional excellence in media.
- To develop students and scholars with competencies necessary to face the challenges in their fields and professional life, in turn they help others in society.
- To initiate the process of creativity and imagination to reach their fullest potential.
- To impart value-based knowledge through teaching and research.

5. Programme Objectives and Outcomes

Programme Educational Objectives (PEO)

PEO 1 To develop fundamental understanding of the way media function

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

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

Programme Specific Objectives (PSOs)

PSO 1 To develop mass media skills

PSO 2 To impart conceptualizing and writing skills

PSO 3 To coach pre and post production skills

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

Programme outcome (MA Journalism and Mass Communication):

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

PO 1 Professionally develop in rendering media related services.

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

PO 3 Develop research competency in media research.

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

PO 5 To follow ethical principles in their life and career.

PO 6 Develop inquisitive abilities to know the reasons behind the social happening.

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

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

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

PEO Vs PO

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

PO Vs GA

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

6. Candidate's eligibility for admission

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

7. Duration of the programme

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

8. Course structure for each semester as per course alignment

	Total number of credits and marks											
Course	No of courses	Core Theory	Core Practical	Discipline Specific Elect	Discipline Generic Elect	Ability Enhancement	Skill Enhancement Course	Internship / Core Industrial	Extension Activity	Supportive / Swayam/ Non-Major Elective Compulsory	No of credits	Total marks
Semester 1	6	3	1	1	1						22	600
Semester 2	9	2	1	1	2			1		2	25	900
Semester 3	7	2	1	1			1			1	19	700
Semester 4	9	2		1	1	1	1	2	1		28	900
Grand total	31	32	16	12	9	4	6	4	1	8	97	3100

9. Curriculum structure for each semester as per course alignment

M. A. (JOURNALISM AND MASS COMMUNICATION)

UNIVERSITY DEPARTMENT: OBE-UNDER CHOICE BASED CREDIT SYSTEM (CBCS) - SEMESTER PATTERN

[For the students admitted from academic year 2025-26 and thereafter]

Curriculum structure (Scheme of Examinations) for different semesters shall be as follows

Semester I									
Subject Code		Subjects	Credit	Hours			Marks		
				L	T	P	CI A	End Sem	Total
25UP JMC1 C01	Core-Theory-I	Human Communication (Theory)	4	3	1		25	75	100
25 UP JMC1 C02	Core-Theory-II	Introduction to Journalism (Theory)	4	4			25	75	100
25 UPJMC1 C03	Core-Theory-III	Digital Media Skills (Theory)	4	2	1	1	25	75	100
25 UP JMC1 L01	Core Practical – I	Digital Photography (Practical)	4	1	1	2	40	60	100
25 UPJMC1 E01	Elective Discipline Specific (DSE)-1	Multi-Media Content Production (Practical)	3		1	2	40	60	100
25 UP JMC1 E02	Discipline Generic Elective (DGE)- 1	Public Speaking (Practical)	3	1		2	40	60	100
			22	11	04	07			600

Semester II									
Subject Code		Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
25 UP JMC1 C04	Core-Theory-IV	Fact Checking (Theory)	4	3		1	25	75	100
25 UP JMC1 C05	Core-Theory- V	Communication Research Methods (Theory)	4	3	1		25	75	100
25 UPJMC1 L02	Core Practical- II	News Gathering and Reporting (Practical)	4	3	1		40	60	100
25 UP JMC1 E03	Elective - Discipline Specific (DSE)-2	Emerging Technologies (Practical)	3		1	2	40	60	100
25 UP JMC1 E04	Elective Generic (DGE)-2	Social Media Content Production (Practical)	3		1	2	40	60	100
25 UP JMC1 S01	Skill Enhancement Practical -1	Writing Skills (Practical)	2		1	1	40	60	100
25 UP JMC1 E05	Non- Major Elective	Folklore Communication (Practical)	2		1	1	40	60	100
25 UPP GC 1H01	Compulsory	Fundamentals of Human Rights (Theory)	1	1			25	75	100
25 UP JMC1 N01	Compulsory	Chosen by the Students from SWAYAM	2	2			25	75	100
			25	12	06	07			900
Print media Internship I for 4 weeks (30 days) duration to be undertaken by all the students during summer vacation for which evaluation (viva voce) will be conducted and marks will be included in the 3rd semester									

Semester III									
Subject Code		Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
25 UP JMC1 C06	Core-Theory-VI	Media Laws and Ethics (Theory)	4	3	1		25	75	100
25 UP JMC1 C07	Core-Theory-VII	Data Journalism (Theory)	4	3	1		25	75	100
25 UP JMC1 L03	Core Practical – III	Audio Video Programme Production (Practical)	4		1	3	40	60	100

25 UP JMC1 E06	Elective-Discipline Specific (DSE)-3	Public Relations and Corporate Communications (Theory)	3	2	1		40	60	100
25 UP JMC1 N02	Non Major Elective (NME-II)	News Anchoring and Compeering (Practical)	2		1	1	40	60	100
25 UP JMC1 S02	Skill Enhancement (SEC)2	Documentary/ Short Film Making (Practical)	2		1	1	40	60	100
	Value Added	Peace Education	2 – Extra Credits				25	75	100
			19	08	06	05			700
Lab Journal: Begins in this semester and will run through to the fourth semester for evaluation at the end of the final year.									
Electronic Media/Media Production House Internship -2 - for 4 weeks (30 days) duration to be undertaken by all the students during third semester vacation for which evaluation (viva voce) will be conducted and marks will be included in the 4th semester of the final year.									

Semester IV									
Subject Code		Subjects	Credit	Hours			Marks		
				L	T	P	CI A	End Sem	Total
25 UP JMC1 C08	Core - Theory-VIII	Film Studies (Theory)	4	2	1	1	25	75	100
25 UP JMC1 E08	Elective Generic (DGE) – 3	Event Management (Practical)	3		1	2	40	60	100
25 UP JMC1 P01	Core Project	Dissertation/Capstone Research Project	7		2	5	40	60	100
25 UP JMC1 L04	Ability Enhancement Course	Lab Journal	4		1	3	40	60	100
25 UP JMC1 E07	Elective-Discipline Specific (DSE)-4	Advertising and Digital Marketing Strategies (Theory)	3	1	1	1	25	75	100
25 UP JMC1 S03	Professional competency Skill / Enhancement Course (SEC)	Pod Cast and Video Live Streaming Production (Practical)	2		1	1	40	60	100
25 UP JMC1 I01	Industrial Activity –I	Internship- 1 30 days – Print Media	2		1	1	40	60	100
25 UP JMC1 I02	Industrial Activity - 2	Internship -2 30 days- Electronic Media/Media Houses	2		1	1	40	60	100
25 UP JMC1 X01	Extension Activities	Field work / Hyper Local and Community Media (Practical)	1			1			100
			28	03	09	16			900

10. Credit structure for each semester as per course alignment

Course	Total number of credits and marks											
	No of courses	Core Theory	Core Practical /Project	Discipline Specific Elective (DSE)	Discipline Generic Elective (DGE)	Ability Enhancement Course	Skill Enhancement Course	Internship / Core Industrial Activity	Extension Activity	Supportive/Swayam / Non-Major Elective/ Compulsory / value added courses	No of credits	Total marks
Semester	6	3	1	1	1	-	-	-	-	-	22	600
Semester	9	2	1	1	1		1			3	25	900
Semester	7	2	1	1			1			2	19	700
Semester	9	1	1	1	1	1	1	2	1	-	28	900
Grand total	31	08	04	04	03	01	03	02	01	05	94	3100

11. Credit Calculation

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

12. TANCHE Allotted credits in the Model Framework

Papers	No of Papers X Credits	Total Credits
Core Papers	11 X 4	44
	1 X 7 (Core paper Project	07
	Core Paper Total	51
Discipline Specific Electives (DSE)	4X3	12
Generic Electives (DGE)	3 X2	06
Ability Enhancement Course	4 X2	08
Skill development Course (Soft Skills)	4 X 2	08
Core Industry Module	1 X 3	03
Internship	1 X 2	02
Extension Activity	1 X 2	01
	Total Credits	91

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

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

Attainment Rubrics for Theory Courses

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

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

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

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

15. Grading System

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

Ten Point Scale				
Grade Marks	of	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

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

17. Transitory Provision

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

SEMESTER I

M. A. (JOURNALISM AND MASS COMMUNICATION)

Semester – I	Core – I	25 UP JMC1 C01	Human Communication (Theory)	CIA-25 Marks END SEM:75 Marks	Credits-04
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Course Description

This course on Human Communication is designed to provide students with a comprehensive understanding of the theories, concepts, and fundamentals of human communication. The course will cover the basic elements, functions, and purposes of communication, as well as the various barriers to communication that can arise. Additionally, students will explore the role of perception, emotion, and cognition in communication, and examine traditional models of human communication, such as the inferential model. One important topic that will be covered is evolutionary communication, including concepts such as cooperative behavior and reciprocal altruism. Students will also learn about the evolution of language and spoken communication, and explore the cultural and neurological bases of communication.

The course will delve into various modes of communication, including nonverbal communication, speech, visual communication, and written forms of communication. By the end of the course, students will have a strong understanding of the key concepts and theories in human communication, and will have developed important skills in effective communication and persuasion.

Course Objectives

1. To provide an understanding of the foundations of human communication.
2. To sensitize learners about the evolutionary and biological basis of human communication.
3. To introduce learners to the nature, origin, evolution and diffusion of communication across various levels of society.
4. To define various levels of communication and comprehend the differences between them.
5. To comprehend various modes of communication and techniques to analyze them.

Detailed Syllabus

Unit I: Evolutionary Communication

1. Communication- Definition, nature, scope, process and functions.
2. Embodiment-Biological and Neurological Basis of Communication.
3. Evolutionary Communication-Pointing as Communication and Signaling Theory.
4. Information Seeking Behavior and Information Foraging- Information Integration. Expectancy Value.
5. Socio-Psychological Approach to Communication-Trait-Factor Mode and Argumentativeness-Communication Anxiety-Reticence.

Unit II: Human Communication Theories and Models

1. Seven Traditions of Communication Theories.
2. Basic models of Communication.
3. Semiotics and Visual Communication.

Unit III: Modes and Messages of Communication

1. Intrapersonal Communication and Self.
2. Interpersonal Communication – Purpose, Process and Stages, Uncertainty Reduction.
3. Small Group Communication – Definition, Functions and Significance.
4. Organizational Communication – Characteristics, Channels and Process.
5. Nonverbal Communication – Components and Interpretation.

Unit IV: Conversations in Interpersonal and Group Context

1. Burgoon's Expectancy violation theory and Interpersonal Deception theories.
2. Symbolic interactionism, symbolic convergence theory-Fantasy themes.
3. Rhetoric, Argumentation, Coordinated Management of Meaning (CMM).
4. Theory of Cognitive Dissonance and its relevance to Communication.

Unit V: Relationships

1. Palo Alto Group on Relationships.
2. Bakhtin's Theory of Dialogics.
3. Dialectical Theory of Relationships.
4. Petronio's Communication Privacy Management(CPM), Carl Roger's Self-Theory.
5. Principles of Good Communication.

KeyTextBooks

- Beatty, M. J., McCroskey, J. C., & Valencic, K. M. (2001). The Biology of Communication: A Communibiological Perspective. Hampton Press.
- Edwards, A., Edwards, C., Wahl, S. T., & Myers, S. A. (2015). The Communication Age: Connecting and Engaging. SAGE Publications.
- Hargie, O. (2018). The Handbook of Communication Skills. Taylor & Francis.
- Braithwaite, D. O., & Schrod, P. (2014). Engaging Theories in Interpersonal Communication: Multiple Perspectives. SAGE Publications.
- Duck, S., & McMahan, D. T. (2011). The Basics of Communication: A Relational Perspective. SAGE Publications.
- Hickok, G. (2014). The Myth of Mirror Neurons: The Real Neuroscience of Communication and Cognition. W. W. Norton & Company.
- Mildner, V. (2010). The Cognitive Neuroscience of Human Communication. Psychology Press.
- Johannesen, R. L. (2002). Ethics in Human Communication. Wavel and Press.

References

- Littlejohn, S. W., & Foss, K. A. (2010). Theories of Human Communication: Tenth Edition. Waveland Press.
- Alberts, J. K., Martin, J. N., & Nakayama, T. K. (2018). Communication in Society. Pearson.
- DeVito, J. A. (2017). Human Communication: The Basic Course. Pearson.
- Lull, J. (2019). Evolutionary Communication: An Introduction. Routledge.
- Morreale, S. P., Spitzberg, B. H., & Barge, J. K. (2007). Human Communication: Motivation, Knowledge, and Skills. Wadsworth.

Web Resources

- Communication Research-<https://journals.sagepub.com/home/crq>
- Journal of Communication-<https://onlinelibrary.wiley.com/journal/14602466>

- HumanCommunicationResearch-<https://onlinelibrary.wiley.com/journal/14682857>
- NationalCommunicationAssociation-<https://www.natcom.org/>
- InternationalCommunicationAssociation-<https://www.icahdq.org/>
- Association for Education in Journalism and Mass Communication-
<https://www.aejmc.org/>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3



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
CO1	Analyze different element of communication principles of good communication skills.	✓	✓	✓		
CO2	Analyze and interpret various features of human communication.	✓	✓		✓	
CO3	Illustrate different modes of communication using principles of message design.	✓	✓		✓	✓
CO4	Differentiate multi-level flow of communication and identify criteria for appropriate message design.	✓	✓	✓		
CO5	Make Presentations to a small audience on any tropic and manage stage-fright and communication anxiety.		✓		✓	

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	Core – II	25 UP JMC1 C02	Introduction to Journalism (Theory)	CIA 25 END SEM:75 Marks	Credit - 04
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Course Description

This course on Journalism provides an in-depth understanding of the field of journalism, its purpose, scope, and contemporary status. It covers the basics of journalism as a profession, and the laws defining journalists in the age of digital media. Students will explore the genre of journalism, including multimedia, mobile, collaborative, innovation, solution, data, social, and computational journalism. The course covers the elements of journalism, including the canons of journalism, journalism of verification, and defining and measuring quality journalism. The course also covers theories of news, such as normative and classical approaches, public sphere and the impact of social media on public opinion. It delves into the ethics of journalism, including code of conduct for professional journalism, digital ethics, virtue ethics, and mindful journalism. The course encompasses the future of journalism, including the role of Artificial Intelligence, Big Data, surveillance & privacy and deep fakes. This course aims to equip students with the necessary knowledge and skills to pursue a career in journalism or related fields.

Course Objectives

1. To introduce learners to the practice of professional journalism and current challenges.
2. To introduce the learners into the foundational principles and basic canons of professional journalism.
3. To provide critical insights into the historical context of the development of journalism.
4. To provide theoretically-oriented empirical evidence for the functions of journalism in the society.
5. To orient learners to best ethical practices, code of conduct, and encourage them to strive to become ethical journalists.

Detailed Syllabus

Unit I - Basics of Journalism

Evolution of Journalism -Meaning, Definition and Functions of Journalism: Information, Increasing Public Awareness, Interpreting the Facts, Encouraging Decisions, Influencing Change & Shaping Public Opinion, Entertainment – Forms of Journalism: Print, Broadcast, Digital –News Values: Timeliness, Proximity, Impact, Conflict, Novelty - Structure of a News Organization: Newsroom Hierarchy and Roles - News Beat: Civic/local bodies, Health, civil administration, Legal/court, Political and Education.

Unit II: Print Journalism

Print News Writing Styles: Inverted Pyramid and Chronological Order – Types of News: Hard News, Soft News-Introduction to Newspapers and Kinds of Print Publications- Headlines; importance, functions, typography and style, language, style sheets- Features: Writing style, different types of features; article, special articles, article versus features- Editorial: Significance, types of editorials, Edit Page, Op-Ed, opinion column, writing editorials, caricatures and cartoons- Selection and positioning of news pictures, Week-end pull-outs, Supplements, Backgrounders-Page makeup- News writing and designing tools.

Unit III: Broadcast Journalism

Basics of Broadcast Journalism - Writing for Radio and Television News - Field Reporting, Live Reporting and News Anchoring - Elements of radio news; Program patterns of AIR: Radio Drama, Radio Talk, News Reel, Radio Magazines-TV Reporting skills: Spotting and Visualizing stories, gathering information, cultivating sources-TV news techniques: Finding the story,

packaging, use of clippings, PTC, VO, AVO, VOC; Viewership rating: TAM, TRP; Graphics and Special Effects-Television News Studio: News Producer, Presenter, PCR, MCR, CAR TV programs- Interview skills: Significance of sound bites, Vox Populi, door-steppers, news interviews.

Unit IV: Digital Journalism

Emergence of Digital Journalism-Computer-Assisted Journalism, Equipment requires for Digital Journalism – Computer, Modem, Scanner, Camera, Webcam, Digital Tablet and Printer - Their Need and Specifications- Online News Platforms – Blogging - Citizen Journalism - Social Media Reporting - Elements of Digital Multimedia: Text, Graphics, Audio, Video & Animation - Mobile Journalism (MoJo) - Fact-checking and Combating Fake News - SEO and Audience Engagement Strategies - Digital news platforms - Types of Data and key tools.

Unit V: Specialized Journalism

Developmental, Political and Investigative, Business and Financial, Science and Technology, Agriculture and Rural, Governance Issues, Environmental, Sports, War and Conflict, Health, Entertainment and Lifestyle, Civic and Developmental Issues, Advocacy, Participatory, Community Media, Citizen journalism, Online space and development: Alternative News Coverage; Online Activism, etc.

Key Text Books

1. Calcutt, A., & Hammond, P. (2011). Journalism Studies: A Critical Introduction. Routledge.
2. Patterson, T. E. (2013). Informing the News. Knopf Doubleday Publishing Group.
3. Natarajan, J. (n.d.). History of Indian Journalism -History of Indian Journalism
4. Rao, S. (2019). Indian Journalism in a New Era: Changes, Challenges, and Perspectives. Oxford University Press.
5. Bonea, A. (2016, August 1). The News of Empire: Telegraphy, Journalism and the
6. Politics of Reporting in Colonial India, c. 1830–1900. Oxford University Press.

References

1. Schudson, M. (2018). Why Journalism Still Matters. John Wiley & Sons.
2. Kovach, B., & Rosenstiel, T. (2014). The Elements of Journalism, Revised and Updated 3rd Edition: What Newspeople Should Know and the Public Should Expect. Crown.
3. Wahl-Jorgensen, K., & Hanitzsch, T. (2019). The Handbook of Journalism Studies. Taylor & Francis.
4. Borden, S. (2013). Journalism as Practice: MacIntyre, Virtue Ethics and the Press. Routledge.
5. Beever, J., McDaniel, R., & Stanlick, N. A. (2019). Understanding Digital Ethics: Cases and Contexts. Routledge.

Web Resources

1. American Press Institute : <https://www.americanpressinstitute.org/>
2. International News Services (INS) : <http://www.newsservice.org/>
3. Poynter Institute : <https://www.poynter.org/>
4. The International Center for Journalists (ICFJ) : <https://www.icfj.org/>
5. The European Journalism Centre : <https://www.ejc.net/>
6. Global Investigative Journalism Network : <https://gijn.org/>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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

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

S-Strong M-Medium L-Low

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

PSO		K1	K2	K3	K4	K5	K6
CO1	Set personal and professional goals for acquiring skill sets for a career in journalism and allied industries.	✓	✓			✓	
CO2	Demonstrate respect for evidence and a scientific attitude towards journalism practice.	✓	✓	✓		✓	✓
CO3	Ability to identify key historical and news events and create interactive timeline charts using spread sheets and apps.	✓		✓		✓	
CO4	Explain the pros and cons of a normative perspective on the role of journalism in society.		✓		✓		✓
CO5	Make evidence-based ethical decision making and engage in mindful journalism 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 – I	Core – III	25 UP JMC1 C03	Digital Media Skills-Theory	CIA 25 END SEM:75 Marks	Credit - 04
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COURSE OBJECTIVES

- To develop in students an understanding of Digital Media and enable them to appreciate potential and limitations of Digital Media.
- To encourage students to appreciate and participate in Digital Media researches.
- To develop skills to encourage the production of media messages using variety of digital tools.
- To introduce students to various career opportunities in New Media.

UNIT I: Introduction to the Digital Media: Understanding Digital Media-Evolution, and Development Concept and definitions - Digital Media components (Computer-internet-websites-search engine optimization (SEO), mobile technology revolution, social media content, email marketing, pay-per-click (PPC), data analytics, and web analytics.

UNIT II: Forms of Digital Media- Print, Radio, Television, Cinema, New Media, Social Media, Online gaming, Animation, Sfx, Vfx, OTT (Over the Top)- Characteristics of Digital Media-Interactive, Hypertext, Virtual, Dispersion, Tele-presence etc.,- Digital Media Impersonal, Interpersonal, Hyper-personal-Credibility and building process- Digital Media Theories : Concept and theories of Virtual Identity- Social and Para-social media Network theory, Mediatisation theory and actor-network theory, Online Dis-inhibition

UNIT III: Internet as a Medium of Mass Communication: Characteristics concepts, working style, Conceptual & functional dimensions uses of Internet as a Mass Medium - Journalistic uses of Digital Media in 2G,3G,4G,5G,6G &7G (E-mail, Search, Blogs, Portals, Websites, Video conferencing, Webcasting, Podcasting, Photo and video sharing, Social media platforms (Facebook, Twitter, LinkedIn, Twitter, Instagram, WhatsApp, Skype, Flickr, Sound Cloud etc.) Wikis etc., Social Media Collaboration Streaming Servers: News Aggregators & SEO-Social Media Campaigns and Engagement.

UNIT IV: Digital Audiences: Basics understanding of digital audiences (Difference between Public, Crowd, Group, Mass & Audience) – Characteristics of digital Audiences, Different types of Audiences (Passive, Active and Participatory) - Audience Traditions (Structural, Behavioural and Cultural) - Audience Autonomy (free or controlled content creators) -Digital Audience Research and Behaviour - Digital Audience Analytics - Digital Audience Management-Manipulating Digital Media Audience-Feedback and moderation.

UNIT V: Digital Media Design and Data visualization - Essential of Digital Media Design, Blueprint, Illustration, UI & UX - Photographic Imaging Process- Data Visualization, Moving Image & Motion Graphics, Animation, App Design, 3D Animation, 360 Advertising Campaign - FTP and Streaming Server - Cloud services for Journalists: Drop box, Google Drive use, utility and advantages - Speech to Text, Text to Speech, Scanning, OCR, etc. -Digital Media Revolution: Mass Media Adaptation, Trends, Digital Literacy, Convergence Digital Divide - Digital Media Effects: Cybercrime, Privacy, Hate Speech, Surveillance etc.

Hands on Training:

- Make a blog and publish content regularly
- Analyse a website on the basis of its formatting and structure.
- Create Design and present a layout of website through power point presentation.

References:

- Andrew Dewdney & Peter Ride (2014) The Digital Media Handbook published by Atlantic Publishers & Distributor.
- Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
- Balbi, G., & Magaouda, P. (2018). A history of digital media: An intermedia and global perspective. Routledge.
- Baran, S.J. & Davis, D.K. 2006. Mass Communication Theory: An Introduction. Indian Edition. South West Coengate Learning.
- Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
- Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.
- Feldman, T. (2003). An introduction to digital media. Routledge.
- Lindgren, S. (2017). Digital media and society. Sage.
- Lipshultz, J.H. 2014. Social Media Communication: Concepts, Practices, Data, Law. New York: Routledge.
- McQuail, D. 2010. McQuail's Mass Communication Theory. 6th Edition. London: Sage.
- Rumki Basu, M. Badrul Alam and Furqan Ahmad.(eds.) In Democracy and Good Governance: Reinventing the Public Service Delivery System in India: Bloomsbury.
- Sharma, R., (2015). 'Media Literacy and Governance: A study of Sangrampur Block in Bihar'

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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

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

S-Strong M-Medium L-Low

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

PSO		K1	K2	K3	K4	K5	K6
CO1	Students will be able to describe the fundamental concepts and characteristics of digital media, demonstrating an understanding of its various forms and functions.	✓	✓			✓	
CO2	Students will be able to explain how the internet functions as a medium, including its key practices, challenges and opportunities.	✓	✓	✓		✓	✓
CO3	Students will be able to identify different types of digital audiences and analyze their characteristics and behaviors.	✓		✓		✓	

CO4	Students will be able to outline fundamental principles of digital media design and apply various design techniques to create effective digital media content.		✓		✓		✓
CO5	Students will be able to describe the fundamental concepts and characteristics of digital media, demonstrating an understanding of its various forms and functions.	✓		✓	✓		

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	Core Practical – I	25 UP JMC1 L01	Digital Photography (Practical)	CIA:40 End Sem: 60 Marks	Credit- 04
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Course Description

Digital Photography is an introductory course designed to provide students with the fundamental knowledge and skills necessary for capturing and editing high-quality digital photographs. Through a combination of theoretical concepts, practical assignments, and hands-on activities, students will develop a solid foundation in photography techniques, equipment usage, composition principles, and digital editing software. There are project requirements, but projects are open-ended enough for students to develop their own styles and modes of expression. The development of the portfolio is an ongoing process that uses informed and critical decision making to assemble a body of works. Work is expected to be of high quality in thought, process, and product.

Course Objectives

1. Understand the history, basic concepts and ethical considerations related to digital photography.
2. Operate a digital camera proficiently, including settings and modes.
3. Compose visually appealing photographs using the principles of design and apply various techniques for capturing different subjects, such as landscapes, portraits, and still life.
4. Employ post-processing techniques using digital editing software.
5. Critically analyze and evaluate photographs to improve their own work.

Detailed Syllabus

Unit I: Introduction to Digital Photography

1. History and evolution of photography
2. Nature, scope and functions of Digital Photography
3. Types of photography: Portrait, candid shot, news photo, photo feature, landscape, nature and wildlife, and sports.
4. Difference between analogue and digital photography.
5. Legal and ethical aspects of Digital Photography.

Unit II: Understanding the camera and accessories

1. Types of camera, lens, films and filters. Mobile camera- point and shoot, SLR, built in-digital and digital backs. Holding the camera using tripods and monopods. Digital cameras: types, components, and functionality
2. Understanding exposure: aperture, shutter speed, and ISO, Basic camera settings and operation. Composition and Visual Design
3. Principles of composition: rule of thirds, leading lines, framing, etc., Perspective and focal length, Understanding depth of field and its creative applications]
4. Elements of visual design: color, shape, texture, and pattern.
5. Lighting sources – ambient/natural light; hard and soft lights; light fixtures and reflectors; indoor lights; functions of lighting, Artificial light.

Unit III: Capturing Techniques

1. Techniques for capturing landscapes: composition, lighting, and perspective, Using filters and accessories for landscape photography.
2. Understanding exposure for landscapes, Practical exercises and field trips for landscape photography, Portraiture Photography.
3. Portrait photography techniques: posing, lighting, and composition, working with natural light and artificial lighting setups.

4. Environmental portraits vs. studio portraits, Post-processing considerations for portraits. Still Life and Product Photography.
5. Understanding the art of still life photography, Composing and lighting techniques for product photography, working with props, backgrounds, and textures.

Unit IV: Photo Editing and Post-Processing

1. Introduction to popular photo editing software (e.g., Adobe Photoshop, Light room).
2. Basic editing techniques: cropping, adjusting exposure, color correction, etc.
3. Retouching and enhancing photographs.
4. Creating photo montages and composites.

Unit V: Portfolio Development and Final Projects

1. Reviewing and evaluating students' work.
2. Creating a photography portfolio.
3. Presenting final projects and receiving feedback.
4. Ethical considerations in digital photography.

Recommended Books:

- Digital photography, A Step- by- Step Guide and Manipulating Great Images by Tom and Mitchell Beazley.
- Practical photography – O.P. Sharma – Hind pocket books.
- The focal encyclopedia of photography (1993)– Richard Zakia, LeatieStroebe – Focal press Baston, London. Third edition.
- Mastering Digital Photography & Imaging (2001) Peter K Burian, Publisher Sybex. USA. 1stedn.
- The Manual of Photography (2000) by Ralph E Jacobson/Geoffrey G Attridge/Sidney F Ray, Focal Press, Ninth Edition.
- Understanding Digital Photography by Joseph A . Ippolito, Thomson Delmar Learning, 2003. USA.
- Digital Portrait Photography and Lighting: Take Memorable Shots Every Time 2005. by Catherine.
- Freeman Patterson "The Art of Seeing" by Key Porter books. Tim Fitzharris "Landscape Photography" Firefly books.

Recommended Web sites:

- Articles, pictures, videos, online learning - www.canadiannaturephotographer.com
- Articles on composition - photoinf.com.
- The place to go and read before you buys a camera - www.dpreview.com.

Suggested Practical &Suggested Exercises:

- **Outdoor Work I:** Learn how to hold the camera steadily, set exposure, focus, and other basic camera settings. - Discover effects of various exposure settings under identical lighting conditions. -To understand how various shutter speeds and apertures affect photos
- **Outdoor work II:** Use reflectors to illuminate a landscape, candid photos, and outdoor modeling using frontal and back lighting, Use macro lenses when taking close-up photos.
- **Practical indoor work:** Learn how to use a digital camera for basic photography, Elementary Lighting Angles - Studio flash features and add-ons, such as soft boxes, umbrellas, and snoots, - Portrait photography setup in a modeling studio with model lighting.

Practical and Record based on the following Sub themes. (40 Pictures).

- i. Portrait Photography
- ii. Self- Portrait Photography
- iii. Nature Photography-Landscape
- iv. Advertising photography
- v. Still-Life Photography-Freezing Movements [High Shutter]
- vi. Aerial Photography/Drone/Gimble/selfie stick /360 degree photography
- vii. Architectural photography (Interior / Exterior)
- viii. Street and Food Photography
- ix. Travel Photography
- x. Human Expressions
- xi. Photo Image Manipulation
- xii. Silhouette, long exposure and time lapse photography
- xiii. People Photography
- xiv. Human Expressionism
- xv. Product Photography
- xvi. Photo Feature and Portfolio
- xvii. Social Media and smart phone Photography
- xviii. Editorial photography (Photo Journalism) - 1.News Photo 2. No news photo
- xix. Abstract and Minimalist Photography
- xx. Sports Photography
- xxi. Music and fine arts Photography
- xxii. Events Photography
- xxiii. Fashion and fantasy Photography
- xxiv. Micro, Macro Photography
- xxv. Adventure Photography
- xxvi. Film Photography
- xxvii. Pin hole Photography
- xxviii. Family Photography
- xxix. New Born and Child Photography
- xxx. Animal and Birds Photography

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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

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

S-Strong

M-Medium

L-Low

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

		K1	K2	K3	K4	K5	K6
CO1	Demonstrate clear idea about history, basic concepts and ethical considerations related to digital photography.	√		√	√		
CO2	Demonstrate proficiency in using digital camera, including settings and modes.	√	√		√		√
CO3	Evaluating principles of design and apply various techniques.	√	√		√		
CO4	Analyze and identify the various post-processing techniques using digital editing software.			√	√		√
CO5	Map workflow in capturing photographs to improve their own work.	√		√		√	

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 – I	Discipline Specific Elective - 1	25 UP JMC1 E01	Multimedia Content Production (Practical)	CIA:40 End Sem:60	Credit - 03
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Course Description

This Multi-Media Content Production course offers essential skills for multimedia journalism, encompassing five areas. The first explores multimedia journalism, media convergence, and online storytelling. The second covers photojournalism, including camera use, composition, image editing, and mobile photography. The third delves into graphic design, animation, and cartoons, teaching news graphic production, newsletter design, and animation techniques. The fourth emphasizes audio journalism, introducing sound recording fundamentals, podcast production tools, and audio editing. Lastly, the fifth focuses on audio reporting and photo voice, discussing audio-visual collection, news slide production, and audio mixing. Overall, this course equips students to excel as multimedia journalists in today's dynamic media landscape.

Course Objectives

1. Identify the strengths and technologies of online storytelling for multimedia journalism.
2. Apply ethical principles in photojournalism and use mobile photography effectively.
3. Analyze and design professional news graphics and animations using open-source apps.
4. Produce high-quality audio recordings and apply audio editing techniques.
5. Create audio-visual news stories using photo voice and audio reporting techniques

List of Practical

I. Multimedia Journalism: Analogue to Digital

1. Media Convergence: converting traditional print journals to digital format
2. Converting traditional audio tapes in to digital format
3. Converting traditional video tapes in to digital format
4. Scanning techniques
5. Optical character recognition (OCR) techniques

II. Photo Journalism

1. Converting traditional photo negatives in to digital format
2. Uploading in photographs in to online platforms
3. Copyright and open sources for photography
4. Structure data construction for photographs
5. Mobile and Smartphone Photography.

III. Search Engine Optimization for Multi-Media Content

1. Tagging for blogs
2. Tagging for You tube
3. Tagging techniques for online publishing
4. Animation for News Production- 2D Graphics and Animation- Whiteboard and Text Animation for News and infotainment.
5. Online Storyboarding Apps, Writing Captions, Subtitles, Rolling News, Briefs Explainer Videos and Other formats.

IV. Audio Journalism Skills

1. Open source file formats for audio.
2. Tools for Text to speech
3. AI tools for audio production
4. Tools for Podcast Production- Headphones, Mobile Apps-Mixer, Microphones, Amplifiers, Mixers, Stands, Filter, Acoustic Treatment.
5. Audio Editing Basics, Audacity and its Alternatives, Noise Reduction, Adding Audio Effects

V. Multimedia and open sources

1. Publishing articles in Wiki News
2. Publishing multimedia files in Wiki Media Commons
3. Wiki Data for Multimedia
4. Enriching Multimedia files in Wikipedia
5. Development of Multimedia dictionaries

Key Textbooks

- Briggs, M. (2019). Journalism Next: A Practical Guide to Digital Reporting and Publishing. CQ Press.
- Kolodzy, J. (2013). Practising Convergence Journalism: An Introduction to Cross-media Storytelling. Routledge.
- Van Tassel, J., Murphy, M., & Schmitz, J. (2020). The New News: The Journalist's Guide to Producing Digital Content for Online & Mobile News. Routledge.
- Stewart, P. (2010). Essential Radio Skills: How to Present a Radio Show. A&C Black.
- Parrish, F. S. (2002). Photojournalism: An Introduction. Wadsworth/Thomson Learning.

References

- Dunham, R. S. (2019). Multimedia Reporting: How Digital Tools Can Improve Journalism Storytelling. Springer.
- Burum, I., & Quinn, S. (2015). MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad. CRC Press.
- Various Authors (App Version Year). Multimedia Authoring Tools and User Manuals of Various Open Source Applications for Audio, Video, Image Production and Editing
- Kern, J. (2008). Sound Reporting - The NPR Guide to Audio Journalism and Production. University of Chicago Press.
- Quinn, S., & Filak, V. F. (Eds.). (2005). Convergent journalism: An introduction. Elsevier/Focal Press.

Web Resources

- Journal of Multimedia - <http://www.jmm.org.cn/>
- National Press Photographers Association - <https://nppa.org/>
- Online dictionary for multimedia production - <https://MyDictionary.in/>
- Online News Association - <https://journalists.org/>
- The Society of Professional Journalists - <https://www.spj.org/>
- National Association of Broadcasters - <https://www.nab.org/>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3

PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L	L	L			S
CO 2		M	M	M	M	M		S	
CO 3	S			M	M	S	M	S	
CO 4		S		S	S	S	S	S	S
CO 5	S			S	S	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	Apply multimedia storytelling techniques using various technologies to effectively convey a news story, using Bloom's Taxonomy's apply level.	✓	✓			
CO2	Evaluate the ethical considerations and principles of photojournalism, applying Bloom's Taxonomy's evaluate level.	✓	✓		✓	
CO3	Demonstrate proficiency in using graphic design software and animation tools to create professional-looking news graphics and info graphics, applying Bloom's Taxonomy's creating level.	✓		✓		✓
CO4	Analyze and assess the effectiveness of audio journalism and podcast production, applying Bloom's Taxonomy's analyze level.	✓		✓	✓	
CO5	Synthesize audio and visual elements to produce multimedia news content, applying Bloom's Taxonomy's synthesis level.		✓			✓

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	Discipline Generic Elective - 1	25 UP JMC1 E02	Public Speaking (Practical)	CIA:40 End Sem: 60Marks	Credit - 03
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Course Description

This course is designed to help students develop effective public speaking skills through practical exercises and real-world applications. Students will learn the principles of effective communication, develop confidence in speaking, and enhance their ability to deliver engaging speeches in various contexts. The primary goal of launching speech communication course is on the practical aspects of public speaking, like methods for reducing speaker inhibition and nervousness and the use of visual aids to improve presentations. The motive is to bring forth communication which is respectful and moral. The objective of the course is to orient students with required fundamental skills on organization and inculcate in them research aptitude for powerful presentations, and to train them for normal public speaking skills.

Course Objectives

1. Understand the principles of effective public speaking.
2. Demonstrate confidence and control while speaking in public and use visual aids and technology effectively to support their speeches.
3. Apply persuasive techniques to influence and persuade audiences.
4. Use visual aids and technology effectively to support their speeches.
5. Analyze and evaluate their speaking performances.

Detailed Syllabus

- 1) Introduction and importance of public speaking skills.
- 2) Overcoming stage fright and anxiety, Speech Preparation and Organization.
- 3) Selecting a topic and purpose, identifying the target audience.
- 4) Understanding the audience. Organizing the facts.
- 5) Developing a clear and concise speech structure.
- 6) Understanding techniques and crafting persuasive speeches.
- 7) Ethical considerations in persuasive communication.
- 8) Developing quick thinking and improvisation skills.
- 9) Evaluating and providing constructive feedback.
- 10) Self-reflection and self-assessment, identifying areas for improvement.
- 11) Final Presentations, Individual persuasive speeches.
- 12) Application of all learned skills, Final feedback and reflection.
- 13) Hands-on Training on Technological Skills for presentation.

Suggested Practical& Suggested Exercises:

1. **Impromptu Speeches:** Select a topic and prepare an impromptu speech; and present it during classroom sessions. The speech is supposed to be recorded as a video and a detailed report on the exercise should be written and submitted.
2. **The Persuasive Speech:** Each student must deliver a 3-to-5 minute speech attempting to persuade the audience using facts, logic, and emotional appeal. A video record and a detailed report on the exercise should be submitted.
3. **Presentations with Visual Aids:** Students are encouraged to create a presentation on a specific topic, using visual aids like slides or posters. Students can use visual aids to support their speaking during this practice to hone their presentation skills. The copy of the presentation and posters with a detailed report is supposed to be submitted for record.
4. **Podcast Episode:** Students should record a podcast episode and edit it with appropriate audio effects. The copy of the final episode with a detailed report should be submitted.

5. **Group Discussion:** Students shall form into small groups and organize a group discussion during the class hours. The students are mandated to record group discussion with a detailed report.

Project Report: All the detailed reports should be compiled as a project report with all the recordings and other digital files copied in a Compact Disk for End Semester examinations.

Reference Books

1. Lucas, S. E. (2020). The art of public speaking (13th ed.). McGraw-Hill Education.
2. Beebe, S. A., & Beebe, S. J. (2022). Public speaking: An audience-centered approach (11th ed.). Pearson.
3. Carnegie, D. (2017). The quick and easy way to effective speaking. Vermilion.
4. Brydon, S. R., & Scott, M. D. (2018). Between one and many: The art and science of public speaking (8th ed.). Pearson.
5. Gallo, C. (2014). Talk like TED: The 9 public-speaking secrets of the world's top minds. St. Martin's Press.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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

	PO 1	PO 2	PO3	PO4	PO5	PO6	PO7	PO8	PO 9
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	Understanding the importance of public speaking skills.	√	√			
CO2	Confidence and Self-Assurance: Develop confidence in public speaking and overcome stage fright or speaking anxiety.	√	√	√		
CO3	Persuasive Speaking: Develop persuasive techniques and strategies to influence and persuade audiences effectively.	√	√	√		
CO4	Speech Preparation and Delivery: Learn techniques for researching, organizing, and delivering speeches that engage and inform audiences.		√	√	√	√
CO5	Personal Growth and Reflection: Engage in self-reflection, assess personal growth, and identify areas for improvement as a public speaker.		√	√	√	√

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

M. A. (JOURNALISM AND MASS COMMUNICATION)

Semester – II	Core - IV	25 UP JMC1 C04	Fact Checking (Theory)	25 Marks / End Sem. 75 Marks	Credit : 04
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Course Description

This course is designed to equip students with the skills needed to identify and combat misinformation in the digital age. The course covers a wide range of topics including Medium, Message, and Misinformation, News industry Transformation, Combating Disinformation and Fake News, and Truth- Default Hypothesis. Students will learn about the sources of biases and misinformation and how to identify errors in thinking and reasoning. The course also examines the consequences of filter bubbles and Janis' Groupthink Theory, as well as eyewitness and memory errors. Students will explore cognitive biases and heuristics, including the varieties of cognitive biases such as Confirmation Bias, and learn how to contend with bias and noise.

In addition, the course provides an overview of tools for critical thinking, such as the Hierarchy of Evidence and the Nomo logical Network of Cumulative Evidence, and techniques for evaluating science and health information. Students will also learn about finding and evaluating sources, journalistic verification skills, and guidelines for evaluating information. The course covers techniques for verifying news, including text, images and provides an overview of digital forensic and deep fakes. By the end of the course, students will be able to assess and evaluate arguments, apply critical thinking to sources of information, and be equipped with the necessary skills to combat misinformation in the digital age.

Course Objectives

1. To strongly emphasize the importance of news media literacy and critical concepts in evaluating information.
2. To develop a deep understanding of recent scientific findings on sources of biases at an individual level.
3. To develop a scientific attitude, critical thinking, reasoning, and argumentative skills.
4. To enable learners to evaluate the credibility of various sources of information.
5. To provide learners with skills and tools for fact-checking news using standardized methods.

Detailed Syllabus

Unit I: Medium, Message, and Misinformation

1. Introduction to Information, Important of fact Checking, Misinformation and Disinformation Eco system, Misinformation and Disinformation across globe.
2. Formats and Evolution of Media Misinformation, Disinformation, and Mal-information (MDM).
3. Misinformation and Propaganda, 'Information Disorder', Post-truth Politics, Media and Information Literacy.
4. News Sources-News Agencies, Skepticism, Rationality - Bounded Rationality - Gap Minder Exercise.
5. Savvy Media Consumers - Information Literacy Competency Standards for Journalism, Fact checking Sector.

Unit II: Sources of Biases and Misinformation

1. Filter Bubbles, Eco-chambers, Psychological facts and effects of Misinformation and Mass Audiences.
2. Eyewitness and Memory Errors, Truth- Default Hypothesis, Deception.
3. Rumors, Gullibility and Idea Pathogens, Errors in Thinking and Reasoning.
4. Logical Fallacies, Varieties of Cognitive Biases and Heuristics (E.g., Confirmation Bias, Availability Heuristics). Sources of Errors.
5. Brain Functions, Motivated Reasoning, Judgments Under Uncertainty, Prevalence Induced

Concept Change, Janis's Groupthink Theory, Thinking Fast and Slow-Cognitive Biases and Heuristics, Noise and Biases.

Unit III: Contending with Bias

1. Building Cognitive Empathy, Resilience, Critical Thinking and Decision Making.
2. Cognitive Behavioural Therapy, Cultivating Intellectual Virtues.
3. Developing Scientific Attitude.
4. Normative Models of Rationality (Steven Pinker)-By Sean and Probabilistic Reasoning.
5. Gap Minder Approach, Fact fullness Model - Searching Diversity of Information Sources.

Unit IV: Finding and Evaluating Sources

1. Basics of Fact-checking and Journalistic Verification Skills.
2. Creating and Managing information Workflow Search Engine Works.
3. Strategies, Detailed Notes, Attributing Sources, Licensing. Searching Diversity of Information Sources.
4. (e.g., Wikipedia, Open Data. Market Research. Digital Archives). Evaluating Information.
5. Vigour-Source Credibility-Cues and Evidence- Credibility Network- Web of Trust. People and Expert Search, Collaborative Search.

Unit V: Tools for Fact-Checking Journalism

1. Social Media Verification: Sources, Visual Content. Basic Concepts of AI, Machine Learning, and deep learning Natural Language Processing (NLP) Techniques.
2. Fake Images, Bots, Fake Accounts, Fake Reviews, Fake Chats, Trolling, Online Abuse.
3. Digital Forensic and Working with Experts. Open-Source Digital Forensic Tools Techniques, News Guard
4. Approach to Identifying Credible News Sources.
5. Google News Fact-Checking Initiative. Emerging Tools and Technique

Key Text Books

1. Hirst, M. (2018). Navigating Social Journalism: A Handbook for Media Literacy and Citizen Journalism. Routledge.
2. Southwell, B. G., Thorson, E. A., & Sheble, L. (2018). Misinformation and Mass Audiences. University of Texas Press.
3. Damico, A. M. (2019). Media, Journalism, and "Fake News": A Handbook. ABC-CLIO.
4. Howell, T., & Kemp, G. (2014). Critical Thinking: A Concise Guide. Routledge.
5. Groarke, L., & Tindale, C. W. (2004). Good Reasoning Matters!: A Constructive Approach to Critical Thinking. Oxford University Press.
6. Sudhakar Reddy Udumula & Satyapriya GN, FactCheck Cheyadam Ela 2023.

References

1. Hunter, D. A. (2014). A Practical Guide to Critical Thinking: Deciding What to Do and Believe. John Wiley & Sons.
2. Sinha, P., Shaikh, S., & Sidharth, A. (2019). India Misinformed: The True Story. Harper Collins.
3. Bose, D. (2016). Media trials and the dark side of broadcast media in India: Do we really need to believe what's on TV?
4. Cottrell, S. (2017). Critical Thinking Skills: Effective Analysis, Argument and Reflection. Macmillan International Higher Education.
5. Christian, S. E. (2019). Everyday Media Literacy: An Analog Guide for Your Digital Life. Routledge.

Web Resources

1. The Journal of Critical Thinking <https://www.criticalthinking.org/resources/Journal-ArchiveSummer-1981-Summer-2005/29>
2. Thinking Skills and Creativity <https://www.journals.elsevier.com/thinking-skills-and-creativity>
3. Inquiry: Critical Thinking Across the Disciplines <https://scholarworks.iu.edu/journals/index.php/inquiry>
4. MediaWise <https://www.poynter.org/mediawise/>
5. FactCheck.org <https://www.factcheck.org/>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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

	PO 1	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
	S-Strong			M-Medium		L-Low			

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

		K1	K2	K3	K4	K5
CO1	Analyze the importance of news media literacy and critical concepts in information.	√	√			
CO2	Understanding the recent scientific findings on sources of biases at an individual level.	√	√	√		
CO3	Analyze scientific attitude, critical thinking, reasoning, and argumentative skills.	√	√	√		
CO4	Analyze the learners to evaluate the credibility of various sources of information.		√	√	√	√
CO5	Analyze the skills and tools for fact-checking news using standardized methods.		√	√	√	√

Tools for Assignment

CIA TEST 1	CIA TEST 2	ASSIGNMENT	ASSIGNMENT	ASSIGNMENT	TOTAL
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course designed by	Checked by	Verified by HOD	Approved by
Name			
Signature			

Semester – II	Core – V	25 UP JMC1 C05	Communication Research Methods (Theory)	CIA- 25 End Sem 75 Marks	Credit - 04
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Course Description

The Communication Research Methods course provides students with a comprehensive understanding of the foundational concepts and methods used in communication research. The course begins with an exploration of the foundations of research, including the nature of reality, modes of knowing, and the language of research. Students will learn about the research process and design, including social measurement and causal inferences, propositions and hypothesis development, and the overview of experimentation and randomized control trials (A/B testing). The course will also cover Content Analysis and Text Analytics, including developing coding schemes and frameworks, and computer-aided Content Analysis. In addition, students will learn about the logic of qualitative research, theory in qualitative research, and methods for qualitative data collection, including Grounded Theory Methodology and qualitative data analysis. The course will also explore survey methods, steps in survey research, audience survey design, and scales development, as well as sampling design, data cleaning, coding, and exploratory data analysis, and using computer-assisted quantitative data analysis software such as SPSS. By the end of the course, students will have gained a solid foundation in communication research methods, including both qualitative and quantitative approaches, allowing them to design and execute their research projects effectively.

Course Objectives

1. To explain the nature of social reality and the role of communication research.
2. Explain the concept of social measurement and causal modeling in communication research.
3. To provide a detailed description of the method of Content Analysis of news.
4. To ground learners into the logic of qualitative research.
5. To understand major steps in survey methods.

Detailed Syllabus

Unit I -Basics of Communication Research

Introducing Social Science research - Introduction to Communication Research - Importance and Scope of Communication Research - Relationship between Communication Theories and Research - Research Ethics in Communication Studies - Role of Research in Mass Communication - Types of Communication Research - Research Problem Identification and Formulation - Defining Objectives and Research Questions

Unit II: Components of Research

Conceptualization and Operationalization - Literature Review and its Significance - Theoretical Frameworks in Communication Research - Hypothesis Formulation and Testing - Variables: Types and Their Role in Research -Sampling Techniques: Probability vs. Non-Probability - Research Design: Exploratory, Descriptive and Experimental - Measurement and Scaling Techniques.

Unit III: Research Approaches

Qualitative Research: Characteristics and Applications - Quantitative Research: Characteristics and Applications - Mixed-Methods Research Approach - Surveys: Design, Implementation and

Challenges - Content Analysis in Communication Research - Case Study Method in Media Research - Ethnographic and Observational Research - Experimental Research in Communication Studies.

UNIT - IV: Data Analysis

Data Collection Methods: Primary vs. Secondary Data - Tools and Techniques for Data Collection – Pilot Study - Qualitative Analysis: Content, Thematic, Narrative, Discourse, Semiotic - Quantitative Analysis: Descriptive Statistics, Inferential Statistics, Time Series Analysis, Data Mining – Parametric and Non-Parametric Tests: ANOVA, t-test, f-test, Chi-Square - Use of SPSS and Other Analytical Tools - Data Interpretation and Coding in Qualitative Research - Validity and Reliability in Research - Presentation and Visualization of Data - Common Errors in Data Analysis.

Unit - V: Report Writing

Report Writing - Structure of a Research Report - Writing Abstracts and Summaries - Citation Styles (APA, MLA, Chicago) - Plagiarism and Academic Integrity - Writing Research Findings and Discussions - Conclusion and Recommendations in Research Reports - Presentation Techniques for Research Findings - Publishing Research in Academic Journals.

Key Text Books

1. N, R. B. (2009). A Handbook of Poll Surveys in Media: An Indian Perspective (2009th edition). Gyan Publishing House.
1. Berger, A. A. (2018). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. SAGE Publications.
2. Croucher, S. M., & Cronn-Mills, D. (2018). Understanding Communication Research Methods: A Theoretical and Practical Approach. Routledge.
3. Scharrer, E., & Ramasubramanian, S. (2021). Quantitative Research Methods in Communication. Taylor & Francis Group.
6. Tracy, S. J. (2019). Qualitative Research Methods: Collecting Evidence, Crafting Analysis, Communicating Impact. John Wiley & Sons.
7. Lindlof, T. R., & Taylor, B. C. (2017). Qualitative Communication Research Methods. SAGE Publication.

References

1. Allen, M. (2017). The SAGE Encyclopedia of Communication Research Methods. SAGE Publications.
2. Altheide, D. L., & Schneider, C. J. (2012). Qualitative Media Analysis (Second edition, Vol. 1). SAGE Publications Inc.
3. Baxter, L. A., & Babbie, E. R. (2003). The Basics of Communication Research (1 edition). Cengage Learning.
4. Krippendorff, K. H. (1981). Content Analysis: An Introduction to Its Methodology (Second Edition edition). SAGE Publications, Inc.
5. Neuendorf, K. A. (2016). The Content Analysis Guidebook (Second edition, Vol. 1). SAGE Publications, Inc.

Web Resources

1. Communication Research - <https://journals.sagepub.com/home/crx>
2. Journal of Communication - <https://onlinelibrary.wiley.com/journal/14602466>
3. Human Communication Research - <https://onlinelibrary.wiley.com/journal/14682869>
4. Journalism & Mass Communication Quarterly - <https://journals.sagepub.com/home/jmq>
5. International Journal of Communication - <https://ijoc.org/index.php/ijoc/index>
6. International Association for Media and Communication Research (IAMCR) - <https://iamcr.org/>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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	Outline various steps involved in conducting communication research and identify a researchable topic.	√	√		√	
CO1	Diagram a communication problem with causal model and present operational definitions of key constructs	√	√	√		√
CO2	Prepare a coding framework for analysis coverage of major current news events and apply CATA.	√	√	√		
CO3	Apply qualitative methods like in-depth interviewing for journalism practices.	√	√		√	
CO4	Design a questionnaire for opinion polls and audience measurement.		√		√	

Tools of Assessment

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

Course	Checked by	Verified by	Approved by
Names			
Signature			

Semester – II	Core Practical – II	25 UP JMC1 L02	News Gathering and Reporting (Practical)	CIA- 40 End Sem 60 Marks	Credit - 04
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Course Description

This course on News Gathering and Reporting will equip students with the skills and knowledge needed to be successful journalists in the digital age. Students will explore the principles of news reporting, news values, and the 5W-1H model. They will also learn about digital news, news in the context of instant messaging and social media, mobile phones, and news sharing. The course will cover the role and responsibility of reporters, taking a mobile-first approach, and the personal characteristics of good journalists, such as curiosity, motivation, and truthfulness.

Students will learn how to find news and news sources, including brainstorming, story pitch, pool reporting, enterprise reporting, and explanatory journalism. They will explore different types of beats and news hotspots, including routine news assignments and breaking news. The course will cover the skill sets necessary for news gathering, including traditional techniques, preparation for covering news, gathering and recording evidence, note-taking, voice recording, mobile images, and screenshots. Students will learn interviewing skills, observation skills, and online scoping research and document sources.

Finally, the course will cover culture and sports reporting, including arts and culture reporting, popular culture, and lifestyle and leisure reporting. By the end of the course, students will be able to report on a variety of topics, understand the challenges and issues facing journalists today, and apply the principles of news reporting in the digital age.

Course Objectives

1. To build the capacity of learners to acquire a sense of news and newsworthiness
2. To display the ability to identify potential news stories and various sources of preparing the news story
3. To train learners in various techniques of news reporting
4. To employ various fieldwork-based techniques of news reporting and writing across multiple platforms
5. To sensitize learners to the routine news assignments and beat systems and to engage in local, community-level issues for pitching for a story

Detailed Syllabus

(Procedural Knowledge on News Gathering and Reporting for Viva and Practical Examination)

Unit I: Principles of News Reporting

- Write a news article that addresses the role and responsibility of journalists in reporting fake news and disinformation on social media. Discuss the challenges faced by reporters and the best practices to ensure that they report only accurate and verified information.
- Conduct an interview with a veteran journalist who has covered wars and conflicts in different parts of the world. Discuss their experiences and the principles they followed to report on these dangerous situations.
- Investigate the impact of metrics on journalistic practices. Write a news report on how news organizations use metrics to measure the success of their stories and the impact of this on reporters' workload and editorial decision-making.

- Write a news article about the challenges of mobile-first reporting. Discuss the pros and cons of mobile-first reporting and how it affects journalistic practices.
- Write a feature story on what makes a good journalist. Discuss the personal characteristics of reporters and the importance of traits such as curiosity, motivation, and truthfulness in journalistic practices.

Unit II: Finding News and News Sources

- Investigate the impact of social media on news reporting. Write a news report on the challenges and opportunities of using social media for reporting, including the issues related to trust, credibility, and privacy.
- Write a news article on the ethics of reporter-source relationships. Discuss the importance of trust and non-disclosure principles in maintaining professional relationships with sources, while also ensuring the public interest is served.
- Conduct a series of interviews with experts and stakeholders on the impact of news releases on journalistic practices. Write a feature story that discusses how news releases can be used to shape the news and the challenges faced by reporters in navigating this.
- Write a news article on the challenges of investigative journalism. Discuss the difficulties of finding story ideas, cultivating sources, and following up on leads, and the strategies reporters use to overcome these challenges.
- Conduct a series of interviews with reporters who cover different beats, such as education, health, or crime. Write a news report that discusses the challenges and opportunities of covering these beats, and the strategies that reporters use to find and report stories.

Unit III: Skill Sets

- Write a news article on the importance of observation skills for journalists. Discuss the different observational techniques, such as unobtrusive measures and listening skills, and how they can be used to gather and report news.
- Conduct a series of interviews with experts in forensic science and questioned document analysis. Write a feature story that explores how these techniques can be used to verify the authenticity of documents and evidence used in news reporting.
- Write a news report on the importance of scoping research and document sources in news reporting. Discuss the different sources of government and statistical documents and reports, and the strategies reporters use to quickly check their credibility.
- Conduct a series of interviews with reporters who have covered different events, such as natural disasters or political protests. Write a news article that discusses the challenges and opportunities of covering such events, and the strategies that reporters use to stay safe while reporting on them.
- Write a news article on the importance of interviewing skills for journalists. Discuss the different types of interviews, such as structured and unstructured interviews, and the guidelines reporters follow to ask questions and develop conversation skills.

Unit IV: Reporting Field work

- Write a news article on the challenges of reporting for convergent media. Discuss the opportunities and risks of using mobile-first and social-first approaches to reporting, and the strategies reporters use to ensure accuracy and credibility in their reporting.
- Conduct a series of interviews with reporters who cover different topics, such as politics or business. Write a news report that discusses the different news structures used to report on multiple platforms, and the challenges of adapting stories for different media.
- Write a feature story on the power of brief news in the era of blip culture. Discuss the challenges of reporting news in short and concise formats, such as instant messages, posts, and notifications, and the strategies reporters use to ensure accuracy and clarity in their reporting.

- Conduct a series of interviews with reporters who cover different beats, such as crime or education. Write a news article that discusses the qualities of a good news story from a reporter's perspective, and the strategies reporters use to get the first draft quickly.
- Write a news article on the challenges of reporting on sensitive stories and leaks. Discuss the ethical and legal considerations of reporting on leaks and confidential information, and the strategies reporters use to protect sources and ensure the public interest is served.

Unit V: Routine Assignments and Culture, Lifestyle, and Sports Reporting

- Conduct a series of interviews with reporters who cover different beats, such as crime or sports. Write a news article that discusses the challenges and opportunities of the beat system and news routines, and the strategies reporters use to find and report stories.
- Write a news article on the pitfalls and problems in reporting. Discuss the common traps and challenges faced by reporters, such as censorship and self-censorship, and the strategies reporters use to avoid them.
- Write a news report on the challenges of covering special events and pseudo-events. Discuss the strategies reporters use to navigate the information subsidy provided by event organizers and ensure that their reporting is accurate and credible.
- Conduct a series of interviews with reporters who cover different topics, such as art or fashion. Write a feature story that discusses the challenges and opportunities of covering culture, lifestyle, and sports, and the strategies reporters use to find and report stories in these areas.
- Write a news article on the challenges of reporting on sports and the gaming industry. Discuss the strategies reporters use to find and report stories in these areas, and the ethical considerations of reporting on athletes and gaming companies.

Suggested Practical Exercises for News Gathering and Reporting

- Instructions: Students will work on any one exercise from each unit and present their work as records. The presentation can be in the form of print /Email newsletter, or video newsletter or multimedia news package containing the chosen assignments. Out of the five, at least one assignment/exercise should be a Multimedia News Package containing all elements-text, images, audio, video, graphics/Illustrations. Students should choose appropriate format for presentations of the record (Digital or Print).
- Students will use Mobile Journalism tools (MoJo Kit: Gimbals, mobile rigs, selfie sticks, and other inexpensive accessories) and Open-Source software (Canva, InkSpace, GIMP, Krita etc.) to produce the multimedia packages. Technical and Procedural knowledge on these digital tools will be covered either in Multimedia Journalism (Theory) Paper or Multimedia Design and Production (Theory), depending on the PG Programs. Diversity in formats and content is encouraged)

Key Text Books

1. M.V, K. (2009). The Journalist's Handbook. Vikas Publishing House Pvt Limited.
2. Rich, C. (2015a). Bundle: Writing and Reporting News: A Coaching Method, Loose-leaf Version, 8th + MindTap Communication, 1 term (8th edition). Cengage Learning.
3. Keeble, R., & Reeves, I. (2014). The Newspapers Handbook. Routledge.
4. Trujillo, T. (2017). Writing and Reporting - News You Can Use. Focal Press.
5. Usher, B. (2020). Journalism and Celebrity. Routledge.
6. Morrison, J., & James (Reader in Journalism Morrison, Reader in Journalism Robert Gordon University Aberdeen). (2019). Essential Public Affairs for Journalists. Oxford University Press.

References

1. Filak, V. F. (2021). Dynamics of News Reporting and Writing: Foundational Skills for a Digital Age. SAGE Publications.
2. Harcup, T. (2009). Journalism: Principles and Practice. SAGE.
3. Batsell, J. (2015). Engaged Journalism: Connecting with Digitally Empowered News Audiences. Columbia University Press.
4. Bender, J., Davenport, L., Drager, M., & Fedler, F. (2011). Reporting for the Media (10 edition). Oxford University Press.
5. Mencher, M. (2010). Melvin Mencher's News Reporting and Writing (12th edition). McGraw- Hill Education.

Web Resources

1. Society of Professional Journalists (SPJ) (<https://www.spj.org/>)
2. Investigative Reporters and Editors (IRE) (<https://www.ire.org/>)
3. Reporters Without Borders (RSF) (<https://rsf.org/>)
4. International Center for Journalists (ICFJ) (<https://www.icfj.org/>)
5. Tow Center for Digital Journalism (<https://towcenter.columbia.edu/>)

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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	Identify newsworthiness of a set of information using the established criteria of news value and share ability.	✓	✓		✓	
CO1	Develops a story idea or research question and appropriate sources of information	✓	✓	✓		✓
CO2	Conduct interviews for reporting, make careful observations, and use appropriate apps for news gathering	✓	✓	✓		
CO3	Create short news stories based on first-hand field experience and adapt the content to various media platforms	✓	✓		✓	
CO4	Gather and report news from routine news sources using established procedures		✓		✓	

Tools of Assessment

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

Course	Checked by	Verified by	Approved by
Names			
Signature			

Semester – II	Discipline Specific Elective – II	25 UP JMC1 E03	Emerging Technologies- Practical	CIA- 40 End Sem 60 Marks	Credit - 03
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OBJECTIVES:

1. To introduce students with basics of emerging technologies in the Media Industry with the use of digital skills techniques to revolutionize journalistic practice and empowering them as media professionals
2. To acquire skill and knowledge on the principles and techniques of digital media systems and their practical applications relevant to digital media industry.
3. To learn various practical applications analyze, differentiate, and evaluate the differences between the AI, AR & VR have practical exposure with their respective environments such as in human interaction / communication, uses, perils, and promise
4. To familiarize the importance of understanding the relationship between human cognition, perception, interaction, and virtual reality technology and the social and ethical implications of virtual reality technology
5. To acquaint students gain hands-on experience with practical in emerging new technologies and its implications in the Digital Market

UNIT I: Artificial Intelligence - Definition, goals and applications - Introduction to AI for Journalism (JournalistsToolbox.ai, Google News Initiative) History and Different types of AI tool (Dreaming, Logic, Data, Narrow, General and Generative AI etc.,) advanced functions of Ai, including the ability to see - Machine Learning - Small Language Models (SLMs) and Large Language Models (LLMs) - AI Principles understand and translate spoken and written language, analyze data- - Applications of AI in media and other fields: AI in Controlling Bias - AI in Social Media - AI in Automated Journalism- AI automation / augmentation of production, distribution and consumption of news Journalism. Discuss challenges in current Workflows, enhancing, efficiency, creativity, and engagement for research, organizing the content, editing, proof reading, image creation, etc.

UNIT II: Use of AI Tools for content creation in the newsroom - Pinpoint, Transcription and Gemini - Gen AI in Google Search, Jasper AI, Inc. Ject.ai, Connexum, Ai tools for local newsrooms, Article Forge, Descript, Vetted, AI Writer Narrativa, DeepL, Grammarly, Hemingway Editor, Journalist Studio, LongShot AI, Murf.ai, Notion AI, - Apps and programs marketed with 'AI'- For news Reporting (Jasper), to solve key reporting challenges (Rolli tools use AI technology) For News writing (Linguix, AI Writer), For grammar, paraphrasing, citation and summeriser tool (Grammarly, QuillBot, Summarizer) Streamline writing and editing style (Hemingway Editor) conversational agent (ChatGPT, News GPT) - Ai audio edition - Misinformation Fighters (RealityDefender, TrueMedia, Pindrop) - Transcription tools (Otter.ai, Whisper, Trint) Chatbots and Large Language Models (LLMs) (ChatGPT, Claude) Fact Check Explorer (Image Search) - unfamiliar subjects and complex questions (Perplexity) - Gemini, DeepSeek, Llamafire, a 'Local AI and presense, Maxai, Merlin, ChatGPT and AIPRM NotebookLM of Google , Promptvibes, Character.ai, Suno.com NotebookLM of Google, Veo2 of Google , Suno.com, Elevenlabs, Pictory.ai,

UNIT III: Design social media graphics (canva AI), Transform articles into videos (PICTORY.AI), AI-generated breaking news videos (SYNTHESIA AI), Content editing and transcription (WORDTUNE AND OTTER), Enhancing Audience Engagement - Social media scheduling and analytics (Hootsuite) Tailoring articles for audience preferences PARSE.LY: Optimize headlines with AI HEADLINE STUDIO: AI IN STORYTELLING AND FUTURE TRENDS -

Personalized news feeds driven by AI, Innovations in video and audio production with generative AI, Real-time language translation for global storytelling.

UNIT IV: Augmented Reality (AR) and Virtual Reality (VR): Augmented Reality Concepts – Definition, fundamental and scope of Augmented Reality (AR) and Virtual Reality (VR) Difference between AR and VR – AR & VR Digital Media forms – Immersive, Non-immersive, Collaborative, web based experiences- virtual reality technologies in human interaction/ communication – AR, VR, XR, mixed reality – AR & VR advantages and disadvantages - Augmented Reality in Print Media: Technology, Uses and Problems- AR and live events - AR videos – Increase brand awareness - AR & VR stories on Social Media: Facebook, Recording Room and others; Flat screen versus immersive VR experiences and social interactions - Storytelling in Virtual Worlds: Features of VR storytelling versus narrative in films, books or TV; Story structures - linear, branching, alternative endings; The role of POV in virtual storytelling; User interactions and experiences through environmental storytelling; The role of artificial intelligence in AR & VR storytelling –

UNIT V: AI & Society: Ethical considerations Bias, misinformation, and deep fake challenges accompanying AI automation/augmentation and virtual reality- Implications of AI for media consumers; Implications of AI for future media producers - Knowledge representation and knowledge engineering- Means–ends analysis –Tensor Flow and Artificial neural networks- Machine Learning- Deep Learning- Natural Language Processing- Internet of Things (IOT)- Computer vision and its users-Block Chain - Robotic Process, Cybernetics approach to Algorithm: Types of Algorithms and their Uses, Algorithms ethics and manipulation, Algorithm Information, Algorithm Research, Analytics Algorithms and Algorithm for Online Shopping- AI for marketing analytics - The Future of AI, AR &VR Changing Face of News and social Media -Use of Drone technology in Video/News Gathering

Semester End Semester Practical:

In General, students have to practice all the activities in the class room

Students have to submit 5 practical observation exercises for each media

For end semester practical students have to specialized and narrow down any one of the media and produced 5 programmes as Audio-Visual form.

References:

1. Abernathy, Muse Penelope & Sciarrino, JoAnn (2018). The Strategic Digital Media Entrepreneur. Published by John Wiley & Sons; Illustrated edition.
2. Bucher, John (2017). Storytelling for Virtual Reality: Methods and Principles for Crafting Immersive Narratives. Published by Routledge; 1st edition
3. Connock, Alex (2022). Media Management and Artificial Intelligence: Understanding Media Business Models in the Digital Age. Published by Routledge; 1st edition (18 November 2022)
4. Daniela, Linda (2020). New Perspectives on Virtual and Augmented Reality. Published by Routledge; 1st edition
5. Goel, Lavika(2021). Artificial intelligence: concepts and applications. Published by Wiley India Pvt Ltd(1 January, 2021)
6. Guha, Suman(2022). Win The Digital Age with Data: How To Use Analytics To Build Products That Customers Love. Published by Notion Press; 1st edition
7. Idemudia, C. Efosa (2019). Handbook of Research on Social and Organizational Dynamics in the Digital Era. Published by IGI Global
8. Konasani, Reddy Venkata & Kadre, Shailendra. Machine learning and Deep learning using Python and Tensor flow Published by McGraw Hill; first edition (8 October, 2021); McGraw Hill Education (India) Private Limited, B-4, Sector-63, Dist. Gautam Budh Nagar, Noida – 201 301, UP
9. Pradhan, Manaranjan & Kumar, Dinesh U (2019). Machine Learning using Python. Published by Wiley India Pvt. Ltd.
10. Rich, Elaine; Knight, Kevin & Nair, B. Shivashankar (2017). Artificial Intelligence. Published by McGraw Hill Education; 3rd edition

11. Russell, Stuart & Norvig, Peter (2015). Artificial Intelligence: A Modern approach. Published by Pearson Education India; 3rd edition (1 January 2015)
12. Schmalstieg, Dieter & Höllerer, Tobias (2016). Augmented Reality: Principles & Practice. Published by Pearson Education India; First edition
13. Shetty, G Chetankumar(2020). Augmented Reality - Theory, Design and Development. Published by McGraw Hill; First edition (5 August 2020); McGraw Hill Education (India) Private Limited, B-4, Sector-63, Dist. Gautam Budh Nagar, Noida – 201301, UP.
14. Thakur, Kiran Dr.; Pandit, Makarand Dr. & Josh, Yogesh Dr. (2022). Fundamentals of Digital Journalism. Published by Vishwakarma Publications

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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	Identify newsworthiness of a set of information using the established criteria of news value and share ability.	✓	✓		✓	
CO1	Students Grasp in AI's, AR & VR transformative role in journalism and media	✓	✓	✓		✓
CO2	Apply advanced digital tools for efficient research, engaging content creation, and audience interaction	✓	✓	✓		
CO3	Address ethical concerns related to digital media	✓	✓		✓	
CO4	Explore future possibilities of AI in global storytelling and media innovation		✓		✓	

Tools of Assessment

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

Course	Checked by	Verified by	Approved by
Names			
Signature			

Semester – II	Discipline Generic Elective – II	25 UP JMC1 E04	Social Media Content Production (Practical)	CIA- 40 End Sem 60 Marks	Credit - 03
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Course Description

This course provides the knowledge of social media content developed and brand promotion. Social media advertising is a key component to generating exposure of brands. Social media content production is the art of creating content for social media channels. Wikimedia Foundation provides all types of multimedia content through their products. The contribution of educational content provided by Wikimedia is notable one. This course will provide the tools and techniques of social media e-content.

Course Objectives

1. To understand the dynamics of various social media contents.
2. Give hands-on training to produce social media contents.
3. Demonstrate procedural knowledge in using tools of audio, visual, and podcast production.
4. Generate professional standard content for multimedia news projects.
5. Distribute multimedia news content through digital publishing platforms.

List of Practical

1. Account creation all social media platforms
2. Tamil interface for social media
3. Media content file and formats and open sources
4. Projects of wiki-media and open culture
5. Publishing techniques of Word press
6. Publishing articles in Wikipedia
7. Structure data construction for social media
8. Publishing media content in commons.wikimedia.org
9. Development of multimedia dictionaries
10. Monitoring techniques of Social Media
11. Social Media Optimization (SMO) for social media
12. Search Engine Optimization (SEO) social media
13. Product promotion techniques
14. Meta tag development and tools
15. Promotional techniques for social media
16. Photo walk for Social Media Content Production

Key Text Books

1. John Broughton, (2008), Wikipedia: The Missing Manual: The Missing Manual, O'Reilly Media.
2. Tracy L. Tuten and Michael R. Solomon, (2018) Social Media Marketing, SAGE Publications Ltd.
3. Dave Chaffey, Fiona Ellis-Chadwick, (2019), Digital Marketing, Pearson.

References

1. Jay Daniel Thompson , John Weldon (2022), Content Production for Digital Media, Springer.
2. Influencer: Building Your Personal Brand in the Age of Social Media (2018), Brittany Hennessy, Citadel
3. Social Media Marketing Workbook: How to Use Social Media for Business, (2022) Jason McDonald.
4. Steven Lloyd Wilson, (2022) Social Media as Social Science Data, Cambridge University Press.
5. Paul A. Thomas, (2022) Inside Wikipedia: How It Works and How You Can Be an Editor, Rowman& Littlefield Publishers
- 6.

Web Resources

1. Wikipedia - <https://www.wikipedia.org/>
2. Commons.wikimedia - <https://commons.wikimedia.org/>
3. Wikidata - <https://www.wikidata.org>
4. Sociallyin - <https://blog.sociallyin.com/the-guide-to-social-media-content-production>
5. MyDictionary - <https://mydictionary.in/>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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	Understand the dynamics of various social media contents.	√	√		√	
CO1	Produce social media contents.	√	√	√		√
CO2	Use tools of audio, visual, and podcast production.	√	√	√		
CO3	Generate professional standard content for multimedia news projects.	√	√		√	
CO4	Distribute multimedia news content through digital publishing platforms.		√		√	

Tools of Assessment

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

Course	Checked by	Verified by	Approved by
Names			
Signature			

Semester – II	Skill Enhancement Course – SEC	25 UP JMC1 S01	Writing Skills (Practical)	CIA- 40 End Sem 60 Marks	Credit - 02
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Course Description

This course has been designed to orient one with the fundamental knowledge which will enhance your employability skills. We will work to improve your writing proficiency, and basic grammatical skills while also focusing on grade level curriculum. Practical Writing helps learners who need to use their written English in studies, work and personal life. During the course of the upcoming year, we will focus on proficiency in writing.

Course Objectives

1. To understand the basics of grammar.
2. Give hands-on training in effective writing skills
3. Give hands-on training in media writing skills
4. Facilitate to publish various writings in blog
5. To train learners in various techniques of news writing

Detailed Syllabus

1. Basic grammar exercises
2. Understanding tense
3. Comprehension practice
4. Identifying Common Errors in writing
5. Television script writing
6. Radio script writing
7. Print media content development
8. Print media editing practice
9. Publishing articles in blog
10. Film review writing
11. Book review writing
12. Report writing

Suggested Works and Projects

Prepare a project report on all the below exercises and submit the same for end – semester exams.

1. Write two articles on any two preferable topics in 750 words each.
2. Write a movie review in 750 – 1000 words.
3. Write a Book review in 750 – 1000 words.
4. Write a feature article on any preferable topic in 750-1000 words
5. Prepare a script for a Radio show on any debatable topic.
6. Prepare a Television Script on any current affairs.
7. Create an individual blog and post all the articles written.

References:

1. Oshima, A., & Hogue, A. (2020). Longman academic writing series 4: Essays. Pearson.
2. Field, M. (2019). Writing for the screen: Creative and critical approaches. Routledge.
3. Cappon, R. (2018). The Associated Press guide to news writing: The resource for professional journalists. Basic Books.
4. Harcup, T. (2021). Journalism: Principles and practice. SAGE.
5. Hacker, D., & Sommers, N. (2021). A writer's reference (10th ed.). Bedford/St. Martin's.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	3	2	3	3
PSO 2	2	3	3	3	2
PSO 3	3	3	3	3	3
PSO 4	3	3	3	3	3
PSO 5	3	2	3	1	3

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	Understand the basics of grammar.	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
CO1	Get effective writing skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>
CO2	Get media writing skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
CO3	Publish various writings in blog	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	
CO4	Write good quality Reports		<input type="checkbox"/>		<input type="checkbox"/>	

Tools of Assessment

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

Course	Checked by	Verified by	Approved by
Names			
Signature			

Semester – II	Non- Major Elective	25 UP JMC1 E05	Folklore Communication (Practical)	CIA- 40 End Sem 60 Marks	Credit - 02
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Course Description

This course provides the knowledge of folklore communication media content development. This course will enable the students towards understand folklore communication and documentation. Folklore media content production is the art of creating content for social media channels. This course aims to create awareness among students towards the preservation of folklore art and literature forms by using all multimedia tools.

Course Objectives

1. To understand the dynamics of various folklore communication media contents.
2. To impart hands-on training to produce s folklore communication media contents.
3. To demonstrate procedural knowledge in using tools of audio, visual, and podcast production for folklore communication.
4. To generate professional standard content for folklore communication media content projects.
5. To publish folklore communication media content thorough open source platforms.

List of Practical

1. Field level survey techniques for folk art forms.
2. Field level survey techniques for folk literature forms.
3. Publishing the multimedia content of folktales.
4. Publishing the multimedia content of folksongs.
5. Publishing the multimedia content of proverbs.
6. Publishing the multimedia content of riddles.
7. Publishing the multimedia content of tongue twisters.
8. Publishing the multimedia content of folk dances.
9. Publishing the multimedia content of medicinal plants.
10. Publishing the multimedia content of folk dishes.
11. Publishing the multimedia content of folk festivals.
12. Publishing the multimedia content of folk music.
13. Publishing the multimedia content of folk dishes.
14. Photo walk to digitize folk culture.
15. Publishing the multimedia content of folk theatre.

Key Text Books

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.

References

1. Jay Daniel Thompson , John Weldon (2022), Content Production for Digital Media, Springer.
2. Influencer: Building Your Personal Brand in the Age of Social Media (2018), Brittany Hennessy, Citadel
3. Steven Lloyd Wilson, (2022) Social Media as Social Science Data, Cambridge University Press.
4. Paul A. Thomas, (2022) Inside Wikipedia: How It Works and How You Can Be an Editor, Rowman& Littlefield Publishers

Web Resources

1. Wikipedia - <https://www.wikipedia.org/>
2. Commons.wikimedia - <https://commons.wikimedia.org/>
3. Wikidata - <https://www.wikidata.org>
4. Sociallyin - <https://blog.sociallyin.com/the-guide-to-social-media-content-production>
5. Proverbial collections - <https://mydictionary.in/>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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	Understand the dynamics of various social media contents.	✓	✓		✓	
CO1	Produce social media contents.	✓	✓	✓		✓
CO2	Use tools of audio, visual, and podcast production.	✓	✓	✓		
CO3	Generate professional standard content for multimedia news projects.	✓	✓		✓	
CO4	Distribute multimedia news content through digital publishing platforms.		✓		✓	

Tools of Assessment

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

Course	Checked by	Verified by	Approved by
Names			
Signature			

Semester – II	Compulsory Paper for all Students	25 UPP GC 1H01	Fundamentals of Human Rights (Theory)	CIA- 25 End Sem 75 Marks	Credit -01
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Semester – II	Compulsory Paper for all Students	25 UP JMC1 N01	Chosen by the students from SWAYAM	CIA: 25 End Sem: 75Marks	Credit - 02
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Print Media Internship I- for 4 weeks (30days) duration to be undertaken by all the students during summer vacation for which evaluation (Viva- Voce) will be conducted and marks will be evaluated in the 4th semester.

SEMESTER III

M. A. (JOURNALISM AND MASS COMMUNICATION)

Semester – III	Core - VI	25 UP JMC1 C06	Media Laws and Ethics (Theory)	25 Marks/ End Sem. 75 Marks	Credit 04
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Course Description

This course provides an in-depth understanding of the Indian Constitution and its impact on communication laws. The course begins by exploring the foundations of the Indian Constitution, including its salient features, and their importance. It delves into the Fundamental Rights and Duties, focusing on Article 19 1 (A) and various freedoms, as well as reasonable restrictions. The course also covers media-related acts and regulations, including the Press Council of India, the Cinematograph Act, and the Official Secrets Act along with landmark cases related to media and content regulation in broadcast news. The course concludes with a focus on Intellectual Property Rights (IPR) and internet governance, including the concept of innovation, invention and discovery. It also covers laws related to information, such as cyber laws, legal and ethical aspects related to new technologies, the IT Act 2000 and its amendments, and the Right to Information Act. Finally, it explores media and privacy, the Privacy Bill in India and the Right to be Forgotten.

Course Objectives

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

Detailed Syllabus

Unit I: Indian Constitution

Origin and evolution of Indian Constitution - Preamble, Basic Structure & Salient features of Indian constitution - Fundamental Rights and Duties - Directive Principles of State Policy - Four pillars of Indian democracy - Ministry of Information and Broadcasting

Unit II- Media Regulatory Laws

Press Freedom - Freedom of Speech & Expression, Reasonable Restrictions - Article 19 (1) A 19 (2) - Indian Telegraph Act 1885 - Press and Registration of Books Act 1867 - PrasarBharati Act 1990 - Working Journalists Act - 1955 - Cinematography Act 1952 - Cable T.V. Networks (regulation) Act 1995 - Press Commission I & II.

Unit III - Media and Communication Laws

Copyright Act 1957 - Contempt of Courts Act 1971, Defamation- Libel and Slander - Press Council of India Act 1978, Officials Secrets Act 1923 -Indecent Representation (prohibition) Act1986 - Drugs and Magic Remedies (objectionable) Act 1954 - Copyrights and Fairuse - Net-neutrality - Right to Privacy - Sting Journalism - Yellow Journalism - Paid news.

Unit IV: Cyber Laws

Legal and Ethical aspects - Social Media and Internal Regulations - IT Act 2000 - Right to Information Act (RTI) - Serial Digital Interface (SDI) Rules - Protection of Personal Information (IP) - Sensitive Personal Data and Information (SPDI) - OTT regulations - Intellectual Property Rights (IPR): Trademarks, Patent, Geographical Instructor - Secret and Confidentiality in IPR - Internet Governance.

Unit V: Ethical and Legal Issues

Media Ethics Vs Laws - Journalistic Code of Conduct - Self and Legal Regulation - Alternative Censorship - Pros & cons of Media Activism - Journalistic Ethics - Ethical issues: Notions and Debates - Resolving Ethical Dilemmas-Different Methods - Media & Human Rights Issues - Media net pressures (political, market, legal and professional) - Ombudsman.

Key Text Books

1. M Neelamalar, Media Laws and Ethics, Philearning 2nd Edition, 2019.
2. Devesh Kishore & G. S. Gard, Media Law: Its Ethics and Ethos, Haran and PublicationsPvt Ltd. 2016.
3. D.D. Basu., Introduction to the Constitution of India, Lexis Nexis First Edition. 2014.
4. ParanjyGuhaThakurta, Media Ethics: Truth Fairness and Objectivity, OUP India, First Edition, 2011.
5. Juhi P. Pathak, Introduction to Media Laws and Ethics, Shipra Publications, 2014.

Reference Books

1. Roy L Moore, Media Laws and Ethics, Routledge, Sixth Edition, 2021.
 2. NouredineMiladi, Global Media Ethics and Digital Revolution, Rouledge, 2021.
 3. Stephen JA Ward, Ethics and the Media: An Introduction, Cambridge University Press, 2020.
 4. David A Mackey & Kathryn M Elvey, Society, Ethics & the Law, Jones & Bartlet, 2020.
- Lee Wilkins, Media Ethics: Issues and Cases, Rowman&Littlefiel, 10th Edition, 2011.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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

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

S-Strong

M-Medium

L-Low

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

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

TOOLS FOR ASSESSMENT

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

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

Semester – III	Core - VII	25 UP JMC1 C07	Data Journalism- Theory	CIA 25 Marks/ End Sem. 75 Marks	Credit 04
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Course Description

This course provides the knowledge of data for journalism. This course will enable the students towards understand data for reporting and writing. Data journalism is helps to gather, process and publish all types of contents. This course aims to create awareness among students towards the science and importance of data journalism and mass communication.

Course Objectives

1. Think Critically and deeply about data and data journalism
2. Know how to access the big data and its integration and processing
3. Able to find the sources of data and process of data gathering
4. Able to analysis and visualize the data

Learning outcomes:

- Students will be able to evaluate the credibility and relevance of various data sources and understand their implications for journalistic integrity.
- Students will develop a critical perspective on how data can be used to influence public opinion and policy, and will be able to articulate ethical considerations in data journalism.
- Students will be proficient in using tools and techniques to access and retrieve large datasets from various platforms and sources.
- Students will be able to apply methods for processing big data, such as cleaning, transforming, and preparing data for analysis.

Detailed Syllabus

UNIT I: Introduction to Data Journalism

Definition and basics of data journalism-Story behind the data-Types of data and key tools (spreadsheets: rows, columns, cells, importing, sorting, filtering)-Genealogies and origin of data journalism-Data Literacy-Issues with data

UNIT II: Big Data Integration and Processing

Introduction of Big Data (volume, velocity, variety, veracity)-Accounting for method of Data Journalism (Excel func- tions: mean, median, max, min, rank)-Data coding, mapping and charts-Retrieving Big Data-Aggregation Functions & Platforms Aerospike, Mongo DB, Pandas Data Frames-Querying Data and Data Integration Scenario-Big Data Management and Techniques (Splunk, Data Meer)-Information Integration-Big Data Processing -Introduction to Apache Spark

UNIT III: Sources of Data

Sources of Data & Data gathering -Government Data, Non-Government Data, Primary & Secondary Data -Running Survey and Data -Census Data -Assembling and Reassembling Data -R for journalists - Introduction to Tidy verse and Dimply packages -Comparison operators, logical operators, missing values, filter, arrange, select, rename -Filtering data

UNIT IV: Data Gathering, Analysis and Visualization

Data Gathering and data investigation -Apps and their affordance for data investigation -Data Analysis -Interpretation-Transformations-Data tabulation-Open-source coding practice and Testing data -Processing data: Classification, Segregation and Identification -Data Presentation. Visualising Data stories Introduction to various chart types and their use. Tools for visualisation. Data visualization tools / Software.

UNIT V : Practical work for data journalism

Creating account on Wikimedia projects- Publishing journalism related data in Wikidata – publishing news in wiki news- integrating the wiki news data in wiki data- query service for journalism – digitizing Tamil journal data in wiki data and tagging- publishing multimedia files in Wikimedia Commons and crating data in Wikidata.

Key Text Books

1. Gray, J., Chambers, L., & Bounegru, L. (2012). The data journalism handbook: How journalists can use data to improve the news. "O'Reilly Media, Inc."
2. Bounegru, L., & Gray, J. (2021). The Data Journalism Handbook: Towards a Critical Data Practice (p. 415). Amsterdam University Press.
3. Hermida, A., & Young, M. L. (2019). Data journalism and the regeneration of news. Routledge.
- Tong, J. (2022). Data for Journalism: Between Transparency and Accountability. Taylor & Francis.
4. Tong, J. (2022). Data for Journalism: Between Transparency and Accountability. Taylor & Francis.

References

1. Paul A. Thomas, (2022) Inside Wikipedia: How It Works and How You Can Be an Editor, Rowman& Littlefield Publishers
2. Dewdney A. & Peter R. 2014. The Digital Media Handbook. 2nd Edition. Routledge. Oxon.

Web Resources

1. Wikipedia - <https://www.wikipedia.org/>
2. Commons.wikimedia - <https://commons.wikimedia.org/>
3. Wikidata - <https://www.wikidata.org>
4. Sociallyin - <https://blog.sociallyin.com/the-guide-to-social-media-content-production>
5. <https://s3.eu-central-1.amazonaws.com/datajournalismcom/handbooks/The-Data-Journalism-Handbook-1.pdf>
6. <https://learn.r-journalism.com/en/wrangling/dates/dates/>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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	Understand the dynamics of various social media contents.	✓	✓		✓	
CO1	Produce social media contents.	✓	✓	✓		✓
CO2	Use tools of audio, visual, and podcast production.	✓	✓	✓		
CO3	Generate professional standard content for multimedia news projects.	✓	✓		✓	
CO4	Distribute multimedia news content through digital publishing platforms.		✓		✓	

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	Checked by	Verified by	Approved by
Names			
Signature			

Semester – III	Core Practical - IV	25 UP JMC1 L04	Audio Video Program Production (Practical)	CIA 40 Marks End Sem. 60 Marks	Credit 04
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Course Description

This practical course is designed to provide students with the knowledge and skills required to create compelling Audio/ Video making. Over the course of the program, students will explore the creative process involved in audiovisual production including ideation, scripting, pre-production, production, postproduction, and distribution. Through a combination of lectures, workshops and hands-on projects, students will learn about key aspects of audio and video production, including story structure, character development, visual storytelling, cinematography, sound design, editing, and marketing strategies. In addition to technical skills, the course will also cover essential professional skills, such as project management, collaboration, communication, and pitching. By the end of the course, students would have developed a comprehensive understanding of the audiovisual production process and would have created a professional-quality programs that they can add to their portfolio to launch their careers in the industry.

Course Objectives

1. To enable the students to understand the various stages of audiovisual production.
2. To become aware of the significance of writing for audiovisual production.
3. To acquire photography skills and lighting knowledge for indoor and outdoor shooting.
4. To make the students familiar with story boarding and shooting procedures.
5. To learn both audio & video editing software's.

Detailed Syllabus

1. Audio/Video Communication Skills, Visual grammar, Visual Narrative and Aesthetics
2. Understanding Lighting techniques : Role of light, Three point lighting, Ratio lighting: 1:2, 1:3, 1:4 Highkey lighting, Low key lighting
3. Understanding Camera Lenses: Type of Lenses, Power of Lenses, usage of a lens, Idea of perspective: Depth of Field, Depth of focus, Fixed Lens Vs. Zoom Lens
4. Learning Camera Movements: Basic grammar of shots, Primary Camera Movement: Pan, Tilt, Zoom,
5. Character Movement, Usage and need of Track and trolley, Crane, jimmy gib,
6. Understanding digital video recording : Digital Recording Formats, Technical formats of video [PAL, NTSC]
7. Exploring the operation of video camera: structure and function, balancing colour, camera filter, white balance, audio intake.
8. Perspective of sound : mono, stereo and surrounding sound, tone, pitch, frequency spectrum, tempo, fidelity, eco, reverb
9. Microphones Types: Dynamic, Condenser, Ribbon, Polar Pattern, Sensitivity. Microphonedesigns for special applications
10. Acoustics Fundamentals: The behaviour of sound in outdoors and in closed spaces,
11. Audio in video program - Voice over, music, background sound, ambience sound
12. Sound mixing, sound designing, sound effects, sync sound, sound effects
13. Process of Pre production: Script requirement, Budget, and schedule
14. Process of Production: Developing a Crew, Mise-en-Scène, Producing a Shooting Script, Before the Camera Rolls, Roll Camera, Location Sound, Continuity,
15. Process of Postproduction: offline edit, online edit, mastering

Suggested Practical / Exercises

Students should submit a record in bound book form along with the audio-visual programs in a DVD.

Audio Production Exercises:

1. Record and produce a News Bulletin (Duration: 2 minutes).
2. Produce a Radio Talk show on any preferable subject (Duration: 2 minutes).
3. Produce two radio jingles, two PSAs. (Duration: 30 Seconds Each).
4. Record a live commentary (Duration: 3 minutes).
5. Develop and record a Radio Drama (Duration: 3 minutes).

Video Production Exercises:

1. Prepare and produce a TV news bulletin (Duration: 3 minutes).
2. Produce three Television commercials (Duration: 15 seconds each).
3. Prepare a story board for a one minute short film.
4. Produce an expert interview (Duration: 5 minutes).
5. Create a Visual package with appropriate VFX and SFX (Duration: 2 minutes).

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:

PSO		K1	K2	K3	K4	K5
C01	Learn about audiovisual production from concept to execution.	✓	✓	✓		
C02	Become familiar with writing for various audiovisual programs.	✓	✓		✓	
C03	Acquire photographic and lighting skills.	✓	✓		✓	✓
C04	Become familiar with shooting procedures.	✓	✓	✓		
C05	Gain knowledge about audio editing and sound mixing.		✓		✓	

Tools for Assignment

CIA TEST I	CIA TEST 2	ASSIGNMENT	ASSIGNMENT	ASSIGNMENT	TOTAL
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course designed by	Checked by	Verified by HOD	Approved by
Name			

Semester – III	Discipline Specific Elective - 3	25 UP JMC1 E06	Public Relations and Corporate Communications (Theory)	CIA 25 Marks	End Sem. 75 Marks	Credit 04
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Course Description

This course on provides a comprehensive overview of the principles and practices of Public Relations. It covers the historical origins of public relations and the worldwide expansion of PR in the twenty first century. The course explores the relationship between public relations and the media and the role of PR in democracy, including its contribution to democracy and the potential conflicts between PR and democratic values. Students will learn about the role of the PR practitioner, the skills required for success in the field, and the ethical codes that guide PR practice. The course also covers various PR theories and concepts, including communication, relationship, social influence, and mass communication theories. Students will learn about the importance of strategic planning and management in PR, including how to plan and evaluate PR campaigns and programs. Other topics include internal and community relations, external PR, sponsorship, and the future of PR.

Course Objectives

1. Understand the evolution and importance of Public Relations
2. Understand the different methods of PR followed by Government & private Sector
3. Learn the abilities to engage various stakeholders
4. Conduct campaigns and research in Public Relations
5. Handle crisis situations and resolve them using Public Relations

Detailed Syllabus

Unit I: The Context of Public Relations

1. Public relations origin, definitions and history; Traditional definition of PR.
2. Growth and Development of modern PR, Integrating PR into the Promotion Mix.
3. Marketing Public Relations (MPR), Functions of Public Relations.
4. Merits and limitations of Public Relations, Role and Skills of the PR practitioner.
5. Public Relations and media, Professionalism.

Unit II: PR Theories and Concepts

1. Public relations theories: Communication theories in PR, Relationship theories of PR.
2. Social influence theories, Mass communication theories, Rhetoric and engagement in PR.
3. Feminism and public relations, Strategic public relations planning and management.
4. Intercultural and multicultural context, Social media and activists in the global village.
5. Uneven globalization, Public diplomacy.

Unit III: Media Relations

1. Integrated Marketing Communication (IMC), Strategic public relations programs and campaigns.
2. Importance of Planning, Underpinning theories of Planning, PR program research and evaluation. Barcelona Principles Valid metrics guidelines.

3. Quantification, Objective setting, Research, Outcome evaluation, Output evaluation, Content analysis.
4. Social media Analytics for PR, propaganda and the psychology of persuasion, Lasswell Model, Media relations, Evaluating media coverage, Publicity and public relations.
5. Advertising or editorial: Origins and development, Influencer Marketing and PR: Influencer relations, content marketing and brand journalism. PR under Media fragmentation.

Unit IV: Internal and Community Relations

1. Internal communication: Perspectives and definitions. IC planning and evaluation.
2. Professionalization: attributes, competencies and skills in internal communication, corporate community involvement (CCI) programmes. Employees and community programmes.
3. Cause-related marketing (CRM). Developing and Evaluating community programmes, Non-government organizations (NGOs) and pressure groups.
4. The power of the website, Advocacy and campaigning, Getting donations, Brand, reputation and identity.
5. NGOs as corporations and super brands.

Unit V: External PR

1. Public relations and the consumer. Public relations and marketing, Core activities.
2. Business-to-business public relations (B2B), role of public affairs and an organization.
3. Lobbying. Private sector and Public sector, Sponsorship, Celebrity PR.
4. Campaigning and pressure groups, Technology. Education.
5. Future trends and issues for public relations.

Key Textbooks

1. Tench, R., & Yeomans, L. (2017). Exploring Public Relations. 4th Edition. Pearson.
2. Vilanilam, J. V. (2011). Public Relations in India: New Tasks and Responsibilities. SAGE.
3. Cutlip, S. M., Center, A. H., & Broom, G. M. (2015). Effective public relations. Pearson.
4. Bowen, S. A., & Winkler, R. C. (2018). Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice. Routledge.
5. L'Etang, J. (2018). Public relations: Critical debates and contemporary practice. Routledge.
6. Cornelissen, J. (2017). Corporate communication: A guide to theory and practice. Sage Publications.
7. Kunsch, P. L. (2020). Corporate communication: An international and interdisciplinary perspective. Palgrave Macmillan.

References

1. Hsu, W.-L., & Lin, K.-Y. (2015). How corporate social responsibility influences employee organizational commitment: An empirical study in Taiwan. Public Relations Review.
2. Jin, Y., Liu, B. F., & Austin, L. L. (2017). Examining the effects of transparency on public trust in an organization's social media sites.
3. Kim, J. N., & Rhee, Y. (2018). From social media to mainstream news: The information flow of the Occupy Wall Street movement.
4. Liao, H.-M., & Chen, K.-T. (2020). The impact of interactive social media features on dialogic communication, engagement, and trust in corporate communication.
5. Zhang, W., & Cameron, G. T. (2022). Corporate social responsibility and employee advocacy behavior in China: The mediating role of employee trust.

Web Resources

1. Public Relations Review - <https://www.journals.elsevier.com/public-relations-review/>
2. Journal of Public Relations Research - <https://www.tandfonline.com/toc/hpr20/current>
3. Public Relations Society of America (PRSA) - <https://www.prsa.org/>
4. Institute for Public Relations (IPR) - <https://instituteforpr.org/>
5. United Nations Development Programme (UNDP) - <https://www.undp.org/>
6. International Association of Public Relations (IPRA) - <https://www.ipra.org/>
7. Public Relations and Communications Association (PRCA) - <https://www.prca.org.uk/>
8. International Public Relations Association (ICCO) - <https://iccopr.com/>
9. International Committee of the Red Cross (ICRC) - <https://www.icrc.org/>
10. The Public Relations Strategist - <https://prstrategist.com/>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	3	3	3	3
PSO 2	3	3	3	3	3
PSO 3	3	3	2	3	3
PSO 4	3	1	3	2	3
PSO 5	2	3	3	3	2

The mapping of course outcomes with program 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:

PSO	Course Outcomes	K1	K2	K3	K4	K5
C01	Understand PR evolution and current trends.	✓	✓	✓		
C02	Expose students to a wide range of tools and techniques in the PR industry.	✓	✓		✓	
C03	Use tools to engage communication methods for various publics.	✓	✓		✓	✓
C04	Plan and execute PR campaigns.	✓	✓	✓		
C05	Resolve Crisis using PR.		✓		✓	

Tools for Assignment

CIA TEST I	CIA TEST 2	ASSIGNMENT	ASSIGNMENT	ASSIGNMENT	TOTAL
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course designed by	Checked by	Verified by HOD	Approved by
Name			
Signature			

Semester – III	Non- Major Elective - II	25 UP JMC1 N02	News Anchoring and Compeering (Practical)	CIA 40 Marks	End Sem. 60 Marks	Credit 04
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Course Description

This practical course is designed to provide students with the knowledge and skills required to create compelling news anchoring and compeering. Over the course of the program, students will explore the creative process involved in good communication skills, presentation, knowledge regarding political, entertainment, environment, etc., through a combination of lectures, workshops, and hands-on projects, students will learn about key aspects of News Anchoring and Compeering. In addition to technical skills, the course will also cover essential professional skills. By the end of the course, students will have developed a comprehensive understanding of the News Anchoring and Compeering process and will have created a professional-quality short film that they can use to launch their careers in the industry.

Course Objectives

- 1 Understand the various elements of television anchoring.
- 2 Develop presentation skills for news reading and weather forecasting.
- 3 Develop the skills necessary for moderating various kinds of television programs.
- 4 Provide hands-on training on different genres of TV shows.
- 5 Learn the nuances of non-verbal communication.

Practical List

1. **News Reading** for Five minutes. The exercise should highlight the importance of pronunciation, voice modulation, dress code, make up and the right body language.
2. **Celebrity Interview** for Five minutes. The exercise should highlight the significance of background research, questioning skill, listening skill, language fluency, dress code and right body language.
3. **Moderating a debate** on any social issue for five minutes. The exercise should highlight the significance of background research, questioning skill, listening skill, language fluency, dress code and right body language.
4. **Weather report** for Two minutes. The exercise should contain info graphics, and other graphic symbols for various terms related to weather/climate.
5. **Movie Review** for Five minutes. The exercise should highlight the significance of critical thinking, knowledge on movie making, information regarding directors/technicians etc., language fluency and right body language.
6. **Anchoring for a Reality Show** (Five minutes). The exercise should highlight the significance of high energy level, good presence of mind, language fluency, dressing sense and right body language.

- ## Text Books

- ## References

- ### Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
C01	3	3	3	3	1	3	3
C02	3	3	3	3	1	3	3
C03	3	3	3	3	1	3	3
C04	3	3	3	3	1	3	3
C05	3	3	3	3	1	3	3
3=Strong, 2=Medium, 1=Low							

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

PSO		K1	K2	K3	K4	K5
C01	Learners will gain knowledge about the do's and don'ts of media news presentation.	✓	✓	✓		
C02	They will present media programs with language fluency and confidence.	✓	✓		✓	
C03	They will develop research skills and knowledge on various socio, political and economic issues.	✓	✓		✓	✓
C04	They will be to present themselves in appropriate ways depending on the genre in terms of their dressing, speaking style, voice modulation and other non-verbal cues.	✓	✓	✓		
C05	They will be able to handle technical devices simultaneously along with their presentation.		✓		✓	

Tools for Assignment

CIA TEST I	CIA TEST 2	ASSIGNMENT	ASSIGNMENT	ASSIGNMENT	TOTAL
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course designed by	Checked by	Verified by HOD	Approved by
Name			
Signature			

Semester – III	Skill Enhancement Course (Sec/ NME) – 2	25 UP JMC1 S02	Documentary / Short Film Making (Practical)	40/ 60 Marks	Credit 02
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Course Description

This practical is ideal for anyone interested in pursuing a career in the film industry or wanting to enhance their skills in producing factual and documentary content. The course is divided into five sections, each containing four lessons, and one section on Documentary Film Making - Theory and Ethical Considerations. It focuses on production and post-production including the functions of sound, lighting, camera, and editing. Also, it covers documentary & film making history, documentary and film language, ethical considerations, and world documentary analysis. Throughout the course, students will work on practical projects, receive feedback from industry professionals, and gain a comprehensive understanding of factual and documentary film making. Upon completion of the course, students will have the skills and knowledge required to produce factual and documentary content for various platforms.

Course Objectives:

1. Students will be aware of the evolution of documentaries and its origin & status in India.
2. Learners will gain an understanding of the skills necessary to produce interesting and creative documentary films.
3. Learners will become skilled in executing all aspects of documentary production.
4. Learners will experience how to critically analyze contemporary documentary films and will engage in debate over content, style and subject matter.
5. To enable Learners in Documentary making from scripting to finished product.

Detailed Syllabus

1. Students should write original Documentary/Short film scripts (at least **three**) for duration not exceeding 10 minutes inclusive of credit lines. Concepts may be of about environmental issues, Social Issues, any particular place etc.
2. They should shoot one of the best scripts among the three concepts as the Documentary / Short film project.
3. Each student should do an individual project containing the record and the program. The script record should be in the book bounded form and Documentary/Short film must be submitted in DVD.
4. Each script in the Record should contain.

Script Development

- Title
- Concept (log line, one liner)
- Synopsis
- Treatment
- Mention the type of approach opted
- Narration
- Voice over Script
- Shooting Script (if it is planned approach)
- Screenplay Development
- Slug line
- Action (Video Description)
- Character Name
- Dialogue

- Sample script with storyboard
- Editing Script
- Scheduling
- Approximate Budget details
- Photographs of Documentary / Short film Making

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

References

1. Clifford Thurlow, Making Short Films: The Complete Guide from Script to Screen, Berg Publishers, 2nd Edition.2008.
2. Alecs Nastoiu, The Short film Year Book (Vol. – I,2021).
3. Rabiger, M. Directing the Documentary, Routledge.(2014).
4. Rosenthal, A. Writing, directing, and producing documentary films and videos,SIU Press. (2007).
5. Sheila Curran Bernard, Documentary Storytelling: Creative Non-fiction on Screen, 5th Edition 2022.Taylor & Francis Ltd.,

Web Sources

1. <https://www.filmcompanion.in/features/have-you-made-a-short-film-here-are-14-platforms-to-help-you-find-an-audience>
2. <https://www.wikihow.com/Make-a-Short-Documentary-Film>
3. <https://www.indieshortsmag.com/tutorials/post-production/2018/08/10-websites-to-get-royalty-free-music-for-short-films-documentaries/>
4. https://www.imdb.com/search/title/?title_type=short&genres=documentary
5. <https://guides.library.georgetown.edu/c.php?g=75854&p=488425>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	2	3	3	3	2
PSO 2	3	3	1	3	3
PSO 3	3	2	3	2	3
PSO 4	3	3	3	3	3
PSO 5	3	3	3	3	3

The mapping of course outcomes with program 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:

PSO		K1	K2	K3	K4	K5
C01	Understand the concept of documentary and short film making and its nuances.	✓	✓	✓		
C02	Distinguish between, and critically evaluate, the principle 'modes' of documentary making.	✓	✓		✓	
C03	Be able to read a documentary text closely and write about how it communicates meaning.	✓	✓		✓	✓
C04	They will familiarize themselves with the systematic development of a documentary/ short and the various stages involved in it.	✓	✓	✓		
C05	Produce their own short film, making informed and creative decisions at every stage of production process.		✓		✓	

Tools for Assignment

CIA TEST I	CIA TEST 2	ASSIGNMENT	ASSIGNMENT	ASSIGNMENT	TOTAL
5 marks	5 marks	5 marks	5 marks	5 marks	25 marks

Course designed by	Checked by	Verified by HOD	Approved by
Name			
Signature			

Semester - III			Peace Education		Credit - 02
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Course Outcomes (Cos)

On successful completion of the course, the student will be able to

	Course Outcomes	Level
CO1	Understand the importance of peace	Understand
CO2	Explain how to recover the state of peace	Understand
CO3	Internalize and Practice the Values of Peace	Apply
CO4	Understand Sustainable Peace and the role of oneself	Understand
CO5	Became the peace messenger who spreads the culture of peace	Apply

Units	Content	Hours
I	Introduction to peace Education and HWPL Aims and objectives of Peace Education- Development of Peace work of HWPL- Making groups for assignments- Rapport building	11
II	Finding Peace, and Me Diversity-Harmony-Original State of All Creation- Connectivity-Value-Role-Duty-Interpersonal Relationship- Greed-Love-Order	11
III	Peace Values Gratitude-Consideration-Sacrifice-Undersatnding- Forgiveness-Respect for parents, Teachers and Peace- Scripture-Cultural sphere	11
IV	Peace Citizen Heritage-World peace-Great legacy; a case of peace- Law- Law abiding Spirit-Treaty-DPCW-NGO;HWPL-Peace Citizen- Courage-Peace- loving Heart- Messenger of peace.	11
V	Peace Messenger Peace Messenger-Peace experience-Will for Peace.	10

Tasks and Assignments:

- Writing an Essay on World peace and Gratitude.
- Engaging in debates on topics related to Peace.
- Group project for practicing Peace Values.
- Group project to promote the importance of peace.

References

<https://www.un.org/en/>

<https://www.youtube.com/watch?v=18LhBZc6Sn4>

<https://www.hwpl.kr/language/en/home-hwpl-en>

Heavenly Culture World Peace Restoration of Light,(2022),Road to peace Oh Ik-soo,(1996),Youth Group Counseling.

C. Mapping of Program Outcomes with Course Outcomes

	PO1	PO2	PO3	PO4	PO5	PO6
C01	3	1	1	2	1	1
C02	2	3	1	1	1	1
C03	3	3	3	2	2	3
C04	3	3	3	3	3	2
C05	3	3	3	3	1	2

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

PSO		K1	K2	K3	K4	K5
C01	Understand the importance of peace	✓	✓	✓		
C02	Explain how to recover the state of peace	✓	✓		✓	
C03	Internalize and Practice the Values of Peace	✓	✓		✓	✓
C04	Understand Sustainable Peace and the role of oneself	✓	✓	✓		
C05	Became the peace messenger who spreads the culture of peace		✓		✓	

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			

Lab Journal Work begins in the 3rd semester and will run through to the 4th semester for evaluation at the end of the final year

Internship II- Electronic Media/ Media Production
Houses for 4 weeks (30days) duration to be
undertaken by all the students during summer
vacation for which evaluation (Viva- Voce) will be
conducted and marks will be evaluated in the 4th
semester.

SEMESTER IV

M. A. (JOURNALISM AND MASS COMMUNICATION)

Semester – IV	Discipline Generic Elective - 3	25 UP JMC1 E08	Event Management (Practical)	CIA- 40/ END SEM- 60 Marks	Credit - 03
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Course Description

Events create opportunities for people to connect with an area, spend time together, celebrate and experience the diversity of cultures and foster creativity and innovation. They allow a community to come alive and provide an opportunity for a destination to showcase its tourism experience and increase economic activity. Events contribute significantly to community building, lifestyle and leisure enhancement, cultural development, tourism promotion and increased visitation, volunteer participation, fundraising and economic development. Most importantly, events create a sense of fun and vibrancy, resulting in a strong sense of community connectivity, pride and a sense of place.

Course Outcome

1. Analyze the role of events in image building
2. Explain all the steps of planning and organizing an event
3. Plan and organize events
4. Discuss ways of strategic marketing and media planning for events
5. Demonstrate knowledge and ability to identify risk areas, evaluate safety measures

Students should be allowed to organize the programme in the university campus / Department and practice the followings during the arrangement of the event as practical and submit the record for the following activities.

- **Principles Of Event Management**
 - [Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics - Principles of event Management, concept & designing. Analysis of concept, Logistics of concept. - Feasibility, Keys to success, SWOT Analysis]
- **Event Planning & Team Management**
 - [Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools- Protocols, Dress codes, staging, staffing - Leadership, Traits and characteristics]
- **Event Marketing And Advertising**
 - [Nature of Marketing, Process of marketing mix, Sponsorship - Image, Branding, Advertising Publicity and Public relations
- **Event Leadership & Communication**
 - Leadership skills, Managing team, Group development, Managing meetings- Written communications, (Official, demi-official, Invoice). Verbal communications]
- **Event Safety And Security**
 - [Security, Occupational safety, Crowd management - Major risks and emergency planning, Incident reporting, emergency procedures]
- **Event Accounting**
 - [Budget, breakeven point, cash flow analysis, Profit & loss statement, balance sheet, panic payments, financial control system]

Both arrangement / Management of the programme and record will be evaluated by the Internal and External Examiners.

Suggested Reading:

1. Tulsian P C – Business Organisation & Management
2. Prasad L.M.- Principle of management
3. Successful Event Management By Anton Shone & Bryn Parry
4. Udai Pareek, Understanding Organisational /Behaviour, Oxford
5. Mishra : Organizational Behaviour Bikas
6. Luthans, Fred : Organizational Behaviour
7. Mirza Saiyadain : Organizational Behaviour, TH
8. Chandan : Organizational Behaviour, Vikas
9. Helga Drummond : Organizational Behaviour, Oxford
10. Senge, Peter : The Learning Organization
11. Harriss & Martman : Organizational Behaviour, Jaico.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	M	S	M
CO2	S	S	S	S	M	S	S
CO3	M	M	S	S	S	S	S
CO4	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S

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

		K1	K2	K3	K4	K5
CO1	Analyze the role of events in image building.		✓	✓	✓	
CO2	Explain all the steps of planning and organizing an event.		✓	✓	✓	
CO3	Plan and organize events.			✓	✓	✓
CO4	Discuss ways of strategic marketing and media planning for events and Demonstrate knowledge and ability to identify risk areas, evaluate safety measures.			✓	✓	✓
CO5	Demonstrate knowledge and ability to review, analyze events and relate to case studies.			✓	✓	✓

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 - IV	Core - VIII	25 UP JMC1 C08	Film Studies (Theory)	CIA- 25 END SEM 75 Marks	Credit - 04
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Course Objectives (CO):

1.	To enrich the students with the knowledge about the origin and cinema as a mass
2.	To enable students to have an overview of the Tamil cinema
3.	To teach students about the various film movement and theories and concepts
4.	To make the students understand social impact of Film on society.
5.	To make the students to be aware of methods of film making.

Unit 1: Film History

Motion picture – Birth of films, Silent films, Talkies. World Cinema: Lumiere Brothers, George Melies, D.W. Griffith, Orson Welles. History and development of Indian Cinema – pioneers of Indian cinema- Dada Saheb Phalke, Sathyajit Ray, Ritwik Ghatak and the Desi enterprise. Indian cinema from 30s to the 60s, The golden 50s, Indian Art Cinema and the Indian New wave.

Unit 2: Tamil Film Industry

History and development of Tamil Cinema, New wave in Tamil cinema, Pioneers and stalwarts in Tamil Cinema, Contemporary trends in Tamil cinema.

Unit 3: Film Movements and Theories

German Expressionism - Italian New Realism, French New Wave, Dogme 95, Film Noir, Neo Realism, Soviet Montage, Surrealism, Queer Cinema - Documentary Film Movement, Film Psycho Analytic Film Theory, Auteur Theory, Audience theory, Feminist Film theory ,Marxist Film Theory, Structuralist Film Theory , Gaze theory and Voyeurism.

Unit 4: Film and Society

Film Genres: Action, Drama, Adventure, Comedy, Epic, Horror, Thriller. Social Impact of film – Film as a political movement – Celebrity Culture.

Unit 5: Film Components

Audience: Vision and Reception, Story, Narrative Structures – Cinematography: Angles and Shots, Editing: Linear, Non Linear and Montage, Storytelling, Literature and Film - Literary language and Film language, Adaptations, Fiction vs Non-fiction - time, space, character and setting, dialogue, music and sound effects.

References:

1. Experiencing Cinema: Participatory Film Cultures, Immersive Media and the Experience Economy. Pett,Emma. 2021
2. Art Cinema And India's Forgotten Futures: Film And History in the Post Colony. Majumdar,Rochona. 2021
3. My Years with Apu. Ray, Satyajith.Penguin India. 2021
4. History Through The Lens. Baskaran, S Theodore. Orient Blackswan. 2018
5. The Film Appreciation Book: The Film Course You Always Wanted to Take. Piper, Jim. Allworth Press. 2014
6. History of Cinema for Beginners. Jarek Kupsc. Orient Blackswar. UK. 2011

7. Dravida Cinema. Paavendhan Ra., Subagunarajan V.M.S..KayalKavinPadhippagam. 2009
8. Film Studies – An Introduction. Sikov Ed. 2010
9. What is Cinema?.Bazin, Andre.
10. Major film theories, An Introduction, J. Dudley Andrew. Oxford University Press. 1976
11. Naun Kleiman and Antonio Somaini, Sergie M. Eisentein, notes for General History of cinema , 2015.
12. David Bordwell and Kristin Thompson, Minding Movies, Observations on the Art, Craft and business of Film Making, 2011
13. Studying Film - Nathan Abrams, Ian Bell and Jan Udris [hodderarnold], 2001
14. James Monaco, How to read a Film: The world of Movies, Media, Multimedia: Language, History, Theory 1977.
15. Major film theories, An Introduction, J. Dudley Andrew.

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

		K1	K2	K3	K4	K5
CO1	CONNECT the students with the historical developments of cinema.	✓		✓		
CO2	RELATE with films have an overview of the Tamil cinema.		✓	✓	✓	
CO3	Students Learn about the various film movement and theories and concepts associated with cinema.			✓	✓	✓
CO4	Students learn social impact of Film on society.			✓	✓	✓
CO5	APPRECIATE and understand the students to aware of methods of film making.	✓		✓		✓

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

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 - IV	Core – IX	25 UP JMC1 P01	Core Project: Dissertation/ Capstone Research Project (Practical)	CIA- 40/ END SEM 60 Marks	Credit - 07
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Course Objectives

1. To develop skills necessary to undertake academic research and media and communication.
2. To familiarize students on the various steps in the process of identifying a research problem and developing theoretical framework.
3. To construct an outline of a thesis using for review relevant literature, conduct data collection and determine a suitable methodology for undertaking referencing, citation, and note-taking and to enhance competency in source-based academic writing skills in media research.
4. To describe criteria for evaluating standard methods of performing data analysis in social research.
5. To engage in ethical practices and intellectual virtues for undertaking academic research.

Every student has to work on a research project under the supervision of faculty member. 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, analyzed situated in a theoretical framework and the results are discussed for logical conclusion. The following part discusses each of these in turn, and gives more detailed advice about how to prepare and write each one. The dissertation will usually consist of the following chapters:

1. **Introduction** - Using Academic Sources- (Thinking Critically About Research- background of the Literature Search of early research.
2. **Literature Review** (Traditional Reviews and Systematic Reviews- Other Types of Literature Review- Literature Mapping and Reviews and Styles) - Avoiding Plagiarism.
3. **Methodology** – Methods of Data collection, presentation and analysis.
4. **Data Analysis:** Developing and Evaluating Research Argument on [Experimental Research, Quantitative Research, Survey Research, Qualitative Research] - Research Ethics-Key Issues and Guidelines for Responsible Research Best Practices- Publication Process, Metrics and Publication Ethics.
5. **Recommendation and Conclusions** –Results, Findings and Discussions.
6. **Referencing and Citation** (Using Reference Manager Apps- Annotated Bibliography and Academic Style Guides (APA, MLA).
7. **Appendices**-An appendix contains relevant/supplementary material/document that is not an essential part of the text itself but which may be helpful in providing a more comprehensive understanding of the research problem or it is information that is too cumbersome to be included in the body of the paper. The Appendices should follow the References/Bibliography unless your Appendices include citations or footnotes. Appendices can consist of figures, tables, maps, photographs, raw data, computer programs, musical examples, interview questions, sample questionnaires, etc.

Formats of the Research Paper and Thesis

Outlining Literature Reviews- Writing Literature Reviews- Publish or Perish App) The report/ Dissertation/ Thesis will necessarily have 100 pages of content.

Presentation of Thesis

The research must be about or related to the subject matter of journalism or mass communication. A written dissertation of about 80-100 pages 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. Dissertations generally follow a fairly standard structure.

Evaluating Research

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. Based on dissertation Viva-voce will be conducted by the External Examiner and the research guide.

References

1. Efron, S. E., & Ravid, R. (2018). Writing the Literature Review. Guilford Publications.
2. Mugambi, A. M. (2020). A Practical Guide to Academic Writing: A Guide to Research Proposal Writing, Data Collection and Analysis, and Final Research Report. Independently Published.
3. Ridley, D. (2012). The Literature Review: A Step-by-Step Guide for Learners . SAGE.
4. Lampert, L. (2014). Combating Student Plagiarism: An Academic Librarian's Guide. Elsevier.
5. Hempel, S. (2019). Conducting Your Literature Review. American Psychological Association.
- Katz, M. J., Kennedy, D., & Kane, T. S. (2015). From research to manuscript: A guide to scientific writing | Michael J. Katz
6. Gough, D., Oliver, S., & Thomas, J. (2017). An Introduction to Systematic Reviews. SAGE.
7. Higgins, J. P. T., Thomas, J., Chandler, J., Cumpston, M., Li, T., Page, M. J., & Welch, V. A. (2019). Cochrane Handbook for Systematic Reviews of Interventions. John Wiley & Sons.
8. A, R. C. M. (2020). Academic Writing Survival Guide: What the Purists
9. Krause, S. D. (2020). The Process of Research Writing.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	L	S	S
CO2	S	S	S	S	M	S	S
CO3	S	S	S	S	M	S	S
CO4	S	S	S	S	M	S	S
CO5	S	S	S	S	S	S	S

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	M	L	M	M
CO 2	S	M	M	M	S	S	S	S	S
CO 3	S	M	S	M	M	M	S	S	S
CO 4	S	S	S	S	S	S	S	S	S
CO 5	S	S	S	S	S	S	S	S	S

S-Strong M-Medium L-Low

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

		K1	K2	K3	K4	K5
PS0	Perform literature search and scoping study on selected topics.	√	√	√		
CO1	Set-up digital workspace for research using applications like Zotero and Qiqqa and Publish or Perish.	√	√		√	
CO2	Prepare an annotated bibliography following the APA style guide.	√	√		√	√
CO3	Read and summarize academic research articles and evaluate quality based on protocols.	√	√	√		
CO4	Produce a news story based on academic research following best practices in academic journalism.		√		√	

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 – IV	Ability Enhancement Course	25 UP JMC1 L05	Lab Journal	CIA - 40 / END SEM 60 Marks	Credit - 04
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Course Objective (CO):

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

Lab Journal:

- All the student will bring out one issue of **KANNADI** the bilingual student practice journal of the Department of Journalism and Mass Communication. 8 pages in A3 size.
- The student editor will assign stories edited them paginated and bring out the issue.
- The students will cover all the events happening inside Periyar University campus.
- They should not resort to cut and paste job from the net.
- All the photography will be caption and all stories headlined.
- The lab journal will be evaluated for the quality of timeliness makeup reporting, sub editing, proof-reading and overall tone and value.

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	M	S	S
CO2	S	M	S	S	M	S	S
CO3	S	M	S	S	S	S	S
CO4	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S

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	M	L	L	M	L	M
CO 2	M	M	M	M	M	M	S	S	S
CO 3	M	S	S	M	M	M	S	S	S
CO 4	S	S	S	S	S	S	S	S	S
CO 5	S	S	S	S	S	S	S	S	S

S-Strong

M-Medium

L-Low

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

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

TOOLS FOR ASSESSMENT

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

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

Semester – IV	Discipline Specific Elective - 5	25 UP JMC1 E07	Advertising and Digital Marketing Strategies (Theory)	25/75 Marks	Credit - 03
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Course Description

Advertising Strategies is a comprehensive course that explores the world of advertising and the strategies used in this field. The course begins with an introduction to advertising, its definition, history, and its role in the marketing mix. Students will learn about the changing nature of advertising in the digital era, including the difference between conventional and online advertising and data-driven advertising. The course also examines the social and economic issues related to traditional and online advertising. Students will learn about the various advertising approaches, including target audiences, positioning, and native advertising and content and brand strategies. The course covers the dynamics of creating and executing complete campaign strategies, including branding and creative strategies such as print layout, television and video advertising, web advertising, and the critical aspects of advertising such as cultural differences and values in advertising. Finally, the course explores the challenges and trends in advertising, including cross-platform distribution, online advertising as an intrusion, ad-blockers and strategies for non-invasive advertising. Students will also gain an overview of advertising research, traditional and digital methods, and emerging approaches such as programmatic and computational advertising. By the end of the course, students will have a thorough understanding of advertising strategies and their application in the real world.

Course Objectives

- To provide a contemporary and comprehensive understanding the Advertising process.
- To elucidate the importance of knowing the target audience.
- To outline the Creative aspects of Advertising.
- To illustrate the new horizons in online Advertising.
- To portray certain areas in Digital Transformation.

Detailed Syllabus

Unit I: Advertising-An Introduction

1. History of Advertising, Definition and Types, Roles and Functions of Advertising,
2. Role of advertising in Marketing Mix. Social and Economic Issues related to Traditional and Online Advertising.
3. Changing Nature of Advertising in Digital Era-Conventional Vs Online Advertising, Data - driven Advertising.
4. Agency Practitioners Perspective about Advertising, Future of Advertising.
5. From Audience Segmentation to Audience Engagement-Target Audiences, Positioning-Traditional and Digital Approaches, Native Advertising.

Unit II: Content and Brand Strategies

1. Brand Image, Brand Personality, Brand Equity and Brand Identity – Definitions and Differences.
2. Branding- Brand Identity Elements, Identity and Image Strategies.
3. USP, Competitive advantage, Cannibalization, Logos, Mascots and Signatures.
4. Projecting a Unified Message, Projecting Brand Identity, Identity Strategies.
5. Brand Positioning Strategies with case studies.

Unit III: Creative Strategies

1. Creativity and Ad Theory. The Person Individual Oriented Theories of Creativity. The Process of Creative Idea Generation.
2. Place Based Creativity Theories. The New Creative Inspiration, Inspiration from Consumers, The Creative Challenges
3. Print Layout-Functions of Design, Design Principles, Gestalt Theory.
4. Television and Video Advertising: Telling stories. Visual Elements, PSA
5. Web Advertising. Various Types of Online Advertising -Native Ads, Display Advertising/ Banners Pop-Up Ads, Mobile Advertising, Social Ads Retargeting and Remarketing, Digital Signage.

Unit IV: Critical Aspects of Advertising

1. Advertising across cultural borders, Convergence / Divergence-Cultural Differences and Values in Advertising.
2. Brand Perceptions across Cultures, Advertising Culture and Values. Diverse Cultures within Nations.
3. Advertising in Traditional and Non-traditional Environments.
4. Involvement and Learning Theory. Rational and Emotional Involvement and Learning. Involvement and Message Strategy. Involvement – Situational/Enduring.
5. Enduring Involvement with a Brand, The Case of Brand Communities, Involvement with the Medium, Social Implications of Extreme Involvement.

Unit V: Challenges and Trends

1. Designing Advertising for Cross-platform Distribution.
2. Maintaining Consistency across Divergent Media.
3. Online Advertising as Intrusion, Adblockers and strategies for non-invasive advertising.
4. Overview of Advertising Research-Traditional and Digital Methods
5. Emerging Approaches-Programmatic and Computational Advertising–GoogleAnalytics.

Key Text books

1. Ogilvy, D. (2015). Confessions of an advertising man. Vintage Books.
2. Weinberger, D. (2017). Everyday advertising: From the absurd to the sublime. Basic Books.
3. Berger, J. (2016). Contagious: How to build word of mouth in the digital age.
4. Heath, C., & Heath, D. (2017) The power of moments: Why certain experiences have extraordinary impact. Simon & Schuster.
5. Thaler, R. H., & Sunstein, C. R. (2017). Nudge: Improving decisions about health, wealth, and happiness. Penguin Books.

References

1. Advertising Concept and Copy, George Felton, W.W. Norton and Company, New York. London
2. Strategic Advertising Management, Richard Rosenbaum-Elliott-2021
3. Creative Strategy in Advertising, Bonnie L., Drewniany & A. Jerome Jewler,
4. Management Association and Information Resources. 2021. Research Anthology on Strategies for Using Social Media as a Service and Tool in Business. IGI Global.
5. Reillier, Laure Claire, and Benoit Reillier. 2017. Platform Strategy: How to Unlock the Power of Communities and Networks to Grow Your Business. Taylor & Francis.
6. Semerádová, Tereza, and Petr Weinlich. 2019. Impacts of Online Advertising on Business Performance. IGI Global.

7. Yang, and C.C.Kenneth.2017.Multi- Platform Advertising Strategies in the Global Market place. IGI Global.
8. Rodgers,S.,& Thorson,E.(2019).Advertising Theory. Routledge.
Rodgers,S.,&Thorson,E.(2017).DigitalAdvertising:TheoryandResearch.Taylor&Francis.

Web Resources

1. JournalofAdvertising:<https://www.tandfonline.com/toc/ujoa20/current>
2. Journal of Marketing:<https://journals.sagepub.com/home/jmk>
3. American Advertising Federation:<https://aaf.org/home>
4. Interactive Advertising Bureau:<https://www.iab.com/>
5. Advertising Research Foundation:<https://thearf.org/>
6. Association of National Advertisers:<https://www.ana.net/>
7. World Federation of Advertisers:<https://wfanet.org/>
8. Advertising Standards Authority(ASA)-UK:<https://www.asa.org.uk/>
9. International Advertising Association:<https://www.iaaglobal.org/>
10. Marketing Science Institute:<https://www.msi.org/>
11. Wharton Marketing Analytics:<https://marketing.wharton.upenn.edu/>
12. Advertising Educational Foundation(AEF):<https://aef.com/>
13. The Advertising Council:<https://www.adcouncil.org/>

Mapping Course Objectives(CO)and Program Specific Objectives(PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO1	1	3	3	3	2
PSO2	3	3	2	3	3
PSO3	3	2	3	3	3
PSO4	3	3	3	3	3
PSO5	3	3	3	2	3

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L	L	L	L	L			
CO2		M	M	M	M	M			
CO3				M	M		M		
CO4							S	S	S
CO5						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	Apply creative strategies to develop a brand promotion plan	✓	✓			
CO2	Interpret data and conduct audience analysis for an advertising campaign	✓	✓		✓	
CO3	To produce an original public service advertisement for cross platform distribution	✓		✓		✓
CO4	Design banner advertisement for websites and embed them in a website or a blog	✓		✓	✓	
CO5	Demonstrate procedural knowledge on online advertising strategies		✓			✓

TOOLS FOR ASSESSMENT

Class observation	Record work	Assignment	Attendance	Total
5 marks	5 marks	5 marks	5 marks	25 marks

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

Semester – IV	Skill Enhancement Course	25 UP JMC1 S03	Podcast and Video streaming Production (Practical)	CIA- 40 END SEM- 60 Marks	Credit - 02
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Course Description

This practical course on Video and Podcast Live Streaming is designed to provide students with a comprehensive understanding of the techniques and tools needed to produce professional-quality live streams. The course is ideal for professionals in the fields of media, marketing, and entertainment, as well as anyone interested in learning about the latest trends and best practices in live streaming. Over the course of twenty lessons, students will learn about the fundamentals of video and podcast live streaming, including equipment, planning, and distribution. They will also gain a deep understanding of technical production techniques for live streaming, such as camera, audio, lighting, and post-production.

In addition to these foundational skills, students will explore specialized techniques for remote live streaming, multi-camera live streaming, and live streaming events. They will also gain exposure to advanced audio and visual techniques, as well as business and marketing strategies for monetizing live streams. Upon completion of the course, students will have a deep understanding of Video and Podcast Live Streaming, and will be equipped to produce professional-quality live streams that engage audiences and generate revenue.

Course Objectives:

1. Develop foundational knowledge and understanding of the concepts and principles of Video and Podcast Live Streaming.
2. Acquire and apply technical skills in camera, audio, lighting, and post-production techniques for Video and Podcast Live Streaming.
3. Evaluate and select appropriate equipment and software tools for producing professional-quality live streams.
4. Analyze and troubleshoot technical challenges that arise during live streaming events, including remote live streaming and multi-camera setups.
5. Synthesize and integrate business and marketing strategies for monetizing live streams, including subscription-based models, ad-based models, and e-commerce strategies.

Detailed Syllabus

1. Fundamentals of podcasting
2. Audio recording editing mixing
3. Significance of sound effects
4. Fundamentals of video streaming
5. Video recording editing mixing
6. Importance of transition effect in live streaming
7. Production Gear (Audio and Video)
8. Podcast platforms : creators (Spotify), Google Podcast, Buzzsprout etc
9. Streaming Platforms: YouTube live, Facebook, Instagram, Vimeo.
11. Social media profiles handling
10. Podcast production and promotion strategies
12. Ethical consideration and copyright issue

1. Record, Edit and Mix a podcast episode with a single host (Duration 3 minutes)
2. Produce a podcast episode with two host duration (Duration 3 minutes)
3. Create own podcast profile and upload all recorded episodes.
4. Stream a live interview, Discussions, Debates on YouTube profile duration (Duration 3-5 minutes)
5. Video Live stream of department events, programs, conference, workshops etc. (Teamwork)

(Detailed project reports with all digital file to be submitted during the examination)

Key Textbooks

1. Frank, L. (2019). Screens Producing & Media Operations: Advanced Practice for Media Server and Video Content Preparation. CRC Press.
2. Brewer, J., Ruberg, B., Cullen, A. L. L., & Persaud, C. J. (2023). Real Life in Real Time: Live Streaming Culture. MIT Press.
3. Herling, J. (2014). Advanced Real-Time Manipulation of Video Streams. Springer.
4. Richards, P. (2020). The Virtual Ticket: The Event Manager's Guide to Live Streaming Engaging Virtual Events. StreamGeeks.

References

1. Frank, L. (2019). Screens Producing & Media Operations: Advanced Practice for Media Server and Video Content Preparation. CRC Press.
2. Brewer, J., Ruberg, B., Cullen, A. L. L., & Persaud, C. J. (2023). Real Life in Real Time: Live Streaming Culture. MIT Press.
3. Herling, J. (2014). Advanced Real-Time Manipulation of Video Streams. Springer.
4. Richards, P. (2020). The Virtual Ticket: The Event Manager's Guide to Live Streaming Engaging Virtual Events. StreamGeeks.
5. Ubell, R. (2016). Going Online: Perspectives on Digital Learning. Routledge.
6. Vai, M., & Sosulski, K. (2015). Essentials of Online Course Design: A Standards-Based Guide. Routledge.
7. Brewer, J., Ruberg, B., Cullen, A. L. L., & Persaud, C. J. (2023). Real Life in Real Time: Live Streaming Culture. MIT Press.
8. Herling, J. (2014). Advanced Real-Time Manipulation of Video Streams. Springer.
9. Richards, P. (2020). The Virtual Ticket: The Event Manager's Guide to Live Streaming Engaging Virtual Events. StreamGeeks.
10. Ubell, R. (2016). Going Online: Perspectives on Digital Learning. Routledge.

Web Resources

1. Journal of Virtual Reality and Broadcasting - <https://www.jvrb.org/>
2. IEEE Transactions on Visualization and Computer Graphics - <http://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=2945>
3. Journal of Computer Graphics Techniques - <https://jcgt.org/>
4. Virtual Worlds Research - <http://vwresearch.org/>
5. ACM Transactions on Graphics - <https://dl.acm.org/journal/tog>
6. Virtual Production Industry Forum - <https://virtualproduction.com/>
7. VR/AR Association - <https://www.thevrara.com/>
8. Digital Production Partnership - <https://www.digitalproductionpartnership.co.uk/>
9. Visual Effects Society - <https://www.visualeffectssociety.com/>
10. Interactive Multimedia & Collaborative Communications Alliance - <http://www.imcca.org/>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	3	2	3	3
PSO 2	3	1	3	2	3
PSO 3	2	3	3	3	2
PSO 4	3	3	3	3	3
PSO 5	3	3	3	3	3

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

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	L	L	L	L	L	L	M	L	L
CO 2	S	S	M	M	L	M	S	M	M
CO 3	M	S	S	S	M	M	S	S	S
CO 4	S	S	S	S	S	S	S	S	S
CO 5	S	S	S	S	S	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	Demonstrate a comprehensive understanding of the fundamental concepts and principles of Video and Podcast Live Streaming, including equipment, planning, and distribution.		✓	✓	✓	
CO2	Apply technical production skills in camera, audio, lighting, and post-production to produce high-quality live streams that engage audiences and meet industry standards.		✓	✓	✓	
CO3	Evaluate and select appropriate equipment and software tools for producing professional-quality live streams in a variety of settings, including remote live streaming and multi-camera setups.	✓		✓	✓	✓
CO4	Analyze and troubleshoot technical challenges that arise during live streaming events, and develop effective strategies for minimizing technical issues and ensuring smooth production.			✓	✓	✓
CO5	Synthesize and apply business and marketing strategies for monetizing live streams, including subscription-based models, ad-based models, and e-commerce strategies, to maximize audience engagement and generate revenue.	✓		✓	✓	✓

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 – IV	Industrial Activity – I	25 UP JMC1 IO1	Internship – 1- Print Media Training – Industrial Activity	CIA- 40 END SEM 60 Marks	Credit - 02
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Course Objective:

1. Gain practical experience in the field of print media by working in a professional setting.
2. Develop a solid understanding of the print media industry, its functions, and its role in journalism and mass communication.
3. Acquire skills in news reporting and writing, including researching, interviewing, and crafting engaging news articles.
4. Learn the art of feature writing and storytelling to create compelling and impactful narratives for print media.
5. Gain hands-on experience in print media layout and design, including using software tools to create visually appealing publications.

To be undertaken for a period of minimum period of four weeks during the inter semester vacation for 30 days/4weeks/1 month/150 Hours of Work experience. Students will be attached to Newspapers, Magazines and other Print media on an internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The Interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry. A report and a viva voce will be complete the process of evaluation. Project reviews will be conducted during the internship project on regular intervals which should consist of

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

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

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	L	L	M	M	S	S	S
CO2	M	M	S	S	M	S	S
CO3	M	M	S	S	S	S	S
CO4	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S

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	M	M	M	M
CO 2	M	S	M	M	S	S	S	S	S
CO 3	M	M	S	S	M	M	S	S	S
CO 4	S	S	S	S	S	S	S	S	S
CO 5	S	S	S	S	S	S	S	S	S

S-Strong M-Medium L-Low

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

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

TOOLS FOR ASSESSMENT

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

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

Semester - IV	Industrial Activity - II	25 UP JMC1 I02	Internship - 2- Media Training - Industrial Activity	Electronic - Industrial	CIA - 40 END SEM- 60 Marks	Credit - 02
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Course Objective:

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

To be undertaken for a period of minimum period of four weeks during the inter semester vacation for 30 days/4weeks/1 month/150 Hours of Work experience. Students will be attached to radio, television, new media and AV production houses on an internship basis, with the objective to expose them to actual situations and day to day functioning of the media industry. The Interns will be exposed to the particular area of specialization already chosen. The faculty of the department in coordination will closely monitor progress of the interns with the guides in the media industry. A report and a viva voce will be complete the process of evaluation. Project reviews will be conducted during the internship project on regular intervals which should consist of

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

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

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

Course Objectives (CO)	Program Specific Objectives (PSO)						
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	S	S	S	S	M	S	M
CO2	S	S	S	S	M	S	S
CO3	M	M	S	S	S	S	S
CO4	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S

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

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

S-Strong M-Medium L-Low

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

		K1	K2	K3	K4	K5
CO1	To introduce students about the organizational climate of a electronic media organization. [Radio, TV, New Media and Production Houses]		✓	✓	✓	
CO2	To familiarize students on the tools and techniques of news gathering and programme production		✓	✓	✓	
CO3	To teach students about the need for familiarization of the journalistic work culture in electronic media and production houses.			✓	✓	✓
CO4	To enable students to have an understanding of journalistic practices in electronic media.			✓	✓	✓
CO5	To give a clear vision to the students about the staff pattern, media environment and field exposure to journalistic practices in the process of news, editing, designing and /production of media content.			✓	✓	✓

TOOLS FOR ASSESSMENT

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

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

Semester – IV	Extension Activity	25 JMC1 X01	UP	Field Work/ Hyper Local and Community Media (Practical)		Credit - 01
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Course Description

This course introduces hyper local and community journalism. Students will explore the role of community media for empowering citizens and strengthening neighbourhood connections. Through an overview of the power dynamics and infrastructure shaping local communication, students will develop an understanding of how to map and sustain community networks. The course outlines best practices and responsibilities for practicing hyper local journalism. Students will learn skills essential for newsgathering, digital storytelling, and content creation within local contexts. Topics covered include interviewing, observation, writing, photography, audio and video editing using mobile tools. Techniques for developing and packaging news content as blog posts, slideshows, and multimedia alongside standards of ethics and quality will be addressed.

Students will gain experience with the full workflow of hyper local reporting from generating story ideas to publishing and building community engagement. They will navigate the promises and pitfalls of covering news, events and issues in their local area. Through field assignments, students will practice deciding what information is most important and interesting to those around them. Upon completion, students will understand how to launch and operate their own hyper local media initiative using skills to share news and information, drive change, and strengthen connections within their community. They will have opportunities to work individually as well as in teams to serve local needs for news, resources, and bringing people together, ultimately gaining a sense of shared belonging and civic responsibility.

The course description provides an overview of how the units progress to equip students with an understanding of community media and practical skills for hyper local journalism. The key concepts, learning outcomes and field experiences are highlighted to demonstrate how students can build competence through theory and practice.

Course Objectives

1. Explain the role of community media and dynamics influencing local communication.
2. Apply newsgathering techniques through field assignments reporting on events, issues, and stories within your local community.
3. Demonstrate skills for content creation including interviewing, writing, photography, audio and video editing.
4. Analyze ethics and quality standards to produce multimedia packages that inform and engage community members.
5. Design a hyper local media initiative to share news and strengthen connections between neighbours.

Detailed Syllabus:

Unit 1: Overview of Hyper local and Community Media

1. Defining community, community media and hyper local Media.
2. The Power of Global Community Media- History of Community Media.
3. Community Radio Experience- Online Communities and social media.
4. Citizen's journalism and Hyper local Reporting- What Gets Covered in Local Media?
5. News Information, Infotainment- Needs of Community-Information, Services, Connections

Unit 2: Understanding Community Media

1. Mapping Communication Infrastructure in Local Communities.
2. Community, Communication and Neighbourhood.
3. Village Effect and Sense of Belonging, Geo-social media.
4. Urban Communities and Local Communication Networks.
5. Sustaining hyper local journalism-Freelancing, Solopreneur

Unit 3: Practising Hyper local Journalism

1. Defining and Differentiating News, Information, and entertainment?
2. Hyper Local Journalism-Authenticity, Reciprocity and Storytelling.
3. Promises and Pitfalls in Reporting Local News-Getting the Facts Right.
4. Best Practices and Guidelines-Ethics and Law.
5. Responsibilities and Characteristics of Citizens Journalists

Unit 4: News Reporting Basics

1. Interviewing Skills, Observation Skills, Writing skills Digital Fluency.
2. Tools for Covering Hyper local Media-Mobile Journalism, Mojo Kit.
3. Taking Pictures, Recording Sound and Voce and editing (eg.Instā reels).
4. Developing and Packaging Content-Photo Voice, Slideshows and Posts.
5. Qualities of Good Writing and Multimedia Packaging-Standards- News and Content Making as Decision Making-A Model

Unit 5: Assignments and Fieldwork

1. Story Ideas, Getting the Story, Telling the Story, Editing the Story.
2. Publishing the Story, Working with Teams, Workflow, and Deadlines.
3. Engaging and Building Community through Hyper local Media.
4. Local Topics that can be covered. Deciding what is important and interesting.
5. Special Assignments: News, Information, Infotainment, Services, Social Work.

Key Textbooks

1. Knight, M., & Cook, C. (2013). Social Media for Journalists: Principles and Practice. SAGE.
2. Hall, H. L., Fromm, M., & Manfull, A. (2015). Student Journalism & Media Literacy. The Rosen Publishing Group, Inc.
3. Adornato, A. (2021). Mobile and Social Media Journalism: A Practical Guide for Multimedia Journalism. Routledge.
4. Dowd, C. (2020). Digital Journalism, Drones, and Automation: The Language and Abstractions behind the News. Oxford University Press.
5. Filak, V. F. (2019). Convergent Journalism: An Introduction: Writing and Producing Across Media. Routledge.
6. Gitner, S. (2022). Multimedia Storytelling for Digital Communicators in a Multiplatform World. Taylor & Francis.
7. Hill, S., & Bradshaw, P. (2018). Mobile-First Journalism: Producing News for Social and Interactive Media. Routledge.
8. Mueller, M. E., & Rajaram, D. (2022). Social Media Storytelling. Taylor & Francis.
9. Burum, I., & Quinn, S. (2015). MOJO: The Mobile Journalism Handbook: How to Make Broadcast Videos with an iPhone or iPad (1 edition). Focal Press.
10. Duffy, A. (2020). Smartphones and the News. Routledge.

References

1. Ali, C. (2017). Media Localism: The Policies of Place. University of Illinois Press.
2. Baker, M., Blaagaard, B. B., Jones, H., & Pérez-González, L. (2020). The Routledge Encyclopedia of Citizen Media. Routledge.
3. Buckley, S. (2011). Community media: A good practice handbook. UNESCO.
4. Downman, S., & Murray, R. (2017). Hyperlocal Journalism and Digital Disruptions: The journalism change agents in Australia and New Zealand. Routledge.
5. Gordon, J. (2009). Notions of Community: A Collection of Community Media Debates and Dilemmas. Peter Lang.
6. Gulyas, A., & Baines, D. (2020). The Routledge Companion to Local Media and Journalism. Routledge.
7. Nielsen, R. K. (2015). Local Journalism: The Decline of Newspapers and the Rise of Digital Media. Bloomsbury Publishing.
8. Peters, C. (2018). The Places and Spaces of News Audiences. Routledge.
9. Harte, D., Howells, R., & Williams, A. (2018). Hyperlocal Journalism: The decline of local newspapers and the rise of online community news. Routledge.

Web Resources

1. Journal of Community Informatics <http://www.ci-journal.net/>
2. Community Media Association <https://www.commedia.org.uk/>
3. International Association for Media and Communication Research <https://iamcr.org/>
4. National Association of Broadcasters <https://www.nab.org/>
5. Society of Professional Journalists <https://www.spj.org/>
6. Local Media Association <https://www.localmedia.org/>
7. International Center for Journalists <https://www.icfj.org/>
8. Association of Alternative Newsmedia <https://aan.org/>
9. Radio Television Digital News Association <https://www.rtdna.org/>
10. World Association of Community Radio Broadcasters <https://www.wacr.org/>

Mapping Course Objectives (CO) and Program Specific Objectives (PSO)

PSOs/COs	CO1	CO2	CO3	CO4	CO5
PSO 1	3	1	3	3	3
PSO 2	2	3	3	3	3
PSO 3	3	3	3	2	3
PSO 4	3	3	2	3	2
PSO 5	3	3	3	3	3

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

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

S-Strong

M-Medium

L-Low

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

		K1	K2	K3	K4	K5
CO1	Explain the infrastructure, tools and responsibilities for sustaining community journalism.		✓	✓	✓	
CO2	Employ observation, listening, and questioning skills to identify topics of local importance.		✓	✓	✓	
CO3	Demonstrate storytelling and digital fluency through the creation of blog posts, slideshows, photos, audio and video	✓		✓	✓	✓
CO4	Apply an understanding of community needs to publish content and build engagement.			✓	✓	✓
CO5	Create a hyper local media project to serve residents through news, resources, and bringing people together.	✓		✓	✓	✓

TOOLS FOR ASSESSMENT

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

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