

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



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

SYLLABUS FOR B.A.JMC

**FOR THE STUDENTS ADMITTED FROM
THE ACADEMIC YEAR
2026 – 2027 ONWARDS**

PERIYAR UNIVERSITY
REGULATIONS FOR B.A., (JOURNALISM AND MASSCOMMUNICATION)
DEGREE COURSE with Semester System
(Effective from the academic year 2026-2027)

COURSE DESCRIPTION AND REGULATIONS

Definition:

- BA Journalism & Mass Communication gives training to the students in both technical skills and critical analysis of the media spectrum. It is a undergraduate course of 3 years duration. The course includes the study of mass media such as newspapers, magazines, cinema films, radio, television etc in order to convey information to the audiences.
- **Journalism and Mass communication** is the process of imparting and exchanging information through mass media to large segments of the population. It is usually understood for relating to various forms of media, as these technologies are used for the dissemination of information, of which journalism and advertising are part. Mass communication differs from other forms of communication. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behavior, the attitude, opinion, or emotion of the people receiving the information.

B.A. Journalism and Mass Communication:

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

Ideal candidates for the course would possess:

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

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

Such graduates are hired in capacities such as:

- Journalist/News reporter
- Fashion Photographer
- TV Correspondent
- Producer
- Radio Jockey (RJ)
- Public Relations Officer
- Content Writer
- Short film making
- Ad film making
- Documentary
- Designing, etc

Popular areas of employment for such graduates include:

- News and Media Industry
- Advertising Industry
- Film Industry
- Websites
- Radio Stations
- Colleges and universities
- Animation
- Gaming websites, etc.

Major components of the course include:

- Human communication
- Graphic design
- Basics of advertising
- Photography
- Drawing
- Script writing
- Acting
- Film
- Copywriting, among others such.

Successful graduates of the course may also opt to specialize in:

- Media management
- International media
- Television production
- Visual design
- Radio programming
- Media trends.

The course also most often includes the mandatory completion of an internship, of 6-8 week duration, in design or media-based organizations.

REGULATIONS

1. ELIGIBILITY FOR ADMISSION

A pass in Higher Secondary Examination or an Examination accepted as equivalent thereto by the syndicate (**10+2 or 10+3 year Diploma**), subject to such conditions as may be prescribed there to are permitted to appear and qualify for the **Bachelor of Arts in Journalism and Mass Communication Degree Examination** of this university after a course of study of three academic years.

2. DURATION OF THE COURSE

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

3. COURSE OF STUDY

The course of study shall comprise instruction in the following subjects according to the syllabus and books prescribed from time to time. The syllabus for various subjects shall be clearly demarcated into five viable units in each paper/subject. Part -I, Part-II, Part – III and Part – IV subjects are as prescribed in the scheme of examination.

4. EXAMINATIONS

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

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

Candidates appearing for practical examinations should submit bonafide Record Note Books prescribed for practical examinations, otherwise the candidates will not be permitted to appear for the practical examinations. However, in genuine cases where the students, who could not submit the record note books, they may be permitted to appear for the practical examinations, provided the concerned Head of the department from the institution of the candidate certified that the candidate has performed the experiments prescribed for the course. For such candidates who do not submit Record Books, zero (0) marks will be awarded for record note books.

5. Revision of Regulations and Curriculum

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

6. (a). Passing Minimum – Theory

The candidate shall be declared to have passed the examination if the candidate secure not less than 40 marks out of 100 (**CIA – 10 marks out of 25 and EA – 30 marks out of 75**)

in the University examination in each theory paper.

6. (b). Passing Minimum – Practical

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

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

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

PART – A (15 x 1 = 15 Marks)

(Answer ALL questions), (Objective Type - Three questions from each unit)

PART – B (2 x 5 = 10 Marks)

(Answer ANY TWO questions) & (One question from each unit with 2 out of 5 questions))

PART – C (5 x 10 = 50 Marks)

(Answer FIVE questions) & (Either or Pattern i.e. Internal Choice)

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

- ❖ Attendance :5 Marks
- ❖ Assignment :5 Marks
- ❖ Internal Examinations :15 Marks

7.2 (a). PRACTICAL – Marks Distribution & Question paper Pattern (Max. Marks: 100) [External [EA]: 60 Marks & Internal [CIA]: 40 Marks]

8. Commencement of this Regulation

These regulations shall take effect from the academic year 2026 - 2027, i.e. for students who are to be admitted to the first year of the course during the academic year 2026 – 2027 and thereafter.

Curriculum Structure for B.A. JMC

First Semester

PART	COURSE GROUP	PART TYPE	SUBJECT NAME	Hrs/ Week	Credits	Max. Marks			Exam Hrs
						INT	EXT	Total	
PART - I	Language	Theory	Language Tamil	6	3	25	75	100	3
PART – II	Language	Theory	English	6	3	25	75	100	3
PART – III	Core - I	Theory	Fundamentals of Journalism and Mass Communication	5	5	25	75	100	3
PART – III	Core – II	Theory	Reporting & Editing (Theory)	5	5	25	75	100	3
PART – III	Allied – I	Theory	Introduction to Social Psychology	4	4	25	75	100	3
PART – IV	NMEC - I	Theory	NME : Basics of Citizen Journalism	2	2	25	75	100	3
PART – IV	Common to all UG Courses	Theory	YOGA	2	1	25	75	100	3
			Total	30	23			700	

Second Semester

PART	COURSE GROUP	PART TYPE	SUBJECT NAME	Hrs/ Week	Credits	Max. Marks			Exam Hrs
						INT	EXT	Total	
PART - I	Language	Theory	Language Tamil	6	3	25	75	100	3
PART – II	Language	Theory	English	4	3	25	75	100	3
PART – III	Core – III	Theory	Writing for Media	5	5	25	75	100	3
PART – III	Core – IV	Theory	Introduction to World Cinema	5	5	25	75	100	3
PART – III	Allied – II	Theory	Gender & Media	4	4	25	75	100	3
PART – IV	NMEC - II	Theory	Non Major Elective-2 Mobile Photography (NME-II)	2	2	25	75	100	3
PART – IV	Common to all UG Courses	Theory	Disaster Management	2	1	25	75	100	3
	NMSDC	Theory / Practical	NM	2	2	25	75	100	3
			Total	30	25			700	

Third Semester

PART	COURSE GROUP	PART TYPE	SUBJECT NAME	Hrs/ Week	Credits	Max. Marks			Exam Hrs
						INT	EXT	Total	
PART - I	Language	Theory	Language Tamil	6	3	25	75	100	3
PART – II	Language	Theory	English	6	3	25	75	100	3
PART – III	Core – V	Theory	Communication Theories and Models	5	5	25	75	100	3
PART – III	Allied – III	Theory	Advertising	5	4	25	75	100	3
PART – III	Elective – I	Theory	Broadcast Journalism	3	3	25	75	100	3
PART – IV	SEC - I	Theory	News Presentation Skill	2	2	25	75	100	3
PART – IV	Common to all UG Courses	Theory	Health and Wellness	1	1	25	75	100	3
	NMSDC	Theory / Practical	NM	2	2	25	75	100	3
			Total	30	25			700	

Fourth Semester

PART	COURSE GROUP	PART TYPE	SUBJECT NAME	Hrs/ Week	Credits	Max. Marks			Exam Hrs
						INT	EXT	Total	
PART - I	Language	Theory	Language Tamil	6	3	25	75	100	3
PART – II	Language	Theory	English	6	3	25	75	100	3
PART – III	Core – VI	Theory	Audio Production	5	5	25	75	100	3
PART – III	Core – VII	Theory	Media Laws and Ethics	5	5	25	75	100	3
PART – III	Allied – IV	Theory	Introduction to Digital Journalism	4	4	25	75	100	3
PART – III	Elective – II	Theory	Film Appreciation	2	3	25	75	100	3
PART – IV	SEC - II	Theory	Design Thinking	2	2	25	75	100	3
PART – IV	NMSDC	Theory / Practical	NM	2	2	25	75	100	3
			Total	30	27			700	

Fifth Semester

PART	COURSE GROUP	PART TYPE	SUBJECT NAME	Hrs/ Week	Credits	Max. Marks			Exam Hrs
						INT	EXT	Total	
PART – III	Core – VIII	Theory	Media Culture and Society	6	5	25	75	100	3
PART – III	Core – IX	Theory	Script Writing	6	5	25	75	100	3
PART – III	Core – X	Theory	Communication for Development	6	5	25	75	100	3
PART – III	Elective – III	Theory	Public Affairs	4	3	25	75	100	3
PART – III	SEC - III	Theory	Web Designing	2	2	25	75	100	3
PART – IV		Practical	Summer Internship/Industrial Training	2	2	25	75	100	3
PART – IV	Common to all UG Courses	Theory	Environmental Studies	2	2	25	75	100	3
NMSDC	Theory / Practical	NM	NMSDC	2	2	25	75	100	3
			Total	30	26			800	

Sixth Semester

PART	COURSE GROUP	PART TYPE	SUBJECT NAME	Hrs/ Week	Credits	Max. Marks			Exam Hrs
						INT	EXT	Total	
PART – III	Core – XI	Theory	Digital Media Marketing	6	5	25	75	100	3
PART – III	Core – XII	Theory	Media Management	6	5	25	75	100	3
PART – III	Core Project I	Project	Documentary	6	5	25	75	100	3
PART – III	Core Project II	Project	Lab Journal	5	5	25	75	100	3
PART – III	Core – XIII	Theory	Public Relation	5	5	25	75	100	3
PART – IV	Common to all UG Courses		Extension Activities/Fieldwork (Practical)		1	25	75	100	3
	NMSDC	Theory / Practical	NM	2	2	25	75	100	3
			Total	30	28			700	

Consolidated Semester wise and Component wise Credit distribution

***Part I, II, and Part III components will be separately taken into account for CGPA calculation and classification for the under graduate programme and the other components. IV, V have to be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.**

cc	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	14	14	12	17	18	25	100
Part IV	3	5	5	4	8	2	27
Part V	-	-	-	-	-	1	1
Total	23	25	23	27	26	28	152

SEMESTER - I

Fundamentals of Journalism and Mass Communication

UNIT I : Introduction to Communication: Definition of Communication - Types of Communication: Interpersonal, Group, Mass Communication - Means of Communication - Processes of Communication - Functions of Communication - Elements and Components of Communication - Scope of Communication - Seven C's of Communication.

UNIT II : Definition of Mass Communication - Characteristics of mass communication Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process - Mass Communication Types: Print, Electronic and Digital

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

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

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

Reference Books :

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

Reporting and Editing

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

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

UNIT III : Types Of Reporting :Crime, courts, health, civil administration, civic, culture, politics, education beats.headlines : Principles, types and its techniques.

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

UNIT V : Functions Of Editing & Newsroom Structure :Functions and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing. Structure and functions of newsroom of a daily, weekly newspaper and periodicals, different sections and their functions.

Reference Books :

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

Introduction to Social Psychology

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

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

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

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

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

Reference Books:

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

NME : Basics of Citizen Journalism

UNIT I :

Citizen – definition -Society - Community – Society Vs Community - Culture and communication – Access to knowledge & Culture – Public Sphere- Political sphere - Mediated communication.

UNIT II :

Design of technologies (control and desire), Inequalities of design, control of public space – laws and regulation - Media stereotypes and bias - Media ecology.

UNIT III:

Digital Revolution- Media literacy – Content analysis in modern context- Democracy in Virtual World - Activism & Civil Disobedience – Activism and civil disobedience without media literacy - Social Justice.

UNIT IV:

Internet as Human right (net neutrality) - Social Networks and participatory culture – online privacy and citizen surveillance

UNIT V:

Open data and open governance - New forms of civic media - Access to information in digital world - Available tools for citizen journalist -Indian government and civic media.

References

1. Hoffmann David, (2014), Citizens Rising: Independent Journalism and the Spread of Democracy. Delhi, India: Prakash Books India Pvt. Ltd.
2. Mohamed Ali Sayed, (2013), Citizen Journalism and Democratic Transformation in Egypt. Saarbrücken, Germany: OmniScriptum.
3. Paramjeet Singh Dhawal, (2001), International Encyclopedia

SEMESTER - II

Writing For Media

UNIT-I : Print Medium: Nature and characteristics of a Newspaper- Readers’ perception – Information medium – Deadline – content variety – general and specialized newspapers –Editorial policy and style – language – inverted pyramid – source attribution – writing features and articles- Comparative analysis of Tamil and English dailies – Freelancing.

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

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

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

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

Reference Books :

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

Introduction to World Cinema

Unit I

Film and other forms of art and its Characteristics - Film Perception: Levels of Understanding–Film and Psycho-analysis - Reception–Film Appreciation - Aesthetics - Abstraction: Subtlety– Signs: Denotation and Connotation - Paradigmatic and Syntagmatic – Film Semiotics: Signifier, Signified, and Signification.

Unit II

Narrative and Non-narrative – Film Genre – Film and Realism: Neo Realism, Symbolic Simulation, Expressionism, Impressionism and Surrealism – Film and Post Modernism – Structuralism– Deconstruction.- Mise en scene.

Unit III

The Lumiere Brothers, George Melies - Early Film Pioneers, Introduction to Indian Cinema - Early Filmmakers with reference to Dadasahib Phalke, Shantaram, Bimal Roy, Nataraja Mudhaliar, K.Subramaniam. - The Parallel Cinema - Modern Era - Bharathiaraja, Maniranthnam, Shyam Benegal, Third world Cinema

Unit IV

Dichotomies of film theory – Transposition – Interdependence of questions – Formative film theory – Form and function – the purpose of film – Cinematic means – Montage: Battleship Potemkin and its five chapters – Realistic film theory – Compositional forms – the purpose of cinema – the plastic image – Deep focus.

Unit V

Preproduction, production and post-production process & various departments involved in it – Role play. The Shot: characteristics, types, meaning, mise-en-scene - Camera angles and movements, performance, settings, props, costume, lighting, Editing, Different types of editing - Importance of editing grammar - Sound Mixing & Sound Design – SFX.

Reference Books :

1. Audissino, E. (2017). Film/Music Analysis: A Film Studies Approach. Springer.
2. Bateman, J., & Schmidt, K.-H. (2013). Multimodal Film Analysis: How Films Mean. Routledge.
3. Benshoff, H. (2015). Film and Television Analysis: An Introduction to Methods, Theories, and Approaches. Routledge.
4. Caldwell, T. (2011). Film Analysis Handbook: Essential Guide to Understanding, Analysing and Writing on Film. Insight Publications.
5. Russo, J. R. (2021). Understanding Film: A Viewer's Guide. Liverpool University Press.

Unit I

Gender & Media

Concept of gender and media – Sex and gender: understanding differences – Media as an agent of socialization – Gender roles and identity formation through media – Media, culture and ideology – Media and popular culture – Influence of media on perceptions of masculinity, femininity and gender diversity – Introduction to gender-sensitive communication.

Unit II

Representation of women, men and LGBTQ+ communities in media – Gender stereotypes in cinema, television, advertising, print and digital media – Framing and symbolic annihilation – Objectification and commodification of bodies in media – Laura Mulvey and Male Gaze theory – Media portrayals and their impact on society and public opinion.

Unit III

Feminist Media Theory – Liberal, Radical and Postmodern feminism – Queer Theory and media studies – Intersectionality: gender, caste, class, race and religion in media representation – Anthony Giddens and self-identity – Periyar E. V. Ramasamy and feminist thought – Gender rights and media activism.

Unit IV

Women and gender minorities in media industries – Employment patterns and workplace discrimination – Gendered division of labour in media production – Wage gap and glass ceiling – Leadership and decision-making roles in media organizations – Representation of gender behind the screen and in newsrooms – Ethical issues and gender sensitivity in media practices.

Unit V

Gendered media audiences and consumption patterns – Social media, influencers and gender identity – Cyber feminism and digital activism – Representation of transgender and LGBTQ+ communities in contemporary media – Online harassment, trolling and cyberbullying – Media campaigns for gender equality and social change – Emerging trends in gender-inclusive media practices.

Reference Books :

1. Media Gender and Identity – David Gauntlett
2. Feminist Media Studies – Liesbet van Zoonen
3. Visual Pleasure and Narrative Cinema – Laura Mulvey
4. Gender Trouble – Judith Butler

NME – Mobile Photography

UNIT I

Introduction to photography – Evolution of mobile photography – Types and features of smartphone cameras – Camera settings and functions – Resolution, aspect ratio and image formats – Understanding light and exposure – Basics of composition and framing – Mobile photography ethics and safety.

UNIT II

Elements and principles of visual design in photography – Rule of thirds, leading lines, symmetry and balance – Focus and depth of field – Natural and artificial lighting techniques – Portrait, landscape and street photography – Capturing motion and action shots – Creative photography techniques using smartphones.

UNIT III

Introduction to mobile photo editing – Editing tools and applications – Cropping, color correction, filters and retouching – HDR and night photography – Use of AI features in smartphone photography – File storage, backup and cloud sharing – Photo storytelling and visual communication.

UNIT IV

Photography for social media platforms – Visual branding and digital identity – Creating content for Instagram, blogs and online platforms – Product and food photography – Mobile photography for advertising and promotions – Copyright, plagiarism and ethical use of images – Trends in mobile content creation.

UNIT V

Mobile journalism and citizen photography – Documentary and travel photography using smartphones – Event and candid photography – Photography for news, entertainment and business – Impact of mobile photography on society and culture – Emerging technologies in mobile imaging – Portfolio preparation and presentation.

Reference Books

1. The Smartphone Photography Guide – Sean T. McHugh
2. Read This If You Want to Take Great Photographs – Henry Carroll
3. The Art of Photography – Bruce Barnbaum
4. Understanding Exposure – Bryan Peterson
5. Mobile Photography – Dirk Dallas

SEMESTER - III

Communication Theories and Models

Unit I

Meaning, nature, scope, and functions of communication theories. Evolution of communication studies. Types of communication including intrapersonal, interpersonal, group, and mass communication. Models of communication such as Aristotle Model, Lasswell Model, Shannon and Weaver Model, Berlo's SMCR Model, and Osgood and Schramm Model.

Unit II

Authoritarian Theory, Libertarian Theory, Social Responsibility Theory, Soviet Communist Theory, Development Media Theory, and Democratic Participant Theory. Role of media in democracy, governance, public opinion, and social responsibility.

Unit III

Hypodermic Needle Theory, Two-Step Flow Theory, Multi-Step Flow Theory, Agenda Setting Theory, Uses and Gratifications Theory, Cultivation Theory, Spiral of Silence Theory, Media Dependency Theory, Reception Theory, and Active Audience concepts. Influence of media on audience behaviour, perception, and social change.

Unit IV

Gatekeeping Theory, Framing Theory, Semiotics and sign systems, Critical Theory and Frankfurt School, Political Economy of Media, Feminist Media Theory, Postmodernism and Media Culture, Cultural Studies, and Encoding-Decoding Theory.

Unit V

Characteristics of new media, digital communication, convergence culture, social media communication, participatory culture, citizen journalism, influencer culture, digital audiences, media ethics and regulation in digital platforms, artificial intelligence, and the future of communication.

Reference Books

1. Mass Communication Theory – Denis McQuail
2. Communication Theories: Origins, Methods and Uses in the Mass Media – Werner J. Severin & James W. Tankard Jr.
3. Theories of Human Communication – Stephen W. Littlejohn & Karen A. Foss
4. Mass Communication in India – Keval J. Kumar
5. Communication for Development and Social Change – Jan Servaes

Advertising

Unit I

Meaning, definition and functions of advertising – Evolution and growth of advertising – Role of advertising in business and society – Types of advertising – Advertising ethics and regulations – Structure and functions of advertising agencies – Agency-client relationship – Advertising campaign process.

Unit II

Consumer behaviour and buying motives – Market segmentation, targeting and positioning – Advertising appeals and persuasive techniques – Psychological and sociological aspects of advertising – Advertising theories and models – Impact of advertising on society and culture – Public service and social awareness advertising.

Unit III

Creativity in advertising – Creative strategy and concept development – Advertising copywriting for print, radio, television and digital media – Headlines, slogans and taglines – Visual communication and layout design – Storyboarding and script writing for advertisements – Techniques for effective advertising messages.

Unit IV

Advertising media: print, broadcast, outdoor and digital media – Media planning and media scheduling – Media buying strategies – Advertising budgeting methods – Advertising research and audience analysis – Measuring advertising effectiveness – Pre-testing and post-testing of advertisements – Case studies of successful advertising campaigns.

Unit V

Digital advertising and online marketing – Social media advertising – Search engine marketing and display advertising – Influencer and content marketing – Mobile advertising and branded content – Native advertising and video advertising – Artificial intelligence and data-driven advertising – Emerging trends and future of advertising.

Reference Books

1. Advertising Management – Rajeev Batra, John G. Myers and David A. Aaker
2. Advertising and Promotion: An Integrated Marketing Communications Perspective – George E. Belch and Michael A. Belch
3. Ogilvy on Advertising – David Ogilvy
4. Advertising Principles and Practice – William Wells, John Burnett and Sandra Moriarty
5. The Advertising Concept Book – Pete Barry

Broadcast Journalism

Unit-I:

Meaning, nature and scope of broadcast journalism – Evolution of radio and television journalism – Characteristics of broadcast news – Role of broadcast media in society – Principles and ethics of broadcast journalism – Structure and functioning of broadcast news organizations – Public and private broadcasting systems.

Unit-II:

Basics of radio journalism – Radio news writing techniques – Writing for the ear – Voice modulation and presentation skills – Radio news bulletins and news formats – Radio interviewing techniques – Radio talk shows, features and documentaries – Community radio and public service broadcasting.

Unit-III:

Television news production process – Television news writing and scripting – Visual language and storytelling – Piece-to-camera (PTC), voice-over and sound bites – News anchoring and presentation – Television interviews and debates – Live reporting and field reporting – Television news ethics and regulations.

Unit-IV:

News gathering and reporting techniques – ENG (Electronic News Gathering) and OB (Outside Broadcasting) – Camera operations and lighting basics – Audio and video recording techniques – Broadcast newsroom workflow – Editing for radio and television news – News packaging and bulletin production – Crisis and disaster reporting.

Unit-V:

Convergence journalism and multimedia storytelling – Online broadcasting and web journalism – Podcasting and internet radio – Mobile journalism (MoJo) – Social media and live streaming in news broadcasting – Audience engagement and analytics – Fake news, misinformation and fact-checking – Emerging trends in broadcast journalism.

Reference Books

1. Broadcast Journalism – Andrew Boyd
2. Writing and Producing Television News – Eric K. Gormly
3. Television Journalism – Ivor Yorke
4. Broadcast News Writing, Reporting and Producing – Ted White
5. Radio Journalism – Guy Starkey
6. News Reporting and Writing – Melvin Mencher
7. Television Production – Herbert Zettl
8. Convergent Journalism – Stephen Quinn and Vincent Filak

News Presentations Skills

Unit-I:

Meaning and nature of news presentation – Evolution of broadcast news presentation – Role and responsibilities of a news presenter – Qualities of an effective news anchor – Principles of news communication – Ethics and professionalism in news presentation – Understanding newsroom structure and workflow.

Unit-II:

Basics of voice and speech – Pronunciation, articulation and diction – Voice modulation, pitch, pace, pause and projection – Breathing techniques and voice control – Reading and speaking for microphone and camera – Accent neutralization and fluency – Practice exercises for news reading.

Unit-III:

Television news anchoring techniques – Radio news presentation and audio delivery – News script reading and interpretation – Live reporting and piece-to-camera (PTC) – Handling breaking news and live updates – Interview and discussion presentation skills – Presentation for debates, talk shows and special news programs.

Unit-IV:

Basics of newsroom production – Teleprompter handling techniques – Body language, posture and facial expressions – Costume, grooming and screen presence – Coordination with producers, reporters and technical teams – Studio etiquette and camera awareness – Crisis communication and emergency broadcasting.

Unit-V:

Digital and mobile news presentation – Podcast and web news anchoring – Social media live presentation techniques – Mobile journalism (MoJo) presentation skills – Personal branding for news presenters – Preparing demo reels and professional portfolios – Career opportunities in television, radio and digital news media – Emerging trends in AI and virtual news presentation.

Reference Books

1. Broadcast Journalism – Andrew Boyd
2. Television Journalism – Ivor Yorke
3. Broadcast News Writing, Reporting and Producing – Ted White
4. The Art of Public Speaking – Dale Carnegie
5. Introduction to Broadcast Journalism – Keshav Sathaye

Basics of Digital Photography

Unit-I:

Photography- Definition & Concept - Nature of Photography - Scope of Photography - Functions of Photography - Photography- Origin & Development - Camera - Human Eye - Visual Perception - Types of Cameras - Parts of Camera - Functions of Camera- Aperture, Shutter, Lens - Digital Storage.

Unit-II:

Lens- Definition & Concept - Characteristics of Lens - Types of Lenses- Wide Angle, Normal & Tele; Special Lens- Zoom, Fish Eye & Macro Lens; Focus- Focal Length - Depth of Field - Aperture Priority & Shutter Priority; Filters- Types of Filters.

Unit-III:

Light- Definition & Concept - Characteristics of Light – Image Formation in Digital Sensors (CCD vs CMOS) – Light Properties: Intensity, direction, quality, contrast, diffusion – Lighting Principles– Lighting Techniques- Natural vs Artificial Lighting -Photo Lighting Equipments.

Unit-IV:

Aesthetics of Photography - Framing - Composition - Types of Composition - Rule of Third - Frame within Frame - Types of Photography - Photo Journalism - Ad Photography - Natural Photography - Wildlife Photography - Fashion Photography & Industrial Photography.

Unit-V:

Role of Smartphone's in Modern Photography - Social Media Influence on Photography - Computational vs. Traditional Photography - Drones and Aerial Photography - 360-degree Photography - Artificial Intelligence in Photography - Understanding Copyright in Photography - Ethics of Digital Manipulation.

Reference Books:

1. Hirsch, R. Light and Lens: Thinking About Photography in the Digital Age. Routledge.
2. Wells, L. Land matters: Landscape photography, culture and identity. Routledge.
3. Andreallo, F. Mapping selfies and memes as touch. Springer Nature.
4. Russo, A. Italian Neorealist Photography: Its Legacy and Aftermath. Routledge.

SEMESTER - IV

Audio Production

Unit-I:

Introduction to radio production – Radio script writing – Voice modulation and narration techniques – Microphone positioning – Speech recording for different audiences – Presentation techniques for senior listeners – Basics of audio communication and vocal performance.

Unit-II:

Basics of live audio recording – Live music recording techniques – Programme presentation methods – Interview planning and questioning skills – Recording interviews with professionals – Field and outdoor recording techniques – Recording festivals, sports, and public events – Capturing ambience and natural sounds – Maintaining live audio clarity and quality.

Unit-III:

Basics of sound design and audio aesthetics – Use of ambience, music, and sound effects in storytelling – Audio composition using recorded clips – Principles of radio drama production – Sound localization through microphone placement and audio processing – Audio storytelling techniques – Creating immersive and engaging listening experiences.

Unit-IV:

Basics of audio editing workflow – Editing indoor and outdoor recordings – Removal of noise, glitches, and distortions – Sound cleanup and sweetening techniques – Trimming, balancing, and synchronization of audio tracks – Audio enhancement methods – Preparing edited audio for broadcasting and digital platforms – Quality control in post-production.

Unit-V:

Basics of dubbing and ADR – Dialogue synchronization for video and animation – Adding background music and sound effects – multi-microphone recording techniques – Multi-track editing and mixing – Equalization, balancing, and mastering of audio – Professional studio production workflow.

Reference Books:

1. Keith Cohen – *Radio and Television Announcing*
2. Stanley R. Alten – *Audio in Media*
3. Tomlinson Holman – *Sound for Film and Television*
4. Carl Hausman, Philip Benoit & Lewis B. O'Donnell – *Modern Radio Production*
5. David Miles Huber – *Modern Recording Techniques*

Media Laws and Ethics

UNIT I :

Introduction to Media Laws and Ethics. Concepts of media law and ethics – Freedom of speech and expression – Constitutional provisions and media – Rights and responsibilities of media professionals – Ethical principles in journalism – Media accountability and self regulation.

UNIT II :

Media Laws in India. Press laws in India – Defamation, contempt of court and parliamentary privileges – Right to Information Act – Copyright and intellectual property rights – Official Secrets Act – Information Technology Act, 2000 and IT (Amendment) Act, 2008 – Cyber laws and digital media regulation.

UNIT III :

Cyber Crimes and Digital Media Ethics. Cyber crimes: hacking, identity theft, phishing, cyber stalking, online fraud and privacy violations – IT Rules 2021 and recent amendments – Deep fakes, AI generated misinformation and online harassment – Data protection and digital privacy – Ethical issues in social media and digital journalism.

UNIT IV :

Broadcasting and Digital Media Regulations. Laws related to television, radio, cinema and OTT platforms – Cable Television Networks Regulation Act – Broadcasting codes and standards – Social media governance – Intermediary liability – AI and algorithmic ethics in media communication.

UNIT V :

Contemporary Issues in Media Law and Ethics. Media and human rights – Gender and media ethics – Fake news and misinformation – Media trials and privacy debates – Cyber security and surveillance – Emerging cybercrime challenges – Global perspectives on media regulation and future trends in digital communication.

References Books :

1. Basu, D. D. (2010). Mass media laws and regulations in India. LexisNexis.
2. Frost, C. (2015). Journalism ethics and standards (4th ed.). Routledge.
3. Keeble, R. (2009). The ethical journalist. Routledge.
4. Kumar, K. J. (2020). Communication and media law. Jaico Publishing House.
5. Patterson, P., & Wilkins, L. (2013). Media ethics: Issues and cases (8th ed.). McGrawHill Education.

Introduction to Digital Journalism

Unit I

Meaning and history of journalism. Evolution from traditional journalism to digital journalism. Characteristics of online journalism and digital media. Digital newsroom and internet technologies. Citizen journalism and participatory media. Role of digital journalism in society and democracy.

Unit II

Digital media and online communication. Principles of digital news writing. Writing for web and mobile platforms. Multimedia storytelling, blogging, podcasting, and video journalism. Mobile journalism and interactive journalism basics.

Unit III

Internet and social media as news platforms. Journalism on Facebook, Instagram, X, and YouTube. Audience engagement, viral content, meme culture, and influencer journalism. Types of audiences and participatory culture.

Unit IV

Introduction to web journalism and E-papers. Web portal design and mobile journalism. News gathering using mobile applications. Ethics in digital journalism including accuracy, fairness, fake news, misinformation, and fact-checking. Cyber laws, digital rights, and freedom of expression.

Unit V

Basics of data journalism and data visualization. Artificial Intelligence and automated journalism. AR and VR journalism. SEO, digital marketing, online advertising, live streaming, and OTT platforms. Future trends in digital media and communication.

References Books :

1. AnkitLal ,India Social, Hachette India 2017.
2. Rogers M. Everett, Communication Technology: The New Media Society, The Free Press, Collier Macmillan Publisher, London, 1986.
3. Michael Mandiberg, The Social Media Reader (eBook)
4. Tim Cigelske,Analytics to Action: A Guide to Social Media Measurement,Amazon Asia-Pacific Holdings Private Limited, 2017.
5. Dizard Wilson Jr. Old Media, New Mass Communication in the information Age, 2nd rd. Longman, New York, 1997.

Film Appreciation

UNIT I

Introduction to Film. Meaning and nature of cinema – History and evolution of film – Film as art, culture and communication – Major film genres and movements – Basics of film appreciation.

UNIT II

Film Language and Aesthetics. Miseenscène – Cinematography – Editing – Sound and music – Lighting, costume and set design – Narrative structure and visual storytelling.

UNIT III

Film Theories and Criticism. Auteur theory – Realism and formalism – Feminist and cultural film theories – Film criticism and review writing – Analysis of themes, symbols and characters

UNIT IV

Indian and World Cinema. Introduction to Indian cinema and regional cinema – Parallel cinema and popular cinema – Major movements in world cinema – Representation of culture and society in films.

UNIT V

Contemporary Cinema and Digital Trends. Digital filmmaking and OTT platforms – Documentary and independent cinema – Animation and experimental films – Audience and fandom culture – Contemporary trends in global cinema.

Reference Books :

1. Film Art: An Introduction. Bordwell, D., & Thompson, K. (2021). Film art: An introduction (13th ed.). McGrawHill Education.
2. How to Read a Film. Monaco, J. (2009). How to read a film: Movies, media, and beyond (4th ed.). Oxford University Press.
3. Introduction to Film Studies. Nelmes, J. (Ed.). (2012). Introduction to film studies (5th ed.). Routledge.
4. Film Theory: An Introduction. Stam, R. (2000). Film theory: An introduction. Blackwell Publishers.
5. The Film Experience: An Introduction. Corrigan, T., & White, P. (2021). The film experience: An introduction (6th ed.). Bedford/St. Martin's.

Unit 1:

Definition of Design Thinking - Business uses of Design Thinking - Variety within the Design Thinking Discipline - Design Thinking Mindset-Problem Solving Approach - Fundamental Concepts: Empathy, Ethnography - Divergent Thinking, Convergent Thinking, Visual Thinking.

Unit 2:

Assumption Testing- Design Criteria, Curator, Design Brief - Designing for Growth Process- Process Stages of Designing for Growth - Overview of Prototyping-, Wireframing - Resources (People, Place, Materials, Organizational Fit) - Varied Design Thinking Approaches: Disruptive Solution, Double Diamond Process, Stage School Process- Human-Centered Design, Stanford School 5-Stage Approach, User-Centered Design - Affordances and Usability.

Unit 3

"What Wows? What Works? What Is?, What If? " - Purposeful Use of Tools and Alignment with Process. Visualization-Aesthetics Principles for Designers.

Unit 4:

Journey Mapping, Archetype Mapping Matrix, Archetype Persona - Value Chain Analysis, Customer Co- creation, Competitive Advantage - Concept Development, Mind Mapping- Brainstorming.

Unit 5:

Role of Project Management in Design Process- Aids - Minimal Marketable Feature (MMF), Minimal Viable Ecosystem (MVE), Minimal Viable Product (MVP), Napkin Pitch - Design Thinking Application and Execution-User Interface(UI) as Communication - Basic Principles of UI Design - Apps for Prototyping, Rapid Prototyping, and Wireframing-Communicating Results Effectively.

References

1. Curedale, R. (2019). Design Thinking Process & Methods 5th Edition. Design Community College Incorporated.
2. Dan O'Hair, H., & O'Hair, M. J. (2020). The Handbook of Applied Communication Research. John Wiley & Sons.
3. den Dekker, T. (2020). Design Thinking. Routledge.
4. Hillmann, C. (2021). UX for XR: User Experience Design and Strategies for Immersive Technologies. Apress.
5. Lewrick, M., Link, P., & Leifer, L. (2018). The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems. John Wiley & Sons.

SEMESTER - V

UNIT I

Introduction to Media and Culture. Concepts of media, culture and society – Media as a social institution – Mass culture and popular culture – Media and socialisation – Media and everyday life – Cultural change and globalisation.

UNIT II

Media Theories and Cultural Studies. Frankfurt School – Political economy of media – Stuart Hall's Encoding and Decoding – Cultural Studies approach – Representation and ideology – Media audiences and reception studies – Media and identity formation.

UNIT III

Media, Society and Representation. Representation of gender, class, caste, race and ethnicity in media – Media stereotypes and discrimination – Media and public opinion – Media and social change – Celebrity culture and consumer culture.

UNIT IV

Digital Culture and Contemporary Media. Social media and participatory culture – Digital identity and virtual communities – OTT platforms and streaming culture – Influencer culture and fandom – Artificial intelligence and algorithmic culture – Fake news and media literacy.

UNIT V

Media Ethics, Power and Global Society. Media ownership and concentration – Media imperialism and globalisation – Media ethics and regulation – Surveillance culture and privacy – Media activism and citizen participation – Future trends in media and society.

Reference Books :

1. Durham, M. G., & Kellner, D. M. (Eds.). (2012). Media and cultural studies: Keywords (2nd ed.). WileyBlackwell.
2. Storey, J. (2018). Cultural studies and the study of popular culture (5th ed.). University of Georgia Press.
3. Croteau, D., & Hoynes, W. (2018). Media/society: Industries, images, and audiences (6th ed.). Sage Publications.
4. Stuart Hall. (Ed.). (1997). Representation: Cultural representations and signifying practices. Sage Publications.
5. Marshall McLuhan. (1994). Understanding media: The extensions of man. MIT Press.

UNIT I

Introduction to Scriptwriting as a Creative Enterprise - Creative Thinking and the Creativity Process - Stages in the Craft of Script Writing - Basic Story Idea, Narrative Synopsis Outline, Scene Breakdown, and Full-Fledged Script - Introduction to Script Formatting and Style

UNIT II

Beginning, Middle, End: The Three-Act Structure - Conflict, Development, Climax, and Denouement - Story, Storyline, Plot, and Treatment - Principles of Suspense and Surprise - Pacing and Timing

UNIT III

Narrative Structure in Fiction and Film - The Anatomy of a Screenplay - Breaking Down the Story into Scenes - Scene Breakdown, Drafting Process, and Full-Fledged Script - Film and TV Script Formats, Storyboards, and Copyright

UNIT IV

Concept Creation, Pitching the Story and Scheduling - Developing themes and messages for scriptwriting- Sketching Characters, Backgrounds, and Props - Rewriting and Editing, Collaboration and Teamwork in Scriptwriting - Casting and Preparations for Production.

UNIT V

Modality: Designing Models of Reality - Strategy to Implementation in Business Storytelling - Real-time Marketing in a Visual World - Storytelling with Emotions, Genre and Tone - Storyboarding: Visualizing Your Story.

Reference Books :

1. Field, S. (2015). Screenplay: The foundations of screenwriting. New York: Delta.
2. Snyder, B. (2018). Save the cat: The last book on screenwriting you'll ever need. Studio City, CA: Michael Wiese Productions.
3. McKee, R. (2017). Story: Substance, structure, style and the principles of screenwriting. New York: HarperCollins.
4. Maas, J. (2018). Writing the pilot: Creating the series. Studio City, CA: Michael Wiese Productions.
5. Truby, J. (2018). The Anatomy of Story: 22 Steps to Becoming a Master Storyteller. Faber & Faber

UNIT I:

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

0055NIT II: Social development - Economic development - Political development - Cultural development - meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernization and post-modern.

UNIT III: Panchayati Raj - planning at national, state, regional, district, block and village levels.

Ingredients of development a) Education b) Health c) Population Planning b) Agriculture e) Media f) Good Governance g) Water - Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non- governmental; Different experiments in India and Asia.

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

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

References:

1. Altafin, I. (1991) Participatory Communication in Social Development Evaluation. Community Development Journal, 26 (4), 312-314.
2. Atkin C.&Wallack L. (Eds.) (1990) Mass Communication and Public Health: Complexities and Conflicts. Newbury Park: Sage Publications.
3. E. M. Rogers (Ed.) Communication and development: Critical perspectives (pp. 15-42). Beverly Hills: Sage. Bowes, J.E. (1997) Communication and community development for health
4. Communication as culture : essays on media and society. Boston: Unwin Hyman. Diaz, Bordenave, J. (1977) Communication and rural development. Paris: Unesco. Glanz K.&Rimer B.K. (1995) Theory at a glance.
5. Hornik, R.C. (1989) Channel effectiveness in development communication programs. In Rice, R.E. &Atkin, C. K. (Eds.) Public information campaigns, 2nd edition, (pp. 309- 330). Newbury Park: Sage.

Unit-I

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

Unit-II

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

Unit-III

- 1.1 Contemporary activities at local, regional, national and international level about educational and cultural issues
- 1.2 General knowledge and general awareness at local level about educational and cultural issues
- 1.3 General knowledge and general awareness at regionallevel about educational and cultural issues
- 1.4 General knowledge and general awareness at national level about educational and cultural issues
- 1.5 General knowledge and general awareness at international level about educational and cultural issues

Unit-IV

- 1.1 Contemporary activities at local, regional, national and international level about religious and spiritual issues
- 1.2 General knowledge and general awareness at local level about religious and spiritual issues
- 1.3 General knowledge and general awareness at regionallevel about religious and spiritual issues
- 1.4 General knowledge and general awareness at national level about religious and spiritual issues
- 1.5 General knowledge and general awareness at international level about religious and spiritual issues

Unit-V

- 1.1 Contemporary activities at local, regional, national and international level about media-related issues
- 1.2 General knowledge and general awareness at local level about media-related issues
- 1.3 General knowledge and general awareness at regionallevel about media-related issues
- 1.4 General knowledge and general awareness at national level about media-related issues
- 1.5 General knowledge and general awareness at international level about media- related issues

Reference Book :

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

Web Designing

Unit –I

Introduction to Internet and Intranet, Web protocols, Web browsers and search engines, Structure of websites, Introduction to web blogs and content management systems, Basics of HTML, Structure of HTML documents, HTML tags and elements, Text formatting, Headings, paragraphs, line breaks and comments, Lists, tables and hyperlinks, Images, audio and video embedding, Forms and input controls, Introduction to semantic HTML5 elements.

Unit – II

Principles of web design, Planning and designing websites, User-centered design, Five golden rules of web designing, Navigation design and usability, Page layout and composition, Color theory and typography for web, Responsive web design basics, Home page and landing page design, Web standards and accessibility, Introduction to web publishing, Creating and managing websites, Website structure and folder organization, Publishing websites using hosting platforms and FTP.

Unit – III

Introduction to CSS, Types of CSS (Inline, Internal, External), Selectors and properties, Styling text, backgrounds, borders and tables, Box model, Margins, padding and positioning, Flexbox and CSS Grid basics, Creating responsive layouts using media queries, Introduction to Bootstrap framework, Designing mobile-friendly websites, Web fonts and icons, CSS animations and transitions.

Unit – IV

Introduction to JavaScript, Variables, operators and data types, Conditional statements and loops, Functions and events, DOM manipulation, Form validation, Interactive elements using JavaScript, Introduction to jQuery, Image sliders and navigation menus, Integrating multimedia content, Basic debugging and browser developer tools, Introduction to web performance optimization.

Unit – V

Introduction to modern web development tools, Basics of web hosting and domain registration, Website testing and debugging, Search Engine Optimization (SEO) basics, Website security fundamentals, Introduction to Content Management Systems (CMS), Basics of UI/UX in web design, Portfolio and business website creation, Publishing and maintaining websites, Emerging trends in web design and development.

Reference Books

1. Jon Duckett, *HTML and CSS: Design and Build Websites*, Wiley Publications.
2. Jon Duckett, *JavaScript and JQuery: Interactive Front-End Web Development*, Wiley Publications.
3. Thomas Powell, *HTML & CSS: The Complete Reference*, McGraw Hill Education.
4. Robin Nixon, *Learning PHP, MySQL & JavaScript*, O'Reilly Media.
5. Jennifer Robbins, *Learning Web Design*, O'Reilly Media.

SEMESTER - VI

Unit – I

Concept and evolution of digital marketing, Difference between traditional marketing and digital marketing, Scope and importance of digital media marketing, Digital marketing environment, Role of internet in marketing communication, Consumer behavior in digital platforms, Digital marketing channels, Trends and challenges in digital marketing.

Unit – II

Introduction to social media marketing, Social networking platforms and their features, Facebook marketing, Instagram marketing, YouTube marketing, LinkedIn marketing, Twitter/X marketing, Content creation strategies, Influencer marketing, Community engagement, Social media campaign planning, Social media analytics and insights.

Unit – III

Introduction to Search Engine Optimization (SEO), On-page and off-page SEO techniques, Keyword research, Search Engine Marketing (SEM), Google Ads basics, Content marketing strategies, Blogging and article marketing, Email marketing, Affiliate marketing, Mobile marketing, Online reputation management.

Unit – IV

Digital advertising concepts, Display advertising, Video advertising, Native advertising, Pay-per-click advertising, Media planning and budgeting, Google Analytics basics, Web traffic analysis, Performance measurement metrics, Campaign evaluation, Conversion tracking, Data-driven marketing strategies.

Unit – V

E-commerce marketing, Digital branding, Online public relations, Marketing automation tools, Artificial Intelligence in digital marketing, Chatbots and automation, Ethics and legal issues in digital marketing, Cyber security and privacy concerns, Case studies in digital campaigns, Creating and executing digital marketing projects.

Reference Books

1. Puneet Singh Bhatia, *Fundamentals of Digital Marketing*, Pearson Education.
2. Seema Gupta, *Digital Marketing*, McGraw Hill Education.
3. Damian Ryan, *Understanding Digital Marketing*, Kogan Page Publications.
4. Philip Kotler, Hermawan Kartajaya & Iwan Setiawan, *Marketing 4.0: Moving from Traditional to Digital*, Wiley.
5. Dave Chaffey & Fiona Ellis-Chadwick, *Digital Marketing: Strategy, Implementation and Practice*, Pearson.

Documentary

The course has a twofold purpose. Primarily, it will aim to provide students with skills and different approaches to “reading” documentary films that deal with social issues. After a brief theoretical introduction to documentary film theory, we will discuss and analyse selected documentaries. This part of the course will not exceed 20% of the course content.

The second and larger part of the course will focus on practical filmmaking training with the aim of introducing students to how to visually express social issues. After taking this course the students are expected to have familiarized themselves with the art of socially engaged storytelling through documentary films.

Final Submission:

Each student has to direct a documentary forming a crew among their classmates and submit a documentary on social issues for the end-of-semester evaluation, with a minimum duration of 5 minutes and a maximum duration of 8 minutes.

Continuous Assessment:

Internal marks will be awarded based on meeting deadlines, implementing ‘suitable’ corrections suggested by all the teachers during review sessions and the quality of the work.

Lab Journal

The course has a twofold purpose. Primarily, it aims to provide students with practical knowledge and skills in news reporting, editing, page designing and journal production. After a brief introduction to the fundamentals of journalism and lab journal practices, students will learn various techniques involved in gathering, writing and editing news stories for publication. This part of the course will not exceed 20% of the course content.

The second and larger part of the course focuses on practical training in the production of a student lab journal with the aim of introducing students to professional journalistic practices. Students will gain hands-on experience in reporting campus events, writing articles, editing news content, designing layouts, caption writing, proofreading and page makeup. After completing the course, students are expected to familiarize themselves with the complete process of producing a bilingual student practice journal.

Final Submission:

Each student shall actively participate in the production of *Lab Journal* the bilingual student practice journal, by forming editorial and production teams among their classmates. The students shall collectively produce and submit one issue of the journal consisting of 8 pages in A3 size format for the end-semester evaluation. The journal will be assessed based on originality of content, reporting quality, editing, design, proofreading, timeliness and overall presentation.

Public Relation

Unit – I

Public Relations – Meaning, nature and scope, Functions and objectives of Public Relations, Evolution and growth of PR, Role of PR in modern society, Public opinion and persuasion, Qualities and functions of a Public Relations Officer (PRO), Ethics in Public Relations, PR as a management function.

Unit – II

Types of publics – Internal and external publics, Employee relations, Community relations, Media relations, Government relations, Investor relations, PR process – Research, planning, implementation and evaluation, Tools and techniques of Public Relations, Corporate communication and image building.

Unit – III

PR writing techniques, Press releases, Press notes, Newsletters, House journals, Annual reports, Speeches, Brochures and pamphlets, Organizing press conferences and media events, Role of traditional and digital media in PR, Photography and audio-visual aids in PR communication.

Unit – IV

Corporate Public Relations, Crisis communication and crisis management, Brand image and reputation management, Event management in PR, Sponsorship and exhibitions, Corporate Social Responsibility (CSR), Public Relations campaigns, Case studies in corporate PR practices.

Unit – V

Introduction to digital PR, Social media and online reputation management, Influencer communication, Online campaign strategies, PR in entertainment and media industries, Global Public Relations practices, Ethical and legal issues in PR, Emerging trends and future of Public Relations.

Reference Books

1. Dennis L. Wilcox & Glen T. Cameron, *Public Relations: Strategies and Tactics*, Pearson Education.
2. Sam Black, *Practical Public Relations*, Universal Book Stall.
3. C.S. Rayudu & K.R. Balan, *Public Relations Management*, Himalaya Publishing House.
4. J.V. Vilanilam, *Public Relations in India*, Sage Publications.
5. Philip Lesly, *Lesly's Handbook of Public Relations and Communications*, McGraw Hill

Unit I

Introduction to media management and its scope in contemporary media industries. Principles and functions of media management. Media ownership patterns and organizational structures. Media presence and audience engagement strategies. Business strategies in media industries. Planning, organizing, staffing, directing, and controlling in media organizations.

Unit II

Structure and functions of media houses and media organizations. Digital marketing, social media marketing, and integrated marketing communication. Fundamentals of movie business and film industry structure. Film as an entertainment and cultural industry. Media planning, media buying, and media selling techniques.

Unit III

Managing production schedules, media time, and production materials. Resource allocation and budgeting in media production. Financing of cinema and media projects. Promotion strategies, publicity campaigns, and embedded advertising. Audience measurement techniques, TRP, readership, analytics, and media analysis methods.

Unit IV

Concept and importance of brand communication in media industries. Branding strategies and consumer engagement. Interpersonal communication and leadership skills in media organizations. Team coordination, negotiation, and conflict management. Risk management and insurance in film and media production. Time management, performance management, and professional ethics in media administration.

Unit V

Stages of film production including pre-production, production, and post-production. Film distribution systems and exhibition practices. Publishing industries and media publishing management. Online distribution platforms and OTT services. Digital release strategies and streaming culture.

Reference Books

1. Sarstedt, M., Diamantopoulos, A., & Wilczynski, P. (2018). Entrepreneurship in the media industry: A review and research agenda. *Journal of Media Business Studies*, 15(1), 1-29.
2. Tönnes, R., & Schröder, J. (2015). The economics of media entrepreneurship: A review and research agenda. *International Journal of Entrepreneurial Venturing*, 7(2), 156-174.
3. Chan-Olmsted, S. M., & Park, J. (2016). *Media entrepreneurship: A global perspective*. Routledge.
4. Mollick, E. (2018). *The dynamics of digital entrepreneurship*. MIT Press.
5. Osterwalder, A., & Pigneur, Y. (2018). *Business model generation: A handbook for visionaries, game changers, and challengers*. John Wiley & Sons.

B.A. Journalism and Mass Communication

Naan Mudhalvan Reappear Syllabus

B.Sc. Visual Communication
SEMESTER-II
E-MEDIA MARKETING

UNIT I

Marketing – Definition – Marketing Mix elements – Globalisation – competition- need for effective marketing – Marketing and Selling - New trends in marketing – Corporate social responsibilities – Green marketing- social marketing and other concepts

UNIT II

Targeted market - niche marketing – types of market – characteristics of the Indian market – Need for market study – global brands and market perception – Demographic, psychographic and geographic segmentation of markets – Test marketing: objectives, planning and execution.

UNIT III

Social Media Marketing and Its features – Advantages – Cost - Social Interaction – Interactivity - Social media Sites (Facebook) – Micro-blogging sites (Twitter) – Publishing tools (Word press) – Review Sites – Photo Sharing sites – Video Sharing Sites – Personal broadcasting tools

UNIT IV

Social Media marketing trends – Social Media Executive - Organic reach - pay to play – merging channels – merging tools - Advertising options - audience to target – integration – going live.

UNIT V

Integrated Marketing Communication – Need for integrated approach – cross cultural marketing programmes – challenges in multinational marketing - Future trends – Social Analytics – adverts–case studies - Media Monitoring - Campaign Analysis - Image Analytics – Audience Analysis - – ethical issues in social media marketing – consumer rights and forums.

REFERENCE BOOKS:

1. Social Media Marketing by Tracy L Tuten Michael R Solomon
2. Social Media Marketing 2019 by Clarke Gary
3. Social Media Analytics Strategy by Alex Goncalves
4. Kenneth Clow & Donald Baack. 2005. Integrated Advertising, Promotion and Marketing Communication (2nd edn.) Prentice Hall, New Delhi.
5. Arun Kumar, N.Meenakshi. 2006. Marketing Management. Vikas Pub. New Delhi. Marketing Communication – an integrated approach (4th edn.) by PR Smith and Jonathan Taylor, Kogan Page publisher 2005.

B.Sc. Visual Communication
SEMESTER-III
FREELANCE JOURNALISM

UNIT I

Importance of News, Concept of News, Elements of News, Forms of News, Significance of News in Modern Life.

UNIT II

Organs of News Body, Different Forms of News Writing, Familiarisation with News Items of Newspapers, Magazines & News Agencies, Translation of News, Preparing of News , Theories and Practice of News Items.

UNIT III

Change of Information in to a News, Change of News into an Information, Corelation Differentiation and Transformation of News & Information.

UNIT IV

News, sources of news and news value parameters and the basic reportorial and editing skills.

UNIT V

The systems of syndication and stock libraries in India, required tools of the trade and the areas/scope of freelance journalism

REFERENCE BOOKS:

1. M.V.Kamath, The Journalist's Handbook, Vikas,1992.
2. Michael Barratt, Making the Most of the Media, Kogan Page,1996.
3. RangaswamiParthasarathy, Journalism in India, Sterling,1989.
4. News writing and Reporting, James, M. Neal, Surjeet Publication.
5. News writing – George A. Hough, Kanishka publishers N. Delhi.

B.Sc. Visual Communication
SEMESTER-IV
BROADCASTING

UNIT I

Development of Radio Broadcasting in India – Ownership – Control – Autonomy for Radio – Types of Radio services- Radio as a source of News and entertainment; Types of Radio programmes.

UNIT II

Broadcast News – Value – Radio Language – News Bulletin – News Source for Radio – Reporters, Editors and Agencies – External News Services Interviews – Features – Writing for Radio.

UNIT III

Special Audience Programmes – Rural and Farm Broadcasting – Educational Programmes – Programmes for Children, Women and Youth. Women Welfare – Children Welfare – Health and Family Planning – Rural Development – Urban problems

UNIT IV

Development of Television in India – News Programmes: a) News cast b) News Review – Formats of TV Programmes – Documentary – Special Features – Interviews. TV as a powerful Audio – Visual Media – Commercial and Sponsored Programme – Educational Service.

UNIT V

Broadcasting in the Information age – knowledge society - global media and audiences; New media: digital revolution – Internet TV, satellite TV and DTH; media convergence.

REFERENCE BOOKS:

1. Chatterji, P.C, Broadcasting in India, Sage Publications, New Delhi, 1987
2. MehraMassani, Broadcasting and the People, National Book Trust, New Delhi, 1985
3. Luthra, H.R, Indian Broadcasting, Publications Division, New Delhi, 1986
4. Warren K. Agee, Introduction to Mass Communication, 6th Edition, Oxford & IBH, Calcutta
5. Kumar, Keval J, Mass Communication in India, Jaico Publishing House, Bombay, Delhi, Bangalore, Calcutta, Madras
6. Gerald Millerson, Effective TV Production.

B.Sc. Visual Communication
SEMESTER-V
CITIZEN JOURNALISM

UNIT I

Citizen – definition -Society - Community – Society Vs Community - Culture and communication – Access to knowledge & Culture – Public Sphere- Political sphere - Mediated communication.

UNIT II

Design of technologies (control and desire), Inequalities of design, control of public space – laws and regulation - Media stereotypes and bias - Media ecology.

UNIT III

Digital Revolution- Media literacy – Content analysis in modern context- Democracy in Virtual World - Activism & Civil Disobedience – Activism and civil disobedience without media literacy - Social Justice.

UNIT IV

Internet as Human right (net neutrality) - Social Networks and participatory culture – online privacy and citizen surveillance

UNIT V

Open data and open governance - New forms of civic media - Access to information in digital world - Available tools for citizen journalist -Indian government and civic media.

REFERENCE BOOKS:

1. Hoffmann David, (2014), Citizens Rising: Independent Journalism and the Spread of Democracy. Delhi, India: Prakash Books India Pvt. Ltd.
2. Mohamed Ali Sayed, (2013), Citizen Journalism and Democratic Transformation in Egypt. Saarbrücken, Germany: OmniScriptum.
3. Paramjeet Singh Dhawal, (2001), International Encyclopedia

B.Sc. Visual Communication
SEMESTER - VI

MEDIA PRESENTATION SKILL

UNIT I:

What is presentation? - Why we need training? – Boring presentation – Common cases of infective presentation – Steps to make an effective presentation – communication is the key

UNIT II:

Introduction to Voice: - Introduction to Human Voice -5 P's of Voice. i.e. - Pitch - Pace – Pause - Projection –Punch. Breathing :- Breathing & Voice relationship - How to Breathe – Controlling the Airflow.

UNIT III:

Introduction to the Art of Public Speaking & Presentation: - Understanding the Audience – Preparation of Subject - Scripting - Presentations; Reading for Microphone & Presentation.

UNIT IV:

Dubbing: - Introduction to dubbing - Understanding of Character - Dubbing as Art - Role of Dubbing Artist - Introduction to Dubbing Studio's - Dubbing Exercises - Reviewing Dubbed Films & other genre.

UNIT V:

Industry & Opportunities - Introduction to Industry - Preparing Individual Profile - Preparing Commercial Projects etc - Social Media Strategies – What is social media? - Build relationships - Separating business/personal profiles.- Online Presenting: Show reel.

REFERENCE BOOKS:

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