DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

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

Semester pattern

Under

CHOICE BASED CREDIT SYSTEM (CBCS)

Outcome Based Education [OBE]

REGULATIONS AND SYLLABUS
Students admitted from the
Academic Year 2018 – 2019 and thereafter

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

Periyar Palkalai Nagar
SALEM – 636 011

REGULATIONS AND SYLLABUS for the
DEGREE OF MASTER OF ARTS in JOURNALISM AND MASS COMMUNICATION (ELECTRONIC MEDIA)
[5 Year Integrated Course]
Semester pattern
under
CHOICE BASED CREDIT SYSTEM (CBCS)
(Effective from the Academic Year 2018 – 2019 and thereafter)

REGULATIONS

1. Preamble

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

2. Attributes

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

GA 2: *Critical Thinking & Analysis*
Critically thinks about the theoretical as well as practical phenomenon from a cause and effect perspective by analyzing various factors that might lead to certain media products and outcome.

GA 3: *Research Methods / Project / Practical Knowledge*
Can carry out a research project by identifying the research need, formulate hypothesis, adopt appropriate research design, methods, statistical tools and infer the outcome and present it in an APA format.

GA 4: *Professionalism and Values*
Objectivity, fairness and unbiased ethical values reflects in the professional interaction in human as well as research context.

GA 5: *Communication Skills*
Listens and speaks effectively with intent knowledge of the subject matter and is convincing at individual, social and research setting.

GA 6: *Learning and the Application*
Learnt journalistic principles are applied to personal, social, and organizational issues, in the areas of media management, production and post production.

GA 7: *Entrepreneurship*
Theoretical, practical and production and professional skill sets are imparted to start an entrepreneurial venture like writing, reporting, editing and visual production as well as giving suitable employment.

3. Programme Specific Qualification Attributes
PSQA vs Core attributes mapping

	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7
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

5.1. Programme Educational Objectives (PEO)
PEO 1 To develop fundamental understanding of the way media function

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

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

5.2. Programme Specific Objectives (PSOs)

PSO 1 To develop mass media skills

PSO 2 To impart conceptualizing and writing skills

PSO 3 To coach pre and post production skills

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

5.3. Programme outcome (MA Journalism and Mass Communication (Electronic Media)
On successful completion of the MA Journalism and Mass Communication (Electronic Media) programme, the students will be able to:

PO 1 professionally develop in rendering media related services

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

PO 3 develop research competency in media research

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

PO 5 to follow ethical principles in their life and career

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

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

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

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

PEO vs PO

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

PO Vs GA

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

6. ELIGIBILITY FOR ADMISSION

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

7. DURATION OF THE COURSE

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

7.1. Structure of the course

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

7.1.b. Master of Arts [MA] in Journalism And Mass Communication (Electronic Media)
Master of Arts in Journalism and Mass Communication (Electronic Media) will be awarded after the successful completion of fourth and fifth years of study. Those who complete (pass in all papers) the first three years alone will be move to the fourth year of study. It is not possible to carry the arrears at the end of3rd year to the 4th year of study. Those with arrears will sit out till they complete all the papers prescribed in the first three years and then join the subsequent batch like joining any other post graduate course.

7.2. COURSE OF STUDY

There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects. The course of study shall comprise instruction in all the subjects according to the syllabus and books prescribed from time to time. The syllabus for various subjects shall be clearly demarcated into five viable units in each paper/subject. Part-I, Part-II, Part–III and Part– IV subjects are as prescribed in the scheme of examination. The course is distinctly demarcated as first three years of study leading to an undergraduate degree followed by the next two years of study for the post graduate degree. Those with un-cleared/ arrear papers in the first three years are not eligible to move to the fourth year of study.

8. EXAMINATIONS

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

8.1. Revision of Regulations and Curriculum

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

8.2. Passing Minimum

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

8.2. (a). Passing Minimum – Theory

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

8.2.(b). Passing Minimum – Practical

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

8.3. Submission of record note books for practical examinations

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

8.4. Question Paper Pattern

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

9. CBCS- Structure of the Programme

The programme structure comprises of two parts.

Course Component	No. of Courses	Hours of Learning per week	Marks	Credits
Semester I				
Core Courses	2	10	200	10
Language courses	2	6	200	6
Skill based courses	1	4	100	4
Allied courses	1	4	100	4
Total	6	2	600	24
Semester II				
Core Courses	2	10	200	10
Language courses	2	6	200	6
Allied courses	1	4	100	4

Part B (Self-learning credit courses)				
Total	5	20	500	20
Semester III				
Core Courses	2	10	200	10
Language courses	2	6	200	6
Allied courses	1	4	100	4
Part B (Self-learning credit courses)				
Value education	1	2	100	2
Skill based courses	1	4	100	4
Total	7	26	700	26
Semester IV				
Core Courses	2	10	200	10
Language courses	2	6	200	6
Allied courses	1	4	100	4
Part B (Self-learning credit courses)				
Skill based courses	1	4	100	4
Environmental Studies	1	2	100	2
Total	7	26	700	26
Semester V				
Core Courses	5	25	500	25
Elective Courses [*Non Major*]	1	3	100	3
Total	6	28	600	28
Semester VI				
Core Courses	3	15	300	15
Elective Courses [*Non Major*]	1	3	100	3
Project	1	5	100	5
Total	5	23	500	23
Semester VII				
Core Courses	4	20	400	20
Elective Courses [*Non Major*]	1	4	100	4
Part B (Self-learning credit courses)				
Human Rights	1	2	100	2
Total	6	26	600	26
Semester VIII				
Core Courses	4	20	400	20
Supportive Courses	1	3	100	3
Total	5	23	500	23
Semester IX				
Core Courses	4	20	400	20
Supportive Courses	1	3	100	3
Total	5	23	500	23
Semester X				
Core Courses	1	5	100	5
Project	2	16	200	16
Total	**3**	**21**	**300**	**21**
Grand Total	55	240	5500	240

10. Curriculum structure for each semester as per course alignment

DEGREE OF MASTER OF ARTS in JOURNALISM AND MASS COMMUNICATION **(ELECTRONIC MEDIA)**
[5 Year Integrated Course]
Semester pattern underCHOICE BASED CREDIT SYSTEM (CBCS)
(Effective from the Academic Year 2018 – 2019 and thereafter)

SCHEME OF EXAMINATIONS

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

Semester I								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
18 IJMC TL01	Tamil-I	3	3			25	75	100
18 IJMC EL01	English-I	3	3			25	75	100
18 IJMC C01	Introduction to Human communication	5	3	1	1	25	75	100
18 IJMC P01	Communication skills – Practical	5			5	40	60	100
18 IJMC A01	Sociology	4	4			25	75	100
18 IJMC SB01	Computers in communication media – Theory	4	2	1	1	25	75	100
		24	15	02	07			

Semester II								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
18 IJMC TL02	Tamil-II	3	3			25	75	100
18 IJMC EL02	English-II	3	3			25	75	100
18 IJMC C02	Writing of Media - Theory	5	2	1	2	25	75	100
18 IJMC P02	Fundamentals of Design-Practical	5			5	40	60	100
18 IJMC A02	Social Psychology	4	2	1	1	25	75	100
						25	75	100
		20	10	02	08			

Semester III								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
18 IJMC TL03	Tamil-III	3	3			25	75	100
18 IJMC EL03	English-III	3	3			25	75	100
18 IJMC C03	Television Programme production - Theory	5	3	1	1	25	75	100
18 IJMC P03	Radio Programme Production techniques-Practical	5	1	1	3	40	60	100
18 IJMC A03	Digital Photography – Theory	4	2	1	1	25	75	100
18 IJMC SB02	Inkscape	4	2	1	1	25	75	100
	Value Education	2	2			25	75	100
		26	16	04	06			

Semester IV								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
18 IJMC TL04	Tamil-IV	3	3			25	75	100
18 IJMC EL04	English-IV	3	3			25	75	100
18 IJMC C04	Advertising – Theory	5	3	1	1	25	75	100
18 IJMC P04	Television Programme production – Practical	5	1	1	3	40	60	100
18 IJMC A04	Photography – Practical	4		1	3	40	60	100
18 IJMC SB03	Photoshop & CorelDraw	4	2	1	1	25	75	100
	Environment studies	2	2			25	75	100
First Internship Training in anyMedia/Production House in 30 days/4 weeks *[to be undertaken during summer holidays]*						Internship report to be evaluated in Semester V		
		26	14	04	08			

Semester V								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
18 IJMC C05	Audiography - Theory	5	3	1	1	25	75	100
18 IJMC C06	Citizen Journalism – Theory	5	4	1		25	75	100
18 IJMC C07	Folklore Communication	5	3	1	1	25	75	100
18 IJMC P05	Advertising – Practical	5			5	40	60	100
18 IJMC P06	First Internship Report Evaluation	5				40	60	100
18 IJMC NM01	Marketing	3	2	1		25	75	100
		28	12	04	07			

Semester VI								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
18 IJMC C08	Film Studies	5	4	1		25	75	100
18 IJMC C09	Public Relations	5	3	1	1	25	75	100
18 IJMC P07	Audio Production – Practical	5			5	40	60	100
18 IJMC PRJ01	Documentary production - Project	5			5	40	60	100
18 IJMC NM02	Indian constitution	3	3			25	75	100
		23	10	02	11			

Semester VII								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
18 IJMC C10	Communication Theories and Models	5	5			25	75	100
18 IJMC C11	Electronic News gathering & Reporting	5	3	1	1	25	75	100
18 IJMC C12	Media Laws and Ethics	5	5			25	75	100
18 IJMC P08	Fundamentals of Animation – Practical	5			5	40	60	100
18 IJMC E01	Compeering and Anchoring – Practical	4		2	2	40	60	100
	Human Rights	2	2			25	75	100
		26	15	03	08			

Semester VIII								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
18 IJMC C13	Film theories and criticism	5	3	1	1	25	75	100
18 IJMC C14	New Media Theories	5	5			25	75	100
18 IJMC P09	Web Design –Practical	5			5	40	60	100
18 IJMC P10	Short Film –Practical	5			5	40	60	100
Supportive 1		3	3			25	75	100
Second Internship Training in Media/Production House in 30 days/4 weeks *[to be undertaken during summer holidays]*						Internship report to be evaluated in Semester IX		
		23	11	1	11			

Semester IX								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
18 IJMC C15	Media Research Methods	5	5			25	75	100
18 IJMC C16	Current Affairs and Media Issues	5	3	1	1	25	75	100
18 IJMC P11	Video Magazines – Practical	5			5	40	60	100
18 IJMC P12	Second Internship Report Evaluation	5			5	40	60	100
Supportive 2		3	3					
		23	11	01	11			

Semester X								
Subject Code	Subjects	Credit	Hours			Marks		
			L	T	P	CIA	End Sem	Total
18 IJMC C17	Online Journalism	5	3	1	1	25	75	100
18 IJMC PRJ02	Research Project/Thesis / Dissertation	8		5	3	40	60	100
18 IJMC PRJ03	E- Media Portfolio Development	8			8	40	60	100
		21			21			

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

Total number of credits and marks								
Course	No of courses	Core	Language	Skill based	Allied/Supportive/ Elective/Compulsory/	Self Learning	No of credits	Total marks
Semester 1	6	2	2	1	1		24	600
Semester 2	5	2	2		1		20	500
Semester 3	7	2	2	1	1	1	26	700
Semester 4	7	2	2	1	1	1	26	700
Semester 5	6	5			1		28	600
Semester 6	5	3+1			1		23	500
Semester 7	6	4			1	1	26	600
Semester 8	5	4			1		23	500
Semester 9	5	4			1		23	500
Semester 10	3	1+2					21	300
Grand total	55	32	08	03	09	03	240	5500

12. Credit Calculation

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

13. Examinations

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

14. Scheme for Evaluation and Attainment Rubrics

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

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

Attainment Rubrics for Theory Courses
Evaluation of Internal (Max. Marks – 25)   *(No Internal Minimum Evaluation of End Semester Examinations)*
Evaluation of Internal Assessment

Tests : 10 Marks [5+5]	Seminar : 5 Marks	Assignment : 5 Marks	Attendance : 5 Marks	Total : 25 Marks

14.1.b.THEORY – External Marks Distribution[End Semester] (Total Marks: 75)

Question Paper Pattern [End Sem] **(Total Marks: 75)**
(Answer ALL questions), (Two questions from each unit)

Section/Part	Approaches	Mark Pattern	K level	CO coverage
PART – A	Multiple Choice	(20 x 1 = 20 Marks)	K1-K3	A
PART – B	250 words Short answers-Analytical type (Answer ALL questions) & (One question from each unit with Either or Internal Choice)	(5 x 3 = 15 Marks)	K-4	B
PART – C	500 to 1000 words-Essay type (Answer ALL questions) & (One question from each unit with Either or Internal Choice)	(5x 8 = 40 Marks)	K1-K4	C

14.2. PRACTICAL Marks Distribution & Question paper Patternfor Practicals **[External [EA]: 60 Marks & Internal [CIA]: 40 Marks]=** (**Max. Marks: 100**)

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

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

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

17. Transitory Provision

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

<table>
<tr><td rowspan="2"></td><td rowspan="2">**Subject Code**</td><td rowspan="2">**Subjects**</td><td rowspan="2">**Credit**</td><td colspan="3">**Hours**</td><td colspan="3">**Marks**</td></tr>
<tr><td>**L**</td><td>**T**</td><td>**P**</td><td>CIA</td><td>End Sem</td><td>Total</td></tr>
<tr><td rowspan="6">**I Semester**</td><td>18 IJMC TL01</td><td>Tamil-I</td><td>3</td><td>3</td><td></td><td></td><td>25</td><td>75</td><td>100</td></tr>
<tr><td>18 IJMC EL01</td><td>English-I</td><td>3</td><td>3</td><td></td><td></td><td>25</td><td>75</td><td>100</td></tr>
<tr><td>18 IJMC C01</td><td>Introduction to Human communication</td><td>5</td><td>3</td><td>1</td><td>1</td><td>25</td><td>75</td><td>100</td></tr>
<tr><td>18 IJMC P01</td><td>Communication skills – Practical</td><td>5</td><td></td><td></td><td>5</td><td>40</td><td>60</td><td>100</td></tr>
<tr><td>18 IJMC A01</td><td>Sociology</td><td>4</td><td>4</td><td></td><td></td><td>25</td><td>75</td><td>100</td></tr>
<tr><td>18 IJMC SB01</td><td>Computers in communication media – Theory</td><td>4</td><td>2</td><td>1</td><td>1</td><td>25</td><td>75</td><td>100</td></tr>
<tr><td></td><td></td><td>24</td><td>15</td><td>02</td><td>07</td><td></td><td></td><td></td></tr>
</table>

Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC TL01	Tamil-I	3	3			25	75	100

Curriculum/Course Objectives (CO):

1.	jkpo; fw;Fk; khzhf;fu;fSf;Fj; jkpo; ,yf;fpa tuyhw;wpidf; fw;gpj;jy;
2.	khzhf;fu;fSf;F jkpo; ,yf;fpaq;fspypUe;J Ritkpf;f rpy khjpupapg; gFjpfisf; fw;gpj;jy;
3.	gpioapd;wp vOj topfhl;Ljy;;
4.	khzhf;fu;fSf;F thrpj;jy; jpwid tsh;j;jy;.
5.	jw;fhy ,yf;fpag; Nghf;FfisAk; ,yf;fzq;fisAk; khztu; mwpAkhW nra;jy;.

Kjw;gUtk;

jhs; 1 : ,f;fhy ,yf;fpaq;fSk; ciueilAk;

myF– 1 : kuGf;ftpijfs;

m) ghujpahu;	-	'ghuj Njrk;' - 10 ghly;fs;
		'ghuj Njrk; vd;W ngau; nrhy;Ythu;' vdj; njhlq;Fk; ghly;.
M) ghujpjhrd;	-	'tupg;GypNa jkpo;fhf;f vOe;jpU!'
		'xz;lkpo;j; jha;r; rpyk;gbapd;' vdj; njhlq;Fk; ghly;.
,) ftpkzp	-	'xj;Jiog;G'– 10 ghly;fs; (kyUk; khiyAk;)
		',k;ik tho;Tf;Fk;' vdj; njhlq;Fk; ghly;.
<) ehkf;fy; ftpQu;	-	'gbg;gpd;'– 3 ghly;fs;
		'fhe;jpaiaNghy; mjpkhiy tpopf;f Ntz;Lk;'

myF– 2 GJf;ftpijfs;

m) kPuh		-	'Crpfs;'>'ehd; mtd; ez;gd;'
M) K.Nkj;jh	-	'Kfj;Jf;F Kfk;'
		'cyfk; cau;f'
,) rpw;gp ghyRg;ukzpak;	-	'Gd;dif g+f;Fk;; G+idfs;'
		'kdpjk;'
<) thyp	-	mtjhuGU\d; - 'jhlif'

myF– 3 : ciueil   "Gjpu; vjpu;fhyk;"

(ciueilj; njhFg;G)   -   mwpTg; gjpg;gfk; [hdp [hd;fhd; rhiy>

,uhag;Ngl;il> nrd;id – 600 014.

myF– 4 : ,yf;fpa tuyhW

    m) GJf;ftpijapd; Njhw;wKk; tsu;r;rpAk;

    M) jkpo; ciueilapd; Njhw;wKk; tsu;r;rpAk;

    ,) jkpo;r; rpWfijapd; Njhw;wKk; tsu;r;rpAk;

    <) jkpo;g; Gjpdq;fspd; Njhw;wKk; tsu;r;rpAk;

    c) jkpo; ehlfj;jpd; Njhw;wKk; tsu;r;rpAk;.

ghlE}y;:

jkpo; ,yf;fpa tuyhW   -   kJ.r. tpkyhde;jk;

                               mgpuhkp gjpg;gfk;

                               78> nfhbkuj; njU> ,uhaGuk;

                               nrd;id – 600 013.

ghu;it E}y;fs;:

1. jkpo; ,yf;fpa tuyhW   -   nj.ngh.kP.

2. jkpo; ,yf;fpa tuyhW   -   Kidtu; K. tujuhrd;

                               rhfpj;jpa mfhnjkp

                               nly;yp.

3. Gjpa Nehf;fpy;   -   ePy. gj;kehgd;

jkpo; ,yf;fpa tuyhW   rpw;gp

myF– 5 : nkhopj;jpwd;

m) vOj;Jg;gpio ePf;fk;

M) ty;ypdk; kpFk; ,lq;fs;

,) ty;ypdk; kpfh ,lq;fs;

ghu;it E}y;fs;:

1. m.fp. gue;jhkdhu;   -   'ey;yjkpo; vOj Ntz;Lkh?'

                                ghup epiyak;> 184-,> gpufhrk; rhiy

                                nrd;id – 108.

2. G+tz;zd;   -   'nkhopj;jpwd;'

                                tu;j;jkhdd; gjpg;gfk;

                                141-,> c];khd; rhiy

                                jp.efu;> nrd;id – 17.

3. Gytu; m.rh. FUrhkp   -   'jkpopy; gpiofs; jtpu;g;Nghk;;'

                                  eu;kjh gjpg;gfk;

                                  10 ehdhnjU> jp. efu;.

                                  nrd;id – 17.

Course Outcomes (COs)

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

CO1	jkpo; ,yf;fpa ,yf;fzq;fs; %yk; jkpo; nkhopapd; rpwg;Gf;fisAk; jkpou; gz;ghLfisAk; khzth;fs; nihpe;Lnfhs;Siv;.
CO2	jkpopy; fij> ftpij Nghd;w gapw;rpfs; nfhLj;jypd; %yk; khzth;fspilNa thrpg;jiy; kw;Wk; gbj;jy; jpwid tsh;j;jiy;.
CO3	jkpo; ,yf;fzq;fis fw;wypd; %yk; khzth;fspd; vOj;J gpio ePq;Fjy;.

CO4	jw;fhy ,yf;fpag; Nghf;FfisAk; ,yf;fzq;fisAk; khztu;fs; mwpe;J elj;jy;.
CO5	khzth;fSf;F vOj;J kw;Wk; NgRjy; gapw;rp nfhLj;jypd; %yk; khzth;fspd; Nkil Ngr;R tsh;fpwJ. mth;fspd; jdpj;jpwd; cah;fpwJ.

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

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

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

		K1	K2	K3	K4	K5
C01	jkpo; nkhopapd; rpwg;Gf;fisAk; jkpou; gz;ghLfisAk; khzth;fs; njhpe;J nfhs;Sjy;.	✓	✓	✓		
C02	khzth;fspilNa thrpj;jy; kw;Wk; gbj;jy; jpwid tsh;j;jy;	✓	✓		✓	
C03	,yf;fzq;fis fw;wypd; %yk; khzth;fspd; vOj;J gpio ePq;Fjy;	✓	✓		✓	✓
C04	jw;fhy ,yf;fpag; Nghf;FfisAk; ,yf;fzq;fisAk; khztu;fs; mwpe;J elj;jy;.	✓	✓	✓		
C05	khzth;fspd; Nkil Ngr;R tsh;fpwJ. mth;fspd; jdpj;jpwd; cah;fpwJ.		✓		✓	

TOOLS FOR ASSESSMENT

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

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

Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC EL01	Foundation English-I	3	3			25	75	100

Curriculum/Course Objective (CO):

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

Unit 1

Communicate: Introducing Yourself - Introducing Yourself to a Stranger- Comprehension -Tongue Twisters - Introducing Someone else - Leave Taking and Leaving Politely -Comprehension Brain Teasers in English - Communicate: Saying 'please', 'thank you', and 'sorry' - Responding to Thanks and Apologies –Comprehension- Tongue Twisters - Communicate: Daily Activities - Giving information about yourself - Asking for information - Comprehension -Brain Teasers in English -Communicate: General Knowledge: Know your country/ state/ neighbours – Comprehension - Tongue Twisters

Unit II

Story Time: Once Upon a Time - Poetry Time: Can Earth be Earth?- Prose Time : Throw- away time for Plastics- Essential Grammar and the use of English

Unit-III

Story Time: The Selfish Giant - Poetry Time: Foot prints in the sand -Prose Time: Arise! Awake! Stop not till the Goal is reached

Unit IV

Story Time: Uncle Podger Hangs a picture - Poetry Time : Six Blind Men and the Elephant - Prose Time : Who Named This Land 'India'? -

Unit V

Brush up your English knowledge of the parts of speech - Polish up your Speech: silent letters - Essential Grammar and the use of English - The Use of Articles - Essential Grammar and the use of English - The Use of Prepositions - Question Forms

REFERENCE BOOKS:

1. *Sasikumar, V.*& Syamala,V. 2006.**Form and FunctionA Communicative Grammar for Colleges.** Emerald Publishers, Chennai-600 008.(Unit-I)
2. *Farhuthulla, T.*M. 2006. **Communication Skills for Undergraduate.** Publishers-RBA.

WEB SITES:

1. http://www.bbb.co.uk / world service/ learning
2. http://www.manythings.org/pp/

Course Outcomes (COs)

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

K1	CO1	Students acquire knowledge and expertise in the four language skills ie.,
K2	CO2	By students can equip listening and reading skills and having short story and prose works,
K3	CO3	Students develop various genres like Grammar, Composition and writing skills and also induce aesthetic sense through reading poetry.
K4	CO4	It enables the students to appreciate the learning the literature and develops their communication skills.
K5	CO5	A student must want to develop her individual skills to sustain in this competitive world. Activities inside a class can develop their skills and it can be helpful to overcome the stage fear. The paper clears basic knowledge about English.

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C01	Introduction to Human	5	3	1	1	25	75	100

		communication							

Curriculum/Course Objectives

1.	To introduce students to Communication Models and expose them to the various aspects of Mass Communication.
2.	To develop a critical understanding of Mass Media, its potentialities and impact.
3.	Understanding factors in Communication and especially Mass Communication.
4.	Learn Verbal and non-verbal; group and interpersonal; one-to-one and one-to-many;
5.	To introduce Students History of development of each Media – Print, Radio, TV, Cinema, Electronic Media

Unit 1 - Fundamentals of Communication

Components of Communication, Communication process, Communication Principles, Purpose of Communication, Perception: Definition, process, Perception process: Selection, Organization, Interpretation. Errors in Perceptions: Stereotyping and Prejudice, Self and Communication. Culture and communication. Listening: The importance of listening in our Lives, types of listening, barriers to listening, gender differences in listening, effective listening skills.

Unit 2 - Forms of Communication

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

Unit 3 - Nonverbal Communication

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

Unit 4 - Language and Meaning

Nature of Language, Is language an enhancement or an obstacle to communication? Grammatical errors. Colloquialisms, Clichés, Euphemisms and Doublespeak, Slang, Profanity, Jargon, Informal and IM Language, Regionalisms, Sexist, Racist, Heterosexist, and Ageist Language. Guidelines to improve language skills.

Unit 5 - Exercises

Introducing one-self and others, Greetings for different occasions, Interview Handling, E-Mail etiquette, Presentation Skills, Public speaking.

References:

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

Course Outcomes (COs)

CO1	Students learnt basics, various Elements and Process of Communication
CO2	Students inculcate the knowledge and understand the genre and functions of Communication models and literature.
CO3	Students learnt important aspects of verbal Communication improve adequate skills of active listening and critical thinking
CO4	Students to develop the knowledge and intrapersonal and interpersonal Communication skills to
CO5	To obtain techniques and enhance understanding of Communication and enjoy the pleasure through exercises. Limitations and Potentialities of each Media.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	Basic Concepts, elements and process of communication	√	√	√		
CO2	knowledge and understand the genre and functions of Communication	√	√		√	
CO3	Theories of communication	√	√		√	√
CO4	Sociological and psychological implications	√	√	√		
CO5	Relevance of communication theories		√		√	

TOOLS FOR ASSESSMENT

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

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

Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P01	Communication skills – Practical	5			5	40	60	100

Curriculum/Course Objectives

1.	To enable the students to think in English and Regional language
2.	To become aware of the English and regional literature and the writers.
3.	To acquire the various contexts in which language is used and how it can be effectively handled in terms of communication and problem solving skills
4.	To equip students with the awareness and strategies needed to enable the study of English as a lifelong process.
5.	To impart communication and its associated skills to the students through rigorous exercises on the following eight parts of speech, to develop a critical understanding the potentialities of Mass Media and impact.

I. Nouns, Pronouns, Verbs, Adjectives, Adverbs, Prepositions, Conjunctions, Interjections.

II. 1. Greeting and introduction

2. Using language in classroom

3. Using English at school

4. Asking questions

5. Describing each other

6. Narration

7. Use of media in communication

8. Presentation skills

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

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

Course Outcomes (COs)

CO1	Students will learn to present themselves in public
CO2	To introduce students to Communication Models and expose them to the various aspects of Mass Communication.
CO3	Understanding factors in Communication and especially Mass Comm.
CO4	It helps the students to face the public fear
CO5	Students will learn to overcome the obstacles of language barrier

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

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC A01	Sociology	4	4			25	75	100

Curriculum/Course Objectives

1.	To comprehend the origin and development and nature of society.
2.	To understand the basic concept, scope and importance of sociology.
3.	To provide the knowledge about the norms, values and culture in society.
4.	To comprehend the meaning of Social groups, its characteristics and importance.
5.	To enhance the students interest on the different stages in socialization.

Unit 1
Introduction to Sociology: Meaning and Definitions – Origin,Nature and Scope of Sociology. Relationship of Sociology with History, Anthropology, Economics Psychology and Political science.Importance of Sociology.

Unit 2
Fundamental Concepts in Sociology: Society, Community, Association, Organization, Norms and Values, Role and Status, Culture (Meaning, Characteristics or elements).

Unit 3
Social Groups: Social Groups: Meaning, Characteristics and Importance – Classification of Social Groups - Primary and Secondary groups-Meaning, Features, Importance and Differences.

Unit 4
Socialization: Meaning, Characteristics and Importance. Stages of Socialization. Agencies of Socialization –Family, School, State, Religion and Mass media. Types of Socialization.

Unit 5
Social processes: Social Processes- Meaning, Characteristics and Types. Major Social processes-Cooperation, Competition, Conflict, Accommodation, Acculturation and Assimilation.

References:

1. Abraham Francis (2006): Contemporary Sociology, Oxford University Press, NewDelhi
2. Bottomore, TB : Sociology: A Guide to Proglems and Literature, Bombay : George Allen and Unwin(India)
3. Davis Kingsley (1982): Human Society, Surfeit Publications, NewDelhi.
4. Giddens Anthony (2001): Sociology (4th Edn), Blackwell Publishers, Cambridge,UK
5. Gisbert Pascual (1983): Fundamentals of Sociology, Orient Longmans, Bombay,1983.
6. Horton Paul and Hunt Chester (1984): Sociology, McGraw Hill Co, NewDelhi
7. Jayaram N 1988: Introductory Sociology, MacMillan India,Madras.
8. Johnson Harry M 1995: Sociology: A Systematic Introduction, New Delhi : Allied Publishers.
9. Ogburn and Nimkoff (1964): A Handbook of Sociology, Eurasia Publishing House (pvt).Ltd, Ram Nagar, New Delhi
10. Shankar Rao (2004): Sociology: Primary Principles, S.Chand & Co, NewDelhi.

Course Outcomes (COs)

CO1	Students will be able to grasp the role of culture in the society.
CO2	Student's acquaintance with the essential agents of socialization in their family and school.
CO3	Students become aware of the social processes in co-operation and its similar aspects.
CO4	Students would gain insights into the role, value and elements of culture in the society.
CO5	Students would gain more knowledge about the history and relationship of sociology with anthropology and economics.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	Students grasp the role of culture in the society	√	√			
CO2	Student's acquaintance with the essential agents of socialization in the society		√	√	√	
CO3	Students got awareness of the social processes			√	√	√
CO4	Students would gain insights into the role, value and elements of culture in the society.		√	√	√	√
CO5	Students would gain more knowledge sociology with anthropology and economics	√	√	√	√	√

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			

Sem-I	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC SB01	Computers in communication media – Theory	4	2	1	1	25	75	100

Curriculum/Course Objectives

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

Unit 1- Introduction to computers

Basics of computers -Hard ware & Software, Operating systems. Multimedia – evolution, applications and advantages, hardware & software requirements. Application of computers in the media industry.DTP (Desk Top Publishing).

Unit 2 - MS Office and its applications

MS Word – tools, word processing techniques, MS Excel – features & utility- PowerPoint- features & advantages. Quark Xpress – features, tools & applications.

Unit 3 - Graphic Communication

Definition, nature & scope. Design process, basics of layout- text & visuals, typography and drawing programs, working with colors, Role of computers in designing.

Unit 4 – Computer Graphics

Fundamentals of computer graphics- file formats, image modes, color resolution, compression, print and online formats.

Unit 5 - Exercises

Design a letter head for a company in MS word, prepare a power point presentation with audio and video, create an excel sheet for student database, prepare a booklet of A5 size, design a visiting card.

References:

1. MS Office 2000 for windows for Dummies, Wallace Wang & Roger Parker, IDG Books,2000.
2. MS Office – Bible, Edward Willet, IDG Books, 2000.
3. Multimedia: An Introduction by John Villamil & Louis Moloina Prentice Hall, New Delhi, 1998.
4. Multimedia – Making it work, Tay Vaughan, Mc Graw Hill, NewYork, 1998.
5. The Ultimate Multimedia Handbook, J. Keyes, Mc Graw Hill, NewYork,2000.
6. Desktop Publishing with QuarkExpress 2018: Making the most of the world's most powerful layout application, Martin turner, InGenios 2018
7. Learning Desktop Publishing Second Edition, Ramesh Bangia, Khanna Book Publishing, 2016
8. Fundamentals of Computer Graphics, Erik Reinhard, CRC press, 2015
9. The non-designers design book, Robin Williams, Peach pit press, 2014
10. Microsoft office 2013 BIBLE, The comprehensive tutorial resource, Lisa A. Bucki, John Willy & sons, inc., 2013

Course Outcomes (COs)

CO1	Students will be able to grasp the role of computers in the media industry and realize its significance.

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

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

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Semester 2

<table>
<tr><th></th><th>Subject Code</th><th>Subjects</th><th>Credit</th><th colspan="3">Hours</th><th colspan="3">Marks</th></tr>
<tr><th></th><th></th><th></th><th></th><th>L</th><th>T</th><th>P</th><th>CIA</th><th>End Sem</th><th>Total</th></tr>
<tr><td rowspan="6">II Semester</td><td>18 IJMC TL02</td><td>Tamil-II</td><td>3</td><td>3</td><td></td><td></td><td>25</td><td>75</td><td>100</td></tr>
<tr><td>18 IJMC EL02</td><td>English-II</td><td>3</td><td>3</td><td></td><td></td><td>25</td><td>75</td><td>100</td></tr>
<tr><td>18 IJMC C02</td><td>Writing of Media - Theory</td><td>5</td><td>2</td><td>1</td><td>2</td><td>25</td><td>75</td><td>100</td></tr>
<tr><td>18 IJMC P02</td><td>Fundamentals of Design- Practical</td><td>5</td><td></td><td></td><td>5</td><td>40</td><td>60</td><td>100</td></tr>
<tr><td>18 IJMC A02</td><td>Social Psychology</td><td>4</td><td>2</td><td>1</td><td>1</td><td>25</td><td>75</td><td>100</td></tr>
<tr><td></td><td></td><td></td><td></td><td></td><td></td><td>25</td><td>75</td><td>100</td></tr>
<tr><td></td><td></td><td></td><td>20</td><td>10</td><td>02</td><td>08</td><td></td><td></td><td></td></tr>
</table>

Sem-II	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC TL02	Tamil-II	3	3			25	75	100

Curriculum/Course Objectives (CO)

1.	khzth;fSf;F rka ,yf;fpaq;fisf; fw;gp;j;jy;
2.	khzth;fSf;F rpw;wpyf;fpaq;fspd; Njhw;wk; tsh;r;rp Fwpj;J fw;gpj;jy;
3.	rpWfij vOjTk; thrpf;fTk; gapw;rp nfhLj;jy;
4.	jkpopd; gf;jp kw;Wk; rpw;wpyf;fpaf; fhyj;jpy; vOe;j E}y;fis vLj;J $Wjy;.
5.	khzth;fSf;F ,yf;fzk; kw;Wk; fbjk; vOj gapw;W;Wtpj;jy;.

myF– 1 : rka ,yf;fpaq;fs;

m) jpUthrfk;	-	jpUr;rjfk; - mwpTWj;jy;
		1-7> ghly;fs;
		'ehlfj;Nj cd; mbahu;Nghy; ebj;J'
M) Mz;lhs;	-	'jpUg;ghit'
		1-5 ghly;fs;
,) rpj;ju; ghly;fs;	-	Fjk;igr; rpj;ju;
		1-25 ghly;fs;
<) jpUtUl;gh	-	,uhkypq;f mbfs;>Mwhk; jpUKiw
		jdpj;jpU myq;fy; 5 ghly;fs;
c) Fzq;Fb k];jhd; -	vf;fhyf; fz;zp	
rhfpG ghly;fs;	1-10 ghly;fs;	
C) ,ul;rz;a ahj;upfk;	-	vr;.V. fpUl;zgps;is
		,ul;rz;a rupjg; glyk;
		376 – 385 (10 ghly;fs;)

myF– 2 : rpw;wpyf;fpaq;fs;

m) Kj;njhs;shapuk;	-Nrud; - 3.6 ghly;fs;	
	Nrhod; - 25>30 ghly;fs;	
	ghz;bad; - 58> 61 ghly;fs;	
M) ee;jpf;fyk;gfk;	-	35>36>37 ghly;fs;
,) kPdhl;rpak;ik gps;isj;jkpo;-	jhyhl;Lg; gUtk; 23	
	rg;ghzpg; gUtk; 37	
	tUifg; gUtk; 59	
<) jkpo;tpLJ}J	-	19 Kjy; 33 tiu fz;zpfs;
c) jpUf;Fw;whyf;FwtQ;rp	-	'ge;jb gapYjy;;'
		ge;jhba rpwg;G
		ge;jhypypd; rpwg;G – 4 ghly;fs;

myF– 3 :

		rpWfij
rpWfijj; njhFg;G	-	up gg;spNrrd;];
		9> E}wb NuhL> fhe;jpGuk;
		Nfhak;Gj;J}u; - 641012.
		nry;: 9842096333

myF– 4 : ,yf;fpa tuyhW

m) gd;dpU jpUKiwfs;;
M) ehyhapu jpt;ag; gpuge;jk;
,) ,yf;fz E}y;fs;
<) ciuahrpupupau;fs;;

c) rpw;wpyf;fpaq;fs;

ghlE}y;:

jkpo; ,yf;fpa tuyhW   -   Kidtu; kJ.r. tpkyhde;jk;

mgpuhkp gjpg;gfk;

78> nfhbkuj; njU> ,uhaGuk;

nrd;id – 600 013.

ghu;it E}y;fs;:

1. jkpo; ,yf;fpa tuyhW   -   nj.ngh.kP.
2. jkpo; ,yf;fpa tuyhW   -   Kidtu; K. tujuhrd;

rhfpj;jpa mfhnjkp

nly;yp

3. Gjpa Nehf;fpy;   -   ePy. gj;kehgd;

jkpo; ,yf;fpa tuyhW   rpw;gp

myF– 5 : nkhopj;jpwd;

m) jd;tpid> gpwtpid> nra;tpid> nrag;ghl;Ltpid> Neu;f;$w;W> maw;$w;W.

M) kaq;nfhypr; nrhw;fs;

,) Neu;fhzy;

<) tpz;zg;gk;> mYtyff; fbjk; vOJjy;

ghu;it E}y;fs;

1.   m.fp. gue;jhkdhu;   -   'ey;yjkpo; vOj Ntz;Lkh?'
2.   Gytu; Nfh. ,isa ngUkhs;   -   'jkpopy; gpioapd;wp vOJtJ vg;gb?'

thdjp gjpg;gfk;

23-,> jPdjahS njU

jp.efu;> nrd;id – 17.

3.   lhf;lu;. nghw;Nfh   -   'jkpopy; ehKk; jtwpy;yhky; vOjyhk;;'

G+k;nghopy; ntspaPL

6tJ FWf;Fj;njU

milahW> nrd;id – 20.

4.   nt. ,iwad;G   -   ,.M.g. topfhl;b

Course Outcomes (COs)

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

CO1	khzth;fs; jkpo;nkhopapd; tsj;ijg; Ngzy;> tsu;j;jy;> Nkd;ikg;gLj;Jjy;.
CO2	khzth;fs; rpw;wpyf;fpaq;fis fw;wy; mjd; %yk; ntz;gh ah;ig mwpjy;.
CO3	khzth;fSf;F rpWfijia gapw;Wtpg;gjd; %yk; mth;fspd; cw;WNehf;fy; kw;Wk; thrpj;jy; jpwd; tsh;fpwJ.
CO4	jkpopd; ,yf;fpa tuyhw;wpid mwptjd; %yk; khzth;fs; jkpopd; ngUik mjd; tsh;r;rp Nghd;wtw;iw mwpe;J nfhs;Sjy;.
CO5	Nkilg;Ngr;Rj; jpwd;> Neh;fhzy; jpwd;> Nghl;bj;Njh;Tf;fhd jpwd; Nghhd;w jpwd;fs; tsh;fpwJ.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	khzth;fs; jkpo;nkhopapd; tsj;ijg; Ngzy;;> Nkd;ikg;gLj;Jjy;.	✓	✓			
CO2	khzth;fs; rpw;wpyf;fpaq;fis,ntz;gh ahg;ig mwpjy;		✓	✓	✓	
CO3	khzth;fSf;F cw;WNehf;fy; kw;Wk; thrpj;jy; jpwd; tsh;fpwJ.		✓		✓	✓
CO4	jkpopd; ,yf;fpa tuyhw;wpid; %yk; khzth;fs; jkpopodg; ngUik, tsh;r;rp mwpe;J nfhs;Sjy;.		✓	✓	✓	✓
CO5	Nghl;bj;jpwd;fs; tsh;fpwJ.		✓		✓	√

TOOLS FOR ASSESSMENT

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

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

Sem-II	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC EL02	English-II	3	3			25	75	100

Curriculum/Course Objectives (CO)

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

UNIT	TOPICS
I	**PROSE:** My Lost Dollar Stephen Leacock A Hero R.K Narayan On Not Watching TV Shows Bernard Rawlingston Global Warming Daniel D. Chiras
II	**POETRY:** Quality of Mercy William Shakespeare, Bangle SellersSarojini Naidu Daffodils William Wordsworth ,Think of This, Soon Shall Come the Day Aruna
III	**BIOGARPHY:** Lata Mangeshkar, Mariyappan
IV	**GRAMMAR AND COMPOSITION:** **GRAMMAR:** Parts of Speech --Verb, Article (Error Finding) Passive Voice **COMPOSITION:** Fill In – 1) Railway Reservation Form, 2) Bank A/c Form, 3) Post Office- A/c (Savings Bank/Recurring Deposit) Note-Making
V	**COMMUNICATION:** Showing Directions Vote of Thanks

TEXT BOOK

Harmony, Mainspring Publishers, Chennai.

REFERENCE BOOKS:

1. *Sasikumar, V.*& Syamala,V. 2006.**Form and FunctionA Communicative Grammar for Colleges.** Emerald Publishers, Chennai-600 008.(Unit-I)
2. *Farhuthulla, T.*M. 2006. **Communication Skills for Undergraduate.** Publishers-RBA.

WEB SITES:

3. http://www.bbb.co.uk / world service/ learning
4. http://www.manythings.org/pp/

Course Outcomes (COs)

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

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

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem-II	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C02	Writing for Media - Theory	5	2	1	2	25	75	100

Curriculum/Course Objectives

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

Unit 1 – Writing for print media
Print medium: Characteristics, Newspapers & Magazines. News stories, inverted pyramid style, editorials, features and articles. Journalistic writing vs., creative writing.

Unit 2 – Writing for Radio
Nature & scope of radio as a mass medium, FM radio, Radio programs: News bulletins, talk shows, radio features, documentaries, docudramas, interviews. Radio audiences, language and style of writing for radio & radio jockeying.

Unit 3 - Writing for Television
Characteristics of television, television programs: various genres, informational and educational programs, general and special audience programs, writing television news, language and presentation, live programs.

Unit 4 – Web writing
Internet as mass medium, online newspapers vs e-newspapers, authenticity and piracy issues, Web writing vs. print writing, writing for the web audience, writing for search engines. Copy writing.

Unit 5 – Writing Exercises

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

References:

1. Mencher, Melvin. "News Reporting and Writing". New York. McGraw Hill Pub. 2003.
2. Navin Chandra &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.2006.

Course Outcomes (COs)

CO1	Students will be aware of the different kinds of stories in newspapers and magazines. Also, they will understandthe requirements for each kind of writing style.
CO2	Students will be able to realize how characteristics of a medium influence the writing style for each medium especially how writing for radio differs from that of tv.
CO3	Students become aware of the challenges/problems in language and presentation of live television programs.
CO4	Students would be aware of the nature of new media and their audiences. They will also comprehend the influence of interactive nature of the new medium and in turn its effect on the writing style.
CO5	Students will be able to write news stories, features, scripts for advertisements and other story based programs.

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem-II	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P02	Fundamentals of Design- Practical	5			5	40	60	100

Curriculum/Course Objectives

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

List of Practical

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

Course Outcomes (COs)

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

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

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem-II	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC A02	Social Psychology	4	2	1	1	25	75	100

Curriculum/Course Objectives

1.	To provide information about the evolution of Social Psychology as an independent discipline and to differentiate Social Psychology from Sociology and Psychology.
2.	To employ Social Psychology theories to comprehend communication concepts related to socialization, motivation, affiliation and so on. Also, to focus on the reciprocal influence of society and personality.
3.	To create an understanding regarding the role of attitudes in opinion formation and communication; the role of mass media in public opinion formation.
4.	To acquaint students with the concept of group dynamics and social facilitation.
5.	To cognize crowd behavior and its relevance to mass psychology.

Unit 1- Introduction to Social Psychology

Evolution of Social Psychology, Social Psychology vs. Sociology, Social Psychology vs. Psychology, Social Psychology theories: Allport (1920) – Social Facilitation Theory, Bandura (1963) Social Learning Theory, Festinger (1950) – Cognitive Dissonance, Tajfel (1971)– Social Identity Theory, Weiner (1986) – Attribution theory.

Unit 2 – Socialization

Definition and nature. Social learning process, socialization and motivation, dependency, aggression, need achievement, affiliation. Society and personality.Social factors in perception.

Unit 3 - Attitudes and opinions

Nature and dimensions of attitudes.Formation and change of attitudes.Communication and persuasion, interpersonal relationships, social influence, decision making, bias, prejudice, antisocial and prosocial behavior.Public opinion – nature, formation and change.Role of mass communication in public opinion formation and change.

Unit 4 - Groups and group processes

Nature and types of groups, Group structure and performance, cooperation and competition.
Group dynamics, group norms and conformity, social facilitation.

Unit 5 - Mass Psychology

Audiences and collective behavior.Classification of collective masses. Casual audiences, intentional audiences, mass media audiences. Collective behavior-the mobs and the different kinds of mobs.The psychology of mass movements.

References:

1. Mc David and Harris ; "An Introduction to Social Psychology" .
2. Harper & Row, 1968 D Crytchfold, RS and Ballachey, E L "Individual in Society".
3. McGraw Hill. New York Sherif, N and Sherif C.W. "An Outline of Social Psychology"
4. Harper & Row. New York,

Course Outcomes (COs)

CO1	Students will be able to distinguish Social Psychology as an independent branch of Social Science and comprehend the relevance of its theories to Communication.
CO2	Students will attain knowledge about the Socialization process and the underlying principles along with fundamentals of interpersonal communication such as perception, frame of reference and so on.
CO3	Students become aware of the factors that influence opinion in general and public opinion formation in particular.
CO4	Students would get insights into the organization of groups, types, and their functioning along with the need for forming groups.
CO5	Students will be able to differentiate between terms like group, crowd, audience, mob, mass movement, pro-social and antisocial behavior.

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

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Semester 3

	Subject Code	Subjects	Credit	Hours			Marks		
				L	**T**	**P**	CIA	End Sem	Total
III Semester	18 IJMC TL03	Tamil-III	3	3			25	75	100
	18 IJMC EL03	English-III	3	3			25	75	100
	18 IJMC C03	Television Programme production - Theory	5	3	1	1	25	75	100
	18 IJMC P03	Radio Programme Production techniques- Practical	5	1	1	3	40	60	100
	18 IJMC A03	Digital Photography – Theory	4	2	1	1	25	75	100
	18 IJMC SB02	Inkscape	4	2	1	1	25	75	100
		Value Education	2	2			25	75	100
			26	16	04	06			

Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC TL03	Tamil-III	3	3			25	75	100

Curriculum/Course Objectives (CO)

1.	fhye;NjhWk; vOe;j fhg;gpaq;fspd; Nghf;if fw;gpj;jy;.
2.	rkaf; fhg;gpaq;fis khzth;fSf;F fw;gpj;jy;.
3.	Gjpdj;jpd; ,yf;fpatbtj;ij khzth;fSf;F fw;W jUjy;.
4.	,yf;fpa tuyhw;wpy; fhg;gpaj;jpd; Njhw;wk; tsh;r;rp Fwpj;J khzth;fSf;F fw;W jUjy;.
5.	ahg;G>mzp Nghd;w ,yf;fztiffisAk; nkhopngau;g;Gj; jpwidAk; khztu;fs; czUkhW nra;jy;.

%d;whk; gUtk;

jhs; 3 :fhg;gpaq;fSk; GjpdKk;

ghlNehf;fk;

fhye;NjhWk; vOe;jfhg;gpaq;fspd; Nghf;ifAk;> Gjpdj;jpd; ,yf;fpatbtj;ijAk; ahg;G> mzp Nghd;w ,yf;fz tiffisAk; nkhopngau;g;Gj; jpwidAk; khztu;fs; czUkhW nra;jy;.

myF–1 :rkzk;>ngsj;jk;>irtk;
m) rpyg;gjpfhuk;	-	milf;fyf;fhij (Kjy; 90 mbfs;kl;Lk;)
M) kzpNkfiy	-	cyfmwtpGf;ffhij
,) ngupaGuhzk;	-	rpWj;njhz;lu; Guhzk;

myF–2 :itztk;> ,Ryhk;>fpwpwj;Jtk;
m) fk;guhkhazk;	-	ke;jiu #o;r;rpg; glyk;
M) rPwhg;Guhzk;	-	khDf;Fg;gpiz epd;wglyk;
,) Njk;ghtzp	-	tsd; rdpj;j glyk;

myF–3 :Gjpdk;	-	fPjhup–R.jkpo;r;nry;tp
		epA+ nrQ;Rup Gf; `T]; (gp) ypl;.
		41-B>rpl;Nfh ,d;l];bupay; v];Nll;
		mk;gj;J}u;>nrd;id– 600 098.

myF–4 : ,yf;fpatuyhW
m) Ik;ngUq;fhg;gpaq;fs;
M) fk;guhkhazk;
,) ngupaGuhzk;
<) rkzu;fspd; jkpo;j;njhz;L
C) ngsj;ju;fs; jkpo;j;njhz;L

ghlE}y;:
jkpo; ,yf;fpa tuyhW	-	Kidtu; kJ.r. tpkyhde;jk;
		mgpuhkpgjpg;gfk;

ghu;it E}y;fs;:
1. jkpo; ,yf;fpatuyhW   -   nj.ngh.kP.
2. jkpo; ,yf;fpatuyhW   -   Kidtu; K. tujuhrd; rhfpj;jpamfhnjkp

3. GjpaNehf;fpy;   -   ePy. gj;kehgd;
jkpo; ,yf;fpatuyhW   -   rpw;gp

myF–5 :nkhopj;jpwd;

m) ghtif (ntz;gh> Mrpupag;gh> fypg;gh> tQ;rpg;gh - ,yf;fzk;)
M) mzpapyf;fzk;   -   (ctik> cUtfk;> jw;Fwpg;Ngw;wk;)
,) nkhopngau;g;G   —   (mYtyff; fbjq;fs;> murhizfs;)

ghu;it E}y;
fh. gl;lhgpuhkd; - 'nkhopngau;g;gpay;'— cyfj; jkpohuha;r;rp epWtdk;
                                                         jukzp>nrd;id.

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

K1	CO1	khzth;fs; fhye;NjhWk; vOe;j fhg;gpaq;fspd; Nghf;ifAk;> jkpopd; tsh;r;rpiaAk; mwpjy;.
K2	CO2	khzth;fs; rkaf; fhg;gpaq;fis mwptjd; %yk; ftdpj;jy; jpwd; mjpfjpf;fpwJ.
K3	CO3	khzth;fs; Gjpdj;jpd; ,yf;fpa tbtj;ij fw;gjd; %yk; mth;fspd; thrpj;jy;> ftdpj;jy; kw;Wk; njhiyNehf;F rpe;jid tsh;fpwJ.
K4	CO4	khzth;fs; ,yf;fpa tuyhw;wpy; fhg;gpaj;jpd; Njhw;wk; tsh;r;rp Fwpj;J mwptjd; %yk; jkpopd; ngUik kw;Wk; tsh;r;rpia mwpfpwhh;fs;.
K6	CO5	,yf;fz tiffisAk; nkhopngau;g;Gj; jpwidAk;; khzth;fs; tsh;j;J nfhs;fpwhh;fs;.

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

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

		K1	K2	K3	K4	K5
CO1	khzth;fs; fhye;NjhWk; vOe;j fhg;gpaq;fspd; Nghf;ifAk;> jkpopd; tsh;r;rpiaAk; mwpjy;.	√	√			
CO2	khzth;fs; rkaf; fhg;gpaq;fis mwptjd; %yk; ftdpj;jy; jpwd; mjpfjpf;fpwJ.	√	√			
CO3	khzth;fs; Gjpdj;jpd; ,yf;fpa tbtj;ij fw;gjd; %yk; mth;fspd; thrpj;jy;> ftdpj;jy; kw;Wk; njhiyNehf;F rpe;jid tsh;fpwJ.	√	√	√		
CO4	khzth;fs; ,yf;fpa tuyhw;wpy; fhg;gpaj;jpd; Njhw;wk; tsh;r;rp Fwpj;J mwptjd; %yk; jkpopd; ngUik kw;Wk; tsh;r;rpia mwpjy; mwpfpwhh;fs;		√	√		√
CO5	,yf;fz tiffisAk; nkhopngau;g;Gj; jpwidAk;; khzth;fs; tsh;j;Jf; nfhs;fpwhh;fs;.		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC EL03	English-III	3	3			25	75	100

Curriculum/Course Objectives (CO)

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

UNIT	TOPICS
I	**PROSE:** 1. Patriotism beyond Politics and Religion– Abdul kalam 2. Wicked prince – Hans Christian Anderson 3. The Last Leaf- O.Hentry 4. What Happens When We All Have Dog's Hearing—Thomas L.Friedman
II	**POETRY:** 1. Red,Red Rose– Thomas Burns 2. The Psalm of Life – Long Fellow 3. La Belle Dame Sans Merci—John Keats 4. An Unknown Citizen—W.H. Auden
III	**ONE ACT PLAY:** 1. The Dear Departed- Stanley Houghton 2. Under Fire—Laurence Housman
IV	**GRAMMAR: Parts of speech:** 1. Adjectives 2. Preposition(Error Finding) 3. Direct Speech **COMPOSITION:** 4. Mind Map 5. Notice 6. Expansion of Proverb
V	**COMMUNICATION:** 1. Different Types of Asking 2. Group Discussion

TEXT BOOK   Treasure Hunt

REFERENCE BOOKS: *1. Aroma,Nw century Book House Chennai*

*2.Farhuthulla, T.*M. 2006. **Communication Skills for Undergraduate.**
Publishers-RBA.**WEB SITES:**

3.http://www.bbb.co.uk / world service/ learning

4.http://www.manythings.org/pp/

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

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C03	**Television Programme production - Theory**	**5**	**3**	**1**	**1**	**25**	**75**	**100**

Curriculum/Course Objectives

1.	Tohelp students gain Television production skills by producing various programme formats to emphasize the power of sound in Communication.
2.	To enable students to understand the core concepts associated with film and television production through hands-on-training in the same
3.	The students will learn all aspects of sound design and production
4.	CONSIDER the Journalistic and Technical quality of Television news production.
5.	DESCRIBE the core concepts associated with film and television.

UNIT -I
History of Television Colour; Television system - Television Image - Scanning methods - Video signal - Mode of Transmissions - Satellite Communication

UNIT -II
Basics of Television Studio Television studio - Equipment in a Television studio - Equipment in Production Control room - Additional equipment.

UNIT -III
Programme Overviews Television programmes- Programme production- Single camera production- Multi camera production- News and sports. - Production and Technical Personals - Duties and Responsibilities - Programme schedule and Implementation.

UNIT -IV
TVP Equipment handling techniques - Camera controls and operation - Lighting Instruments and Lighting Techniques - Audio controls and operation - Video recorder controls and operation.

UNIT -V
Post Production Techniques Video editing systems - Special effects and transitions - Applying sound effects and sound tracks - Completing a Programme – Capsuling

REFERENCE
1. Television Production Hand Book - Herbert Zettle
2. Television Studio. - Gerald Millerson.
3. Television Production.- Allen Wurtzel.
4. Digital Video Camera Work.-Peter Ward.
5. Television Production Technique.- Gerald Millerson
6. Basic Beta cam Camera Work- Peter Ward.
7. Sight Sound Motion- Herbert Zettle

Course Outcomes (COs)

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

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

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem -III	Subject code	Subject	Cred its	L	P	T	CIA	End Sem	Total
	18 IJMC P03	Radio Programme Production techniques-Practical	5	1	1	3	40	60	100

Curriculum/Course Objectives

1.	To enable the students, learn about radio jockeying.
2.	To become aware of the regional language and the fluency.
3.	To acquire communication skills in order to interact with the audience for their better understanding.
4.	To give students the knowledge about audio editing and sound mixing.
5.	To develop a critical understanding multitrack functioning and online audio editing.

List of Practical: Student has to choose any two topics given below:
1. Preparing log sheet
2. Narration
3. Radio commercials
4. Radio feature
5. Recording outdoor interview
1.   Each student should do two individual projects and submit the record and the program. The script record should be in bound book form commercial must be submitted in DVD.
2.   Each script in the Record should contain
Script Development
•   Title
•   Concept (log line, one liner)
•   Synopsis
•   Treatment
•   Step outline
      Screenplay Development
•   Slug line
•   Action (Audio Description)
•   Character Name
•   Dialogue
      Sample script with storyboard
      Shooting Script
      Editing Script
      Scheduling
      Approximate Budget details
3.All the above sub activities will carry marks evidenced from the record work submitted by the student.

Course Outcomes (COs)

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

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

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

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

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

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

TOOLS FOR ASSESSMENT

CIA-1	CIA-2	Assignment	Seminar	Attendance	Total

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

Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC A03	Digital Photography – Theory	4	2	1	1	25	75	100

Curriculum/Course Objectives

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

UNIT -1
Basic to Digital Camera: parts and types.Menu items and shooting modes. Resolution, File Formats, Lenses.

UNIT -2
Exposure, Black and White Conversion, Intro to Lighting, portrait genres and lighting techniques (studio, natural) Review aperture, shutter speed, ISO.

UNIT -3
Shots Composition tips, and Shooting at Night, sequence editing/ story telling.Camera Raw - Brightness and Contrast, Convert to B&W, save as tif and jpg, crop

UNIT -4
Photo Editing Layers, clone stamp, restoration tools.Burning/Dodging, Masks and Adjustment Layers.Color correction in Raw/Photoshop. Begin Selections.

UNIT -5
Exercises and assignments.

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

Course Outcomes (COs)

CO1	Students will acquire knowledge about the basic functioning of a digital camera.
CO2	Students will become aware of the different kinds of lighting techniques for different kinds of photographs such as portraits.
CO3	Students will comprehend the essentials of a good photograph in terms of composition, angle, etc., that will enhance story telling.
CO4	Students will learn the tools, features and special effects in Photoshop.
CO5	Students will practice taking technically, innovatively and aesthetically beautiful pictures.

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

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
-III	18 IJMC SB02	Inkscape	4	2	1	1	25	75	100

Curriculum/Course Objectives

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

UNIT –I
Object creation: Rectangles and Square tool, cirles/elipses/arcs tool, stars and polygon tool, spirals tool, pencil tool, pen tool, caligraphy tool, text tool, spray tool, paint bucket tool, connector tool.

UNIT –II
Object manipulation, z-order, clipboard, plane symmetries, styling objects, fill, stroke fill, stroke style, opacity, filters, SVG filters, clipping paths.

UNIT –III
Operation on paths, edit paths by node tool, tweak tool, pathoffsets, path-conversion – object to path and stroke to path, path simplify, path-operations, live path effects.

UNIT –IV
Fileformats: SVG, CSS. Adobe illustator, CorelDraw, Microsoft visual drawing, portable document format, svg zip, JPEG, PNG, GIF, BMP, CGM, DIA, EPS, PS, SK1, Sketch, FIG.

UNIT –V
RDF, W3C, Latex, interface and usability, platform supports.

REFERENCE

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

Course Outcomes (COs)

CO1	Students will learn to draw objects using basic geometric shapes in inksape.
CO2	Students will discover different ways to change objects according to their needs using the relevant tools in
CO3	Students will innovatively identify ways to design objects along different paths.
CO4	Students will gain technical knowledge regarding the file formats used in different softwares.
CO5	Students will apply their theoretical input to design creative and effective drawings to become a media entrepreneur

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

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

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

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

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

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			

Sem-III	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
		Value Education	2	2			25	75	100

Curriculum/Course Objectives

1.	values education is associated with those different pedagogies, methods or programmes that teachers or educators use in order to create learning experiences for students.
2.	Helping students to better understand the values that guide their own daily lives,
3.	Contributing to changes in values held collectively by communities and personally by individuals.
4.	Students not only to understand the values, but also to reflect them in their attitudes and behavior, and contribute to society through good citizenship and ethics.
5	To develop his moral and ethical values in human life

Semester 4

	Subject Code	Subjects	Credit	Hours			Marks		
				L	**T**	**P**	CIA	End Sem	Total
IV Semester	18 IJMC TL04	Tamil-IV	3	3			25	75	100
	18 IJMC EL04	English-IV	3	3			25	75	100
	18 IJMC C04	Advertising – Theory	5	3	1	1	25	75	100
	18 IJMC P04	Television Programme production – Practical	5	1	1	3	40	60	100
	18 IJMC A04	Photography – Practical	4		1	3	40	60	100
	18 IJMC SB03	Photoshop & CorelDraw	4	2	1	1	25	75	100
		Environment studies	2	2			25	75	100
	First Internship Training in anyMedia/Production House in 30 days/4 weeks *[to be undertaken during summer holidays]*					Internship report to be evaluated in Semester V			
			26	14	04	08			

Sem-IV	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC TL04	Tamil-IV	3	3			25	75	100

Curriculum/Course Objectives (CO)

1.	rq;f ,yf;fpaj;jpd; ngUikia tpsf;Fjy;.
2.	mw ,yf;fpa rpe;jidia khzth;fSf;F ciuj;jy;.
3.	ehlfk; vDk; ,yf;fpatifapd; jd;ikia $Wjy;.
4.	jkpopd; njhd;ikiaAk; rpwg;igAk; tpsf;Fjy;.
5.	jpiz ,yf;fpaj;ijf; fw;gpj;jy;.

ehd;fhk; gUtk;
jhs; 4 :gz;ila ,yf;fpaq;fSk; ehlfKk;

ghlNehf;fk;:

rq;f ,yf;fpaj;jpd; ntw;wpaAk; ehlfk; vDk; ,yf;fpatifapd; jd;ikiaAk; mfj;jpiz> Gwj;jpiz ,yf;fzq;fisAk;

khztu;fSf;FmwpKfg;gLj;Jjy;.

myF–1 :rq;f ,yf;fpak;

m) neLey;thil   -   KOtJk;

M) FWe;njhif   -   8>16>25 (3 ghly;fs;)

,) mfehD}W   -   121>122>(2 ghly;fs;)
<) GwehD}W   -   47>50.73 (3 ghly;fs;)

myF–2 :gjpndz;fPo;f;fzf;F
m) jpUf;Fws;   -   xOf;fKilik
M) ehybahu;   -   el;ghuha;jy; (1-5 ghly;fs;)
,) gonkhop   -   'rhd;Nwhu; nra;if'Kjy; 5 ghly;fs;
<) jpupfLfk;   -   5 ghly;fs; (91-95)

myF–3 :ehlfk;
Nrujhz;ltk;   -   - ghujpjhrd;;

myF–4 : ,yf;fpatuyhW
m) jkpopd; njhd;ikAk; rpwg;Gk;
M) vl;Lj;njhif
,) gj;Jg;ghl;L
C) gjpndz;fPo;f;fzf;F

ghlE}y;:
jkpo; ,yf;fpatuyhW   -   Kidtu; kJ.r. tpkyhde;jk;
                                       mgpuhkp gjpg;gfk;

ghu;it E}y;fs;:
1. jkpo; ,yf;fpatuyhW   -   nj.ngh.kP.
2. jkpo; ,yf;fpatuyhW   -   Kidtu; K. tujuhrd; rhfpj;jpa mfhnjkp

3. GjpaNehf;fpy;;   -   ePy. gj;kehgd;
jkpo; ,yf;fpatuyhW   rpw;gp

myF–5 : ,yf;fzk;
m) mfj;jpiz   -   FwpQ;rp>Ky;iy>kUjk;>nea;jy;;>ghiyj; jpizfs; kl;Lk;.
M) Gwj;jpiz   ntl;rp> tQ;rp> fhQ;rp >nehr;rp> copiQ> Jk;ig> thif> ghlhz;;> tpsf;fq;fs;;

Course Outcomes (COs)

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

K1	CO1	khzth;fs; rq;f ,yf;fpaj;jpd; ngUikiaAk; jkpopd; njhd;ikiaAk; mwpe;J nfhs;Sjy;.
K2	CO2	khzth;fspd; rpe;jidj; jpwid tsh;j;jy;.
K3	CO3	khzth;fspd; vOj;J> thrpg;G> rpe;jpj;jy; jpwid tsh;j;jy;.
K4	CO4	khzth;fs; gz;ghL kw;Wk; tho;f;if Kiwia mwpe;J nfhs;Sjy;.
K6	CO5	khzth;fs; mf kw;Wk; Gw tho;f;ifia mwpe;J nfhs;Sjy;.

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

K1	CO1	khzth;fs; fhye;NjhWk; vOe;j fhg;gpaq;fspd; Nghf;ifAk;> jkpopd; tsh;r;rpaiAk; mwpjy;.
K2	CO2	khzth;fs; rkaf; fhg;gpaq;fis mwptjd; %yk; ftdpj;jy; jpwd; mjpfjpf;fpwJ.
K3	CO3	khzth;fs; Gjpdj;jpd; ,yf;fpa tbtj;ij fw;gjd; %yk; mth;fspd; thrpj;jy;> ftdpj;jy; kw;Wk; njhiyNehf;F rpe;jid tsh;fpwJ.
K4	CO4	khzth;fs; ,yf;fpa tuyhw;wpy; fhg;gaj;jpd; Njhw;wk; tsh;r;rp Fwpj;J mwptjd; %yk; jkpopd; ngUik kw;Wk; tsh;r;rpia mwpfpwhh;fs;.
K6	CO5	,yf;fz tiffisAk; nkhopngau;g;Gj; jpwidAk;; khzth;fs; tsh;j;J nfhs;fpwhh;fs;.

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

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

		K1	K2	K3	K4	K5
CO1	khzth;fs; fhye;NjhWk; vOe;j fhg;gpaq;fspd; Nghf;ifAk;> jkpopd; tsh;r;rpaiAk; mwpjy;.	√	√			
CO2	khzth;fs; rkaf; fhg;gpaq;fis mwptjd; %yk; ftdpj;jy; jpwd; mjpfpf;fpwJ.	√	√			
CO3	khzth;fs; Gjpdj;jpd; ,yf;fpa tbtj;ij fw;gjd; %yk; mth;fspd; thrpj;jy;> ftdpj;jy; kw;Wk; njhiyNehf;F rpe;jid tsh;fpwJ.	√	√	√		
CO4	khzth;fs; ,yf;fpa tuyhw;wpy; fhg;gaj;jpd; Njhw;wk; tsh;r;rp Fwpj;J mwptjd; %yk; jkpopd; ngUik kw;Wk; tsh;r;rpia mwpfpwhh;fs;		√	√	√	
CO5	,yf;fz tiffisAk; nkhopngau;g;Gj; jpwidAk;; khzth;fs; tsh;j;J nfhs;fpwhh;fs;.			√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-IV	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC EL04	English-IV	3	3			25	75	100

Curriculum/Course Objectives (CO):

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

UNIT   TOPICS

I

PROSE:

1.1 Monday Morning - Mark Twain

1.2 If you are wrong admit it - Dale Carnegie

1.3 The Lion and the Lamb - Leonard Clarke

1.4 A day with pandit Nehru - Nayantara Sagal

1.5 Cindrella - Fairy Tale

II

POETRY:

2.1 Dawn of an Era -Dr. V. Kulandaisamy

2.2 Matilda -Hilaire Belloc

2.3 Think of This, Soon Shall Come the Day – Aruna

III

SELECTED SCENES FROM SHAKESPEARE PLAYS

3.1 Othello - Bed chamber scene

3.2 The Merchant of Venice - Quality of Mercy

3.3 The Tempest - First Meeting between Ferdinand and Miranda

IV

GRAMMAR AND COMPOSITION:

GRAMMAR:

4.1 Future Time

4.2 Error Analysis

1. Parts of Speech

2. Concord

3. Tenses

4. Substitution and Ellipsis

COMPOSITION:

4.3 Minutes Writing

4.4 Resume

4.5 Group Discussion and Interview

V

COMMUNICATION:

5.1 Complimenting and Congratulating

5.2 Expressing Sympathy

5.3 Complaining

5.4 Leaving someone for a short time

5.5 Ending a conversation

TEXT BOOK Treasure Hunt

REFERENCE BOOKS:

1.Aroma,New century Book House Chennai

*2.Farhuthulla, T.*M. 2006. **Communication Skills for Undergraduate.** Publishers-RBA.

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

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

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

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem-IV	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C04	**Advertising – Theory**	**5**	**3**	**1**	**1**	**25**	**75**	**100**

Curriculum/Course Objectives

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

UNIT –I

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

UNIT- II

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

UNIT -III

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

UNIT -IV

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

UNIT -V

Exercises, Print ad creation.

REFERENCE

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

Course Outcomes (COs)

C01	Students will learn Types of Advertising
C02	Students will learn Introduction to advertising strategies
C03	Students will learn Various advertising media and their developments from print to broadcast to internet.
C04	Students will learn history, meaning, definition and functions.
C05	Students will learn the introduction to advertising strategies AIDA, DAGMAR, information processing model

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

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

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

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

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

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			

Sem-IV	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P04	Television Programme production – Practical	5	1	1	3	40	60	100

Curriculum/Course Objectives

1.	To introduce the basics of script witing for television programs.
2.	To learn about different types of lightings used during the process of television program production.
3.	To gain knowledge about types of cameras used in television programs.
4.	To get used to the various techniques and nuances followed in production houses.
5.	To familiarize with shooting, live recording and post processing.

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

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

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

Course Outcomes (COs)

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

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9

CO1	L	L							
CO2		M	M	M					
CO3			M	M	M	M			
CO4					S	S	S	S	
CO5				S	S	S	S	H	H

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem-IV	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC A04	Photography – Practical	4		1	3	40	60	100

Curriculum/Course Objectives

1.	To inculcate students about the basic handling and usage of professional camera.
2.	To help students develop essential skills and techniques for professional photography.
3.	To enlighten students about the various types of photography.
4.	To teach in detail about various modes and techniques used in taking a photograph
5.	To make students understand about the basic working of a professional camera and have a knowledge on various themes of photography.

List of Practical
1. Anatomy of Still Camera
2. Lighting sources
3. Portrait – Group shots, public functions, stage shows
4. Nature Photography- Silhouette
5. Architecture (Interior / Exterior)
6. Human Expressionism
7. Product Photography
8. Image Manipulation
9. Photo Feature
10. Photo Portfolio
11. News photo –Events, Accidnets, Human Interest Story
12. No caption photo
13. Thematic or Concept photo
14. Sports and games
15. Application of digital imaging softwares

Course Outcomes (COs)

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

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

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem-IV	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC SB03	Photoshop & CorelDraw	4	2	1	1	25	75	100

Curriculum/Course Objectives

1.	To introduce the basics of photoshop software.
2.	To learn about different types of images used in application softwares, their resolution, color modes and modules.
3.	To become acquainted with color theory and color management using the necessary tools.
4.	To get used to the various tools available in Photoshop and CorelDraw and working with layers.
5.	To familiarize with image manipulation.

UNIT -I

Introduction to Photoshop, Palettes and the palettes well; creating custom workspaces;
opening images; using file browser, image magnification, viewing document information, drawing guides, setting preferences.

UNIT -2

Bitmap images, vector images; imge size and resolution; scanning images, placing files,
creating new images.Colour modes and modules.

UNIT -3

Colour management, foreground and background colour, using colour picker, selecting
colour with colour palettes, eyedropper tool, swatches palettes.

UNIT -4

The Blush tool, pencil tool, eraser tool, magic eraser tool, background eraser tool etc.
Brush tools and settings, selection basics, filling and stroking, layers and advanced layers.

UNIT -5

Manipulating images, changing canvas style, rotating and flipping images, cropping images, smudge tool, blurring and sharpening images, dodge and burn tool, etc.,

REFERENCE

1.   Adobe Photoshop CS6 Classroom in a Book - Andrew Faulkner,Conrad Chavez.
2.   The Adobe Photoshoplightroom CC book - Scott Kelby.
3.   How to create stunning digital photography - Tony Northup.
4.   How do I do it in the lightroom? - Tony Northup.
5.   Photoshop Elements 15 for dummies - Barbara Obermeier and Ted Padova.

Course Outcomes (COs)

CO1	Students will be introduced to the basic operations in Photoshop.
CO2	Students will have a comprehension regarding the different types of images and their creation using software tools.
CO3	Students will recognize the salience of color in designing and ways to manipulate them using designing softwares.
CO4	Students will become aware of the tools necessary to manipulate images.
CO5	Students will be able to convert images creatively using various tools in Photoshop/CorelDraw.

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

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

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

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

		K	K2	K3	K4	K5
CO1	Know the basic operations in Photoshop.	√	√			
CO2	Comprehend the different types of images and their creation using software tools innovatively	√	√	√	√	
CO3	recognize the salience of color in designing and ways to manipulate them using designing softwares.	√	√	√		
CO4	become aware of the tools necessary to manipulate images innovatively		√	√		√
CO5	convert images creatively using various tools in Photoshop/CorelDraw and start an photoagency to perform the above activities.		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Semester 5

	Subject Code	Subjects	Credit	Hours			Marks		
				L	**T**	**P**	CIA	End Sem	Total
V Semester	18 IJMC C05	Audiography - Theory	5	3	1	1	25	75	100
	18 IJMC C06	Citizen Journalism - Theory	5	4	1		25	75	100
	18 IJMC C07	Folklore Communication	5	3	1	1	25	75	100
	18 IJMC P05	Advertising – Practical	5			5	40	60	100
	18 IJMC P06	First Internship Report Evaluation	5				40	60	100
	18 IJMC NM01	Marketing	3	2	1		25	75	100
			28	12	04	07			

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C05	Audiography - Theory	5	3	1	1	25	75	100

Curriculum/Course Objectives

1.	To introduce the basics of perception of sound and sensitivity of human ear.
2.	To learn about different types of microphones used in the process of audio recording.
3.	To gain knowledge about the equipments used in an audio studio.
4.	To get used to designing a basic recording studio setup and its components.
5.	To introduce about the basics of broadcasting medium like AM and FM

UNIT – I:
Perception of sound - hearing sensitivity - frequency range- sound- wave length; the speed of sound; measuring sound; psychoacoustics - dBA and dBC concepts; musical sounds, noise - signal dynamic range - pitch - harmonics- equalization reverberation time, Sabine formula.

UNIT –II:
Sound isolation and room acoustics- means of control- treatments- studio layout –room dimensions- Basic set-up of recording system-analog, digital,- cables and connectors, interference, microphone , musical stands, equipment inter- connection –input, out meters-the essence of recording engineering.

UNIT-III :
The production chain and responsibilities - recording session, production charts and log, laying tracks, mono, stereo, panning, surround, filters and pad – studio communication, environment, head phones: types and uses, ambience noise, dolbyA,B,C,SR,bdx. LFE.

UNIT-IV:
Microphones types - direction pick up pattern, phantom power, noise, choosing the right mike, technique - Sound reproduction devices - zero level, monitors, specifications listening test- Compression ratios -various sound file extensions- time code, synchronization –positioning of microphones – speech- musical instrument sstandard rules,1/3 rule, care and handling - foley& sound effect creation.

UNIT-V:
Mixing console - Echo and reverberation - special effects units- equalizers & compressors, plug-ins - digital recording software - editing techniques. Input devices - Storage - Output devices - file transfer protocols- networking of studio -streaming - basics of broadcasting- AM, FM, mobile radio, internet radios, community radio, educational radio broadcasts, audio publishing .

References:
1. Philip Newell, Elsivier. Recording Studio Design. Oxford: Focal press. 2005.
2. Strutt, John Williams, Baron. The Theory of Sound. Rayleigh. 1996.
3. Fahy, Frank Foundations of Engineering Acoustics.Academic Press. 2001
4. Acoustics and Psychoacoustics (2nd ed.). Oxford: Focal Press, 2001.
5. Morfey, Christopher L. Dictionary of Acoustics..Academic press.2001.
6. Holman, Tomlinson. Surround Sound: Up and Running.. Oxford: Focalpress.1999.
7. Fletcher, James E. Handbook of Radio and TV broadcasting: Research procedures, New York: Van Nostrand Reinhold, 1981
8. Allen, Stanley R, Audio Media, California: Wadsworth Publishing, 1990
9. Solomon, Tony. Avid Digital Editing Room. Los Angeles:Silman-James Press 1999
10. Chandler, Paul, Basic Radio Journalism, Oxford: Focal Press 2003

Course Outcomes (COs)

CO1	Students will be introduced to the basic recording studio setup.
CO2	Students will learn about audio editing software like audacity, pro tools and audition.
CO3	Students will recognize the importance of sound recording during a media production.
CO4	Students will become aware of the recording instruments used to capture and store audio signals.
CO5	Students will be able to produce a radio broadcast program on their own.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	Familiarize themselves with the basic recording studio setup.	√	√			
CO2	Learnt about audio editing software like audacity, pro tools and audition.	√	√			
CO3	Recognizethe importance of sound recording during a media production.	√	√	√		
CO4	Becomeaware of the recording instruments used to capture and store audio signals.	√	√	√		√
CO5	Produce a radio broadcast program on their own.	√	√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C06	Citizen Journalism - Theory	5	4	1		25	75	100

Curriculum/Course Objectives

1.	To orient students about the nature of society and distinguish it from a community; help them know about the language and culture followed in a region.
2.	To impart knowledge about design technologies and the concept of media convergence.
3.	To familiarize the students with the implications of digital revolution.
4.	To create awareness about human rights and the role of media in it.
5.	To create an understanding about reporting facts and the nature 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 (Historical context) – Mediated communication on modern culture - News inflation and filtering

UNIT II
Design of technologies (control and desire), Inequalities of design, control of public space – laws and regulation - Media stereotypes and bias - Media ecology (Tribal age, Literacy age Print age, Electronic age, New media age), Media in transition, Technological convergence, Media identity, Introduction of participatory culture, Disruptions (New Technologies, New Audiences, New Rhetorics, New Authority)

UNIT III
Digital Revolution- Media literacy – Content analysis in modern context- Democracy in Virtual World - Activism & Civil Disobedience – Activism and civil disobedience without media literacy - Social Justice – Vigilantism - Safe space – Political correctness - post-truth- Technological determinism

UNIT IV
Internet as Human right (net neutrality) - Social Networks and participatory culture - online privacy and citizen surveillance – Crowd sourcing- Non-fiction documentaries - Advocacy Films - Alternative journalists and their agenda - Parody news shows – significance and context.

UNIT V
Open data and open governance - New forms of civic media - Access to information in digital world - Available tools for citizen journalist -Indian government and civic media – impartiality in citizen journalism – source journalism, Citizen media, Participatory journalism. Hyper Local Journalism in today's media market

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 Encyclopaedia of New Media:Citizen Journalism. Bengaluru, India: Anmol Publications.

Course Outcomes (COs)

CO1	DEVELOP basic to professional reporting skills.
CO2	GENERALIZE the significance of mobile journalism.
CO3	EXPLORE the usage and importance of technology in citizen journalism.
CO4	UNDERSTAND various acts and laws for civilians and journalists.

C05	IDENTIFY the importance of reporting in print and online journalism.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	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	DEVELOP basic to professional reporting skills.	√	√			
CO2	GENERALIZE the significance of mobile journalism.	√	√			
CO3	EXPLORE the usage and importance of technology in citizen journalism.	√	√	√	√	√
CO4	UNDERSTAND various acts and laws for civilians and journalists.	√	√	√	√	
CO5	IDENTIFY the importance of reporting in print and online	√	√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C07	Folklore Communication	5	3	1	1	25	75	100

Curriculum/Course Objectives

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

Unit 1
Folklore definition- Definition and Growth of Folkloristics; Classifications- need- Relationship between Literature, Linguistics, Anthropology, History, Psychology, Geography, Ecology, Ethno -mathematics etc. and other departments.

Unit 2
Verbal arts- classifications- Myths, Legends and Tales, Ballads and Songs, Proverbs, Riddles,Rhymes- Talattu (Lullaby), Oppari (Wail), folk songs related to Agriculture, folk songs related to Fisheries, and other professions.

Unit 3
Oral literature – definition- proverbs- definition- types-theories- analysis of proverbs- rules for collection and documentation of proverbs- riddles- tongue twisters- puzzles.

Unit 4
Folk Performing Arts – Definition, Content, Folk Theatrical Tradition in India-Tamilnadu- Folk Dance and Music in Tamilnadu- Folk Festivals of Tamilnadu- Folk Arts and Crafts Forms in Tamilnadu. Bommalattam or puppet show-ChakkaiAttam-Devaraattam-Kamandi or Kaman Pandigai-Kai SilambuAttam-Kali Attam or Kolattam-Karagattam-Kazhaik Kothu-Kolattam-Poi Kalattam-Kummi-MayilAttam or Peacock dance-OttanKoothu-Oyilattam-OyilKummi-PaampuAtam or Snake Dance-PoikkalKuthiraiAattam or Artificial Horse Dance-PuliAattam or Puliyattam (Tiger Dance)-Shattam dance-Paraiyattam-Theruk Koothu-UrummiAttam-Villup Pattu

Unit 5
Folk Festivals of Tamilnadu- Folk Arts and Crafts Forms in Tamilnadu-importance of preservation Documentation of folklore- conducting surveys-classification- publishing-

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

Course Outcomes (COs)

CO1	Students can understand the relationship between language, anthropology and history of a region.
CO2	Students will gain more knowledge about their culture and its historical importance.
CO3	Students will have a clear insight on various art forms in Tamilnadu.
CO4	Students will know how a message is conveyed to people with the help of folk arts.
CO5	Students will perform a folk art with their batchmates at the end of the classes.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	Understand the relationship between language, anthropology and history of a region.	√	√			
CO2	Gain more knowledge about their culture and its historical importance.	√	√	√	√	
CO3	Have a clear insight on various art forms in Tamilnadu.	√	√	√		
CO4	Know how a message is conveyed to people with the help of folk arts.	√	√	√		√
CO5	Innovatively perform a folk art with their batchmates at the end of the classes.	√	√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P05	**Advertising – Practical**	**5**			**5**	**40**	**60**	**100**

Curriculum/Course Objectives

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

List of Practical:
1. Produce classified advertisements
2. Design ear panels
3. Design a visual dominant advertisement
4. Design a copy dominant advertisement
5. Design a solus advertisement
6. Design an ad. for a consumer product for print, radio, TVand web
7. Design a retail advertisement.
8. Design a corporate advertisement
9. Create public service advertisement (PSA) for print, radio, TVand web
10. Design an ad for brand promotion
(Record should contain the thumbnail, rough and comprehensive artwork and copy for all the items listed above)

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

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

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

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

		K1	K2	K3	K4	K5
CO1	EXAMINE practically the concepts and principles of Advertising.	√	√			
CO2	CONSTRUCT creative and innovative media planning strategies in advertising consumer goods and services.	√	√	√	√	
CO3	IDENTIFY phases of Advertising Campaign creation	√	√	√		
CO4	Innovatively create ad copies for various media	√	√	√		√
CO5	DEVISE the Corporate communication plan to become an ad entrepreneur		√	√	√	

TOOLS FOR ASSESSMENT

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

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

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P06	First Internship	5				40	60	100

Curriculum/Course Objectives

1.	To motivate gain knowledge from media industries.
2.	To learn the functions of media industry.
3.	To understand the division of labour in media industry.
4.	Go for an internship for one month to media organization of their choice and submit the report with the work diary in the IV semester
5.	Prepare an internship report for valuation

Students *to be undertaken* their first Internship Training *during summer holidays* in any Media/Production House for a period of 30 days/4 weeks

Scheme of Marks

Report & Work Diary   - 40 Marks
Viva Voce   - 60 Marks
    ----
    100 Marks

Sem-V	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC NM01	Marketing	3	2	1		25	75	100

Curriculum/Course Objectives

1.	To provide information about the evolution of Marketing and functions of marketing.
2.	To gain knowledge about the factors affecting the marketing function.
3.	To corelate marketing with media industry.
4.	To understand the Product life cycle printing and branding.
5.	To gain knowledge on principles of marketing management, market segmentation.

UNIT - I

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

UNIT - II

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

UNIT – III

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

UNIT - IV

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

UNIT - V

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

References:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing
4. Marketing Research Essentials, 5th edition, C. McDaniel & R.Gates
5. Business-to-Business Marketing Research, 1 st Edition, M.Block & T.Block
6. Research for Marketing Decisions by Paul Green, Donald Tull
7. Marketing Research, Concept and Cases- Cooper Schindler
8. Research for Marketing Decisions- Paul Green, Donald Tull, Gerald, Albaurn.
9. Advertising and promotion an IMC perspective, Belch and Belch, TATA McGraw 2005,
10. Strategic Integrated Marketing Communication: Theory and Practice, Larry Percy Butterworth Heinemkann, 2008 paperback edition
11. Integrated Marketing Communication, Dr.Niraj Kumar, Himalaya Publications 2009
12. Introduction advertising and IMC, Duncan Tom, McGraw Hills, 2004.

Course Outcomes (COs)

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

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

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

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

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

		K1	K2	K3	K4	K5
CO1	provide information about the evolution of Marketing and functions of marketing.	√	√	√	√	
CO2	gain knowledge about the factors affecting the marketing function.	√	√	√	√	
CO3	correlate marketing with media industry.	√	√	√		
CO4	understand the Product life cycle printing and branding.		√	√		√
CO5	gain knowledge on principles of marketing management, market segmentation.		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Semester 6

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
VI Semester	18 IJMC C08	Film Studies	5	4	1		25	75	100
	18 IJMC C09	Public Relations	5	3	1	1	25	75	100
	18 IJMC P07	Audio Production – Practical	5			5	40	60	100
	18 IJMC PRJ01	Documentary production -Project	5			5	40	60	100
	18 IJMC NM02	Indian constitution	3	3			25	75	100
			23	10	02	11			

Sem-VI	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C08	Film Studies	5	4	1		25	75	100

Curriculum/Course Objectives

1.	To enable students to have an overview of the basic theories, ideas, and methods of Film and Media studies through routine readings and screenings
2.	Learn the birth & growth of cinema.
3.	Learn the elements & form of cinema
4.	Learn how to write film appreciation
5.	To introduce important concepts (e.g. realism, authorship, narrative, genre, and national cinema), modes of film practice, and critical approaches

Unit 1

Understanding film - What is film – Characteristics – the language of cinema – authorship - a brief history – film movements – Montage theory and Soviet cinema of the 20s – \contemporary international trends.

Unit 2

History and development of Indian Cinema – pioneers of Indian cinema- Phalke and the desi enterprise – Indian cinema 30s to the 60s – The golden 50s – Indian art cinema and the Indian New wave –

Unit 3

History and development of Tamil Cinema – New wave in Tamil cinema – Contemporary trends in Tamil cinema.

Unit 4
Literature and Film - Literary language and Film language- adaptation and notions of fidelity- Narrative structure and strategies in film and fiction - time, space, character and setting - dialogue – music – sound effects.

Unit 5
Censor board- history- New media cinema- television and cinema- Internet and cinema- cinema piracy.
References:
1. Villarejo, Amy. Film Studies: the Basics. Routledge, Indian Reprint, 2009.
2. Hayward, Susan. Key Concepts in Cinema Studies. London: Routledge, 1997.
3. Bywater, Tim and Thomas Sobchack. Introduction to Film Criticism . Pearson India, 2009.
4. Corrigan, Timothy, J. A Short Guide to Writing about Film . Pearson India, 2009.
5. Kupsc, Jarek. The History of Cinema for Beginners. Chennai: Orient Blackswan, 2006.
6. Dix, Andrew. Beginning Film Studies . New Delhi: Viva Books, 2010.
7. Stam, Robert and Alessandra Raengo. Literature and Film: A Guide to Theory and Adaptation. Oxford: Blackwell, 2003

Course Outcomes (COs)

CO1	COMPARE gender and sexuality in film making practices.
CO2	INDICATE the dimensions and functions of Sound in cinema.
CO3	IDENTIFY the tools and techniques of Film production.
CO4	RELATE film perception in terms of its forms, reception aesthetics and interpretation.
CO5	CONNECT basic theories, ideas, and methods of Film and Media studies through routine readings and screenings of modes of film practice, and critical approaches.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	have an overview of the basic theories, ideas, and methods of Film and Media studies through routine readings and screenings	√	√	√	√	
CO2	Learn the birth & growth of cinema.	√	√			
CO3	Learn the elements & form of cinema	√	√	√		
CO4	Learn how to write filmappreciation	√	√	√	√	√
CO5	Understand important concepts to become a film producing entrepreneur	√	√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-VI	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C09	Public Relations	5	3	1	1	25	75	100

Curriculum/Course Objectives

1.	To help students gain a fair knowledge about various Advertising process concepts and principles with basic skills to understand its need in various media contexts and advertising agency management.
2.	DISCUSS the Public Relations environment
3.	CONSTRUCT creative and innovative media planning strategies in advertising consumer goods and services.
4.	To enable students gain insight into the evolution of Corporate Communication and its expanded role in organizational and marketing communication.
5.	EMPLOY the cases specific to process of Public Relations.

UNIT 1
PR definition, elements of PR - functions of PR - Need for PR –
Growth of PR in India – Publicity, propaganda.

UNIT 2
PR practice: business and industry – government and politics –
health and evaluation – corporate communication.

UNIT 3
PR as a tool of modern management-PR and Publicity, Lobbying,
Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services.

UNIT 4
Blogging tools for PR- social media and PR- new media gadgets for PR- Media archive and PR.

UNIT 5
Roles and responsibilities of public Relations Officer- Newsletter-
meaning- need-usage- techniques- Press meet- press report- conducting exhibitions.

References:
1. Innovative promotions that work, Lisa I.cyr, rock port publishers, 2006.
2. Mass Media, Anmol publications pvt ltd, J.L Kumar, New Delhi, 2006.
3. The public relations 2nd edition, Alison Theaker, routledge, USN 2004.
4. Public relation theory and practice, Jane Jhonston, Clara Zawal, Allen & unwin, 2009.
5. Effective public relations – scoff. M. cutlip; Allen h. center, Glen m. broom.Delhi :Pearson education; 2006.

Course Outcomes (COs)

CO1	DETERMINE consumer behaviour in terms of perception, attitude and learning towards decision making in product purchases.
CO2	DESCRIBE the process of Branding with respect to specific brand status.
CO3	TRACE the evolution of Corporate Communication and its expanded role in organizational and marketing communication
CO4	RESEARCH theoretical underpinnings in Public Relations
CO5	ARTICULATE the Corporate communication strategies and tools.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	gain a fair knowledge about various PR process concepts and principles with basic skills to understand its need in various media contexts and advertising	√	√			
CO2	DISCUSS the Public Relations environment	√	√	√	√	
CO3	CONSTRUCT creative and innovative media planning strategies in advertising consumer goods and services.	√	√	√	√	√
CO4	gain insight into the evolution of Corporate Communication and its expanded role in organizational and marketing communication.		√	√	√	
CO5	EMPLOY the cases specific to process of Public Relations to get trained for a career in PR		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-VI	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P07	Audio Production – Practical	5			5	40	60	100

Curriculum/Course Objectives

I.	To enable the students, learn about dubbing and narration
2.	To become aware of the regional language and the fluency.
3.	To acquire communication skills in order to interact with the audience for their better understanding.
4.	To give students the knowledge about audio editing and sound mixing.
5.	To develop a critical understanding multitrack functioning and composing.

Dubbing – narration, commentary etc
Dubbing and multi-track recording Multi track dubbing
Multi track FX recording, Re-recording and final mix
FX- pre-mixing, BGM mixing, Multi track FX mixing and multitrack BGM mixing.
Final mixing and Mastering Multi track voice leveling with mixing, multi-track
FX mixing,Multi track BGM mixing, Bouncing and Mastering.

PROJECT : Use Video from the film Library. Individually do the multi- track recording for a short visual presentation of 5 mts duration.(Mono/Stereo)

Course Outcomes (COs)

CO1	Students will learn to score background music for their short films and documentaries.
CO2	Students will understand the importance and nuances of audio recording.
CO3	Students will able to produce sound effects and understand the functions in rerecording.
CO4	Students will be able to professionally edit, mix and master the sound tracks.
CO5	Students will learn new audio editing softwares like audacity, adobe audition and pro tools.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	learn about dubbing and narration	√	√	√	√	
CO2	become aware of the regional language and the fluency.	√	√			
CO3	acquire communication skills in order to interact with the audience for their better understanding.	√	√	√		
CO4	Gain knowledge about audio editing and sound mixing.	√	√	√	√	
CO5	develop a critical understanding multitrack functioning and composing.		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-VI	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC PRJ01	Documentary production -Project	5			5	40	60	100

Curriculum/Course Objectives

1.	To introduce the basics of script witing for documentaries.
2.	To learn about different types of lightings used during the process of documentary.
3.	To gain knowledge about types of cameras used in documentary shows / films.
4.	To get used to the various techniques and nuances followed in production houses.
5.	To familiarize with shooting, live recording and post processing.

Produce a documentary not more than 15 Minutes

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

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

Course Outcomes (COs)

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

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

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

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

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

		K1	K2	K3	K4	K5
CO1	Students will be introduced to the basic lighting setups used in documentary production.	√	√	√	√	
CO2	Students will learn about editing software such as premiere pro, avid and final cut pro used for documentary video editing.	√	√	√	√	
CO3	Students will recognize the importance of semi script writing in documentaries during the process of production.	√	√	√		
CO4	Students will become aware of the recording instruments used to capture and store audio signals.		√	√		√
CO5	Students will be able to produce documentary film with the help of their batchmates.		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-VI	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC NM02	Indian constitution	3	3			25	75	100

Curriculum/Course Objectives

1.	To enable students to explore the interplay of Law and Ethics to understand the professional responsibilities they have to be conscious while exercising their rights and freedom that the media grants.
2.	To make them to learn various social laws in Press, Broadcast, Human Rights and Cyber Space.
3.	Make the students to critically evaluate the scope and importance of Freedom of Speech and Expression and its restriction on Media.
4.	Introduce the students about various laws and ethics followed in our society.
5.	Students will learn the challenges and issues in content regulation of Media.

Unit 1
Indian constitution: preamble, salient features, Fundamental rights and duties, directive principle of state policy, freedom of speech and expression: article 19 (1) (a)
and reasonable Restrictions article 19 (2) – Press Freedom during Emergency.
Unit 2
Union Government and its Administration: Federalism, Centre-State relationship, President: Role, power and position, PM and Council of ministers, Cabinet and Central Secretariat, Lok Sabha, RajyaSabha.
Unit 3
State Government and its Administration: Governor: Role and Position, CM and Council of ministers, State Secretariat: Organisation, Structure and Functions.
Unit 4
Local Administration: District's Administration head - Role and Importance, Municipalities: Introduction, Mayor and role of Elected Representatives, Commissioner
of Municipal Corporation, Pachayatiraj: Introduction, PRI: District Panchayat, Elected officials and their roles, Chair person of District Pachayat: Position and role,
Block level: Organizational Hierarchy (Different departments), Village level: Role of Elected and Appointed officials, Importance of grass root democracy
Unit 5
Election Commission: Role and Functioning, Chief Election Commissioner and Election Commissioners, State Election Commission: Role and Functioning, Institute and Bodies for the welfare of SC/ST/OBC and women.

References:
1. History of press, press laws and communication B.N. Ahuja. Surjeet Pub. New Delhi. 1981.
2. Freedom of the press. M.K. Joseph, Anmol Pub. New Delhi 1997.
3. Constitutional law of India. 6e, Dr Justice Durga Das Basu Prentice Hall of India P ltd. New Delhi. 1991.
4. Khosla, Madhav, THE INDIAN CONSTITUTION, Oxford University Press, 2011
5. Kumar, K.R. et al INDIAN CONSTITUTION, Anmol Publications, 2011

Course Outcomes (COs)

CO1	EXPLAIN the role and functions of Journalism in society and democracy.
CO2	DEVELOP understanding of Media and its relationship with India's Constitution and Media Laws.
CO3	APPRAISE on the principles of social ethics besides role and importance of ethical and responsible Journalism
CO4	DESCRIBE Indian Constitution, Central and State government functionalities in India.
CO5	EVALUATE various Laws in Press, Broadcast, Human Rights and Cyber Space.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	To enable students to explore the interplay of Law and Ethics to understand the professional responsibilities they have to be conscious while exercising their rights and freedom that the media grants.	√	√			
CO2	To make them to learn various social laws in Press, Broadcast, Human Rights	√	√	√		
CO3	Make the students to CRITICIZE the scope and importance of Freedom of Speech and Expression and its restriction on Media.	√	√	√	√	√
CO4	Introduce the students about various laws and ethics followed in our society.	√	√	√		√
CO5	Students will learn the challenges and issues in content regulation of Media.		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Semester 7

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
VII Semester	18 IJMC C10	Communication Theories and Models	5	5			25	75	100
	18 IJMC C11	Electronic Newsgathering & Reporting(ENG)	5	3	1	1	25	75	100
	18 IJMC C12	Media Laws and Ethics	5	5			25	75	100
	18 IJMC P08	Fundamentals of Animation – Practical	5			5	40	60	100
	18 IJMC E01	Compeering and Anchoring –Practical	4		2	2	40	60	100
		Human Rights	2	2			25	75	100
			26	15	03	08			

Sem-VII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C10	Communication Theories and Models	5	5			25	75	100

Curriculum/Course Objectives

1.	To make students conversant with the need, scope and important concepts of Communication.
2.	ESTABLISH practical solutions to communication problems.
3.	To make students understand factors governing national development by critically evaluating developmental approaches and programmes in the context of Communication
4.	To introduce students to Communication Models and expose them to the various theories of Mass Communication.
5.	To develop a critical understanding of Mass Media, its potentialities and impact.

Unit 1

Definitions, nature, scope, need and importance of Communication –– Different types/kinds of Communication – verbal-non-verbal-organizational-inter-intra-group-mass communication – Communication process, barrier and importance of language - seven C's and Ten Commandments of Communication - sociological and psychological aspects of Communication

Unit 2

Mass Media Communication: Definition and Characteristics of mass media- different forms-/types – Functions-Print-Electronic (TV Radio), New Media (Computer-internet-Websites), Advertising, Public Relations- publicity, propaganda and public opinion formation.

Unit 3

Theoretical concepts and constructs in Communication models: Media as a message (Marshall McLuhan) Harold innis,Berlo's SMCR linear model, Shannon & Weaver's mathematical model, Harold Lasswell's model, Osgood &Willbur Schramm's model, Dance helical model, spiral model, Gerbner, Newcomb's ABX model-convergence model and Gate keeping model , TAM models etc., **Communication theories:** Hypodermic needle theory, bullet theory,media cultivation theory, agenda setting theory, spiral of silence theory, Framing theory, public opinion theory, social learning theory,

Unit 4

Media Uses and effects: Effects theories- cognitive dissonance theory, Diffusion of Innovation theory, Uses and Gratification approach/theory, audience reception theory – Media and Culture theories-Knowledge Gap theory etc. – Influence of media on Society and Culture

Unit 5

Communication and Culture: Media as culture industries, commoditization of culture, multi-cultural content/information -New Media communication technologies, digital divide - Globalization of media analysis, decision making, implementation – media policies implications-Strength, Weakness, Opportunity and Threats (SWOT).

References
1. Communication and Development; A Critical Perspective- Everett M.Rogers
2. Communication for Development in the Third World- SrinivasR.Melkote, Sage Publication, New Delhi
3. Mass Communication Theory- Denis Mc Quail, Sage Publications
4. Mass Communication Theory- Stanley J Barab& Dennis K Davis.
5. Essentials of Mass Communication Theory, Asa Berger, Sage, New Delhi -2000
6. A Taxonomy of Concepts in Communication, Hasting House, New York
7. Dynamics of Mass Communication-Dominik, Joseph
8. Introduction to Mass Communication – Keval J Kumar, Jaico Publishing House, Mumbai
9. Theories of Mass Communication- Mattelart Et al, Sage, London 1998
10. Communication Models- Denis Mcquail and Sven Winhal- Longman, New York, 1981.
11. India's Communication Revolution from Bullock carts to Cyber Mart-Aravind Singhal & Everett Rogers, Sage Publications 2001.

Course Outcomes (COs)

CO1	TRACE the historical development of Media Theories and its link with historically important social, political and technological events/issues in the field of Mass Communication.
CO2	DEMONSTRATE the basic theories and ideologies of Mass Communication in research and practiceby developing an understanding of its strengths and limitations.
CO3	COMPREHEND the acceptance of Mass Communication theories throughout society.
CO4	CRITICIZE the relevance of Mass Communication at the centre of perception between "truth "and "reality".
CO5	SCHEMATIZE various Psychological and Sociological Communication theories on the process of Formulation of Perception.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	TRACE the historical development of Media Theories and its link with historically important social, political and technological events/issues in the	√	√			
CO2	DEMONSTRATE the basic theories and ideologies of Mass Communication in	√	√	√	√	
CO3	COMPREHEND the acceptance of Mass Communication theories throughout society.	√	√	√		
CO4	CRITICIZE the relevance of Mass Communication at the centre of perception between "truth "and "reality".		√	√		√
CO5	SCHEMATIZE various Psychological and Sociological Communication theories on the process of Formulation of Perception.		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-VII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C11	**Electronic Newsgathering & Reporting**	5	3	1	1	2 5	75	100

Curriculum/Course Objectives

1.	To introduce students to the basics of journalism.
2.	To inculcate the knowledge of Concept of reporting in journalism.
3.	To acquaint them with important aspects of Editorial structure and news writing in the Process of Journalism.
4.	To develop the knowledge of skills in news editing principles and practices in journalism.
5.	Students should be able to explore the organizational relationship between two indispensable parts of News Reporting and Editing and to enhance journalistic skills of understand the news making process .

Unit: 1

Electronic News Gathering: Concept, definition, elements and types of News – News values News source– Collection and gathering of news-Selection of news, news format, hard and soft stories- types of news programmes **-** Role and Functions of News room and different editorial boards (*AIR, Doordarshan* and Private Satellite Channels), News gathering and writing & editing – Writing simple news stories, Flash news/Breaking News, Headlines, paraphrasing, attribution and quoting, Journalists jargons.

Unit: 2

News Reporting: Concept of Reporting, Types of reporting, tools for news gathering, reporting skills and techniques for different media – Different beats coverage-general, political (Covering speeches), crime, hospital, courts, government ministries and offices, Parliamentary and State Legislative assemblies, business, sports, agricultural, social issues, development reporting, natural calamities, non-government organizational activities, seminar, conferences and obituaries reporting with new technologies.

Unit: 3

Radio news writing: Writing for the years: Five principles, making news copy sound lively, shape the news (sentence, grammar and language), Structure and content of news items- Grab the attention of the listeners and retain their interest –News translation- Hourly bulletins and special bulletins-Interviewing for Radio news-News bulletin editing-Help the news readers/presenters.

Television news writing: Writing for sight and sound (Audio visual) medium, making news copy lively, shape the news (sentence, grammar and language), Structure of news items- Grab the attention of the listeners and retain their interest –News translation- Interviewing for TV news- Hourly bulletins and special bulletins-Voice over-Voice bite- live and recorded news coverage.

Unit: 4

News Bulletins presentation: Bulletin package (story selection and arrangement of news priority preparation of run down), voice and visual synchronization of News – Bulletins structure and content-Live and Recorded news bulletins-actuality, inserts of voice and visual reports-running order- approach to news presenters. Special stories/features, Live reporting --- on camera Phone in news anchoring, News Broadcasting live and recorded version- Regulation of policy frame work-Social and cultural impacts of Electronic media.

Unit: 5

Online Journalism: Scope of web and online journalism - news gathering, writing and editing for on-line newspapers, e-magazines and web media (blog, websites, social media)

References

1. Broadcast Journalism-Basic Principles-SC Bhatt, HarAnand Publications, New Delhi (1993)
2. Radio and TV Journalism, K.M.Shrivatsava, Sterling Publications (1989)
3. Holland, P (1998). The Television Handbook.Routledge
4. Armer, Alan; Directing TV and Film. Wadsworth. Thompson earning, 2000
5. Basic Radio Journalism, Paul Chantler, Peter Stewart, Focal Press, (1977) 2nd Edition

6. Morley, John: Scriptwriting for high impact video. Wadsworth. Thompson earning, 2000
7. Here's the News- A Radio Manual-Paul De Maeseneer UNESCO
8. Andrew Boyd, Broadcast Journalism (2007) Focal Press, London
9. N.C.Pant, Modern Journalism, (2002) Kanishka Publishers, New Delhi
10. Aravind Kumar, Electronic Media (2000) Anmol Publications Pvt. Ltd, New Delhi
11. Digital Broadcasting Journalism, Jitendra Kumar Sharma, Authors Press (2003)

Course Outcomes (COs)

COI	The students acquired basic knowledge to the basics of journalism and working pattern of various print media platform.
CO2	The student's acquaintance the knowledge of Concept of reporting in journalism.
CO3	Students would be able themselves to familiarize with important aspects of Editorial structure and news writing and various media content in the Process of Journalism.
CO4	Students will be able to develop the knowledge of skills in news/book editing principles and practices in journalism.
CO5	Students have enhanced and acquired the skills of Journalism.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	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	Gain basic knowledge of journalism and working pattern of various print media	√	√			
CO2	Get acquainted with the Concept of reporting in journalism.	√	√			
CO3	Students would be able to familiarize themselves with important aspects of Editorial structure and news writing and various media content in the Process of Journalism.	√	√	√		
CO4	develop the knowledge of skills in news/book editing principles and innovative practices in journalism.	√	√	√		√
CO5	have enhanced and acquired the skills of Journalism to become independent news gatherers		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-VII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C12	Media Laws and Ethics	5	5			25	75	100

Curriculum/Course Objectives

1.	To enable students to explore the interplay of Law and Ethics to understand the professional responsibilities they have to be conscious while exercising their rights and freedom that the media grants.
2.	To make them to learn various Media Laws in Press, Broadcast, Human Rights and Cyber Space.
3.	Make the students to critically analyse the scope and importance of Freedom of Speech and Expression and its restriction on Media.
4.	Introduce the laws and ethics of Media in our society.
5.	Students will learn the challenges and issues in content regulation of Media.

Unit 1: Indian Constitution

Nature and Scope of Indian constitution -Fundamental Rights: Scope and limitations. Specific Provisions of Indian Constitution relating to mass media, Citizenship, Functions of Executive, Judiciary, Legislature, Directive Principles

Unit 2: Fundamentals of Media Laws and Relevant acts

Freedom of speech and Expression: Rights, privileges and liabilities of the press, Censorship, Right to information. Laws and Constitutional Provisions pertaining to Human Rights in India.Right to information Act- Right to Education Act. Important acts relating to mass media: Indian Penal Code, PRB Act, Official, Secret Act Copyright, Trademark Acts, MRTP, Parliamentary privileges, Contempt of Court, Working Journalist Act. Defamation - Case laws relating to press and media in India

Unit3: Cyber Laws in India

The need for cyber-laws, nature and scope of cyber laws, Approaches to Cyber-laws cybercrimes, obscenity, digital signature, IPR, piracy, privacy. Domain Name Registration Issues, Role and Responsibilities of ICANN, etc. – Media Convergence Bill

Unit 4: Media Ethics

Media Ethics- Ethics-an Introduction Ethics-Definition, Media Ethics-Social responsibility of media, law and ethics, Need for media ethics, Professionalism, Code of ethics, institutional code, Press council, economic pressures and social responsibility, basic components of media ethics-truth-telling, credibility, accountability, justice, fairness, freedom.

Unit 5: Ethics of Photo and Video Journalism, editing visuals, shocking images, Live-shows, talk-shows, misleading information, manipulating news, Persuasion in Advertising Media Ethics, Special Audiences, What to Advertise Media Ethics. Information ethics- Issues of privacy, plagiarism, software piracy, Ethics in Cyberspace, Intellectual Property Rights, anonymity, Hyper linking, democratic values and internet, pornography.

References

1.Basu, Law of the Press in India. Prentice-Hall India
2. Basu. Introduction to Indian Constitution. Prentice-Hall India
3. Zelezny, E (1997): Communication Law: Liberties, Restraints and the Modern Media. Thomson Learning
4. Basu. Shorter Constitution of India. Prentice-Hall India
5. Na. Vijayshankar. Cyber-laws in India. Citizen's guide
6. Hameling, Cess (2001). Ethics of Cyber-Space. Sage Publications
7. Day, E (2000): Ethics in Media Communications: Cases and Controversies. Thomson Learning
8. Leslie (2000). Mass Communication Ethics. Thomson Learning
9. Belsey, A and Chadwick, R (1992). Ethical Issues in Journalism and the Media
10. Gillmor, E (1998): Mass communication Laws: Cases and Comments. Thomson Learning
11. Gillmor (1996) Fundamentals of Mass Communication Laws. Thomson Learning

Course Outcomes (COs)

CO1	EXPLAIN the role and functions of Journalism in society and democracy.
CO2	DEVELOP understanding of Media and its relationship with India‟s Constitution and Media Laws.
CO3	APPRAISE on the principles of Journalistic Ethics besides role and importance of ethical and responsible Journalism
CO4	DESCRIBEIndian Constitution, Central and State government functionalities in India.
CO5	EVALUATE various Media Laws in Press, Broadcast, Human Rights and Cyber Space.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	EXPLAIN the role and functions of Journalism in society and democracy.	√	√			
CO2	DEVELOP understanding of Media and its relationship with India‟s Constitution and Media Laws.	√	√			
CO3	APPRAISE on the principles of Journalistic Ethics besides role and importance of ethical and responsible Journalism	√	√	√	√	
CO4	DESCRIBE Indian Constitution, Central and State government functionalities in India.	√	√	√	√	
CO5	EVALUATE various Media Laws in Press, Broadcast, Human Rights and Cyber Space.	√	√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-VII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P08	Fundamentals of Animation – Practical	5			5	40	60	100

Curriculum/Course Objectives

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

Use 2D—Images and Graphics software Flash, Adobe After effects or Toon – Bhoom or any Cel Action and TV Paint

- Create a picture with the use of different layers
- Traditional Animation (2D, Cel, Hand Drawn)
- Vector-Based 2D Animation
- Motion graphics
- Simple Button Fades
- Background Swipe
- Text Scroll
- Animating the Images
- Labels
- Animating the Labels in Floating Form

Create 2D animation any Product as your wish

3D Animation software Autodesk 3ds Max, Cinema 4D (CINEMA 4D is a 3D modeling, animation, motion graphic and rendering application developed by MAXON Computer GmbH in Germany.) Houdini.(is a 3D animation application software developed by

- Side Effects Software based in Toronto and Poser.
- Animating the 3D Buttons
- Subtle 3D Hover Effect
- Image Animations3 lessons,
- Basic Image Hover Effects
- Images and Captions
- 3D Animation. (CGI, Computer Animation)
- Motion Graphics (Titling, Typography, Animated Logos)
- Stop Motion (Claymation, Cut-Outs)
- Aesthetics and Design of your own choice
- 3-D Modeling, Rendering color and rendering models
- Application Domain and Features
- Mixing of multiple formats of sound, video, text etc.
- Animated shots, product promotion.

Create a very simple version (or skeleton) for a digital character (or Avar) and build up from this with digital muscles, skin, hair, pores etc.

Course Outcomes (COs)

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

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
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	Design different kinds of newspapers and magazines.	√	√			
CO2	To realize how a design can influence the users of the medium.	√	√	√	√	
CO3	Comprehend the challenges/problems in making a design.	√	√	√		
CO4	Evaluate the nature of new media and their audiences	√	√	√		
CO5	design posters, invitations visiting cards, danglers and pop up cards and become an entrepreneur and art director	√	√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-VII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC E01	Compeering and Anchoring –Practical	4		2	2	40	60	100

Curriculum/Course Objectives

1.	To enable the students interact with the audience.
2.	To become aware of the regional literature and their accent.
3.	To acquire communication skills and lose the fear of camera.
4.	To equip students with the awareness and strategies needed to speak more efficiently and engage with the audience.
5.	To develop a critical understanding thementality and mindset of audience and acting accordingly.

1. Practice the following Skills to become good comparer and anchor

Good voice modulation, articulation
Knowledge
Excellent language & communication skills
Versatility
Vibrant attitude
Flexible approach towards the profession
Good, Camera friendly appearance
Smart disposition
Good perception
Good timing
Dynamism
Command over pronunciation
Good general knowledge of issues from different fields
Good sense of humour
Spontaneity
Calm and composed disposition
Unique style
Good mental ability
Leadership qualities are an asset

2. Prepare a Script with the following tips for blasting success of University Festival

Gratitude is always the best place to begin. ...
Being prepared is an act of love. ...
Lead with your best stuff. ...
Know who you're talking to. ...
Research your audience. ...
Actively respect your audience. ...
Never, ever admit to fatigue.
3. Practice Entertain a Serious Audience with the following tips

Bring in a Hook. You can loose an audience in a matter of seconds, especially if you're going down a rabbit hole of old, useless tactics everyone has heard before. ...

- Add in Some Funk. ...
- Make Them Curious. ...
- Be a Revolutionary. ...
- Make Them Dance. ...
- In Conclusion.

4. Practice to host a programme for the successful of event
- Plan ahead
- Collaborate
- Create Buzz
- Why should they attend?
- Make it convenient
- Remind them

- o Plan for walk-ins
- o Request attendee feedback
- o Follow up with absentees
- o Sales Follow up

5. Practice to present News anchor for radio and Television Channels
6. Practice to present News reporter for radio and Television Channels
7. Practice to present weather forecast as meteorologist for TV channels
8. Practice as Program anchors to specialize in entertainment programs such as award shows, music & dance shows, comedy shows, reality shows, cooking, sports, crime reports or talk shows and debates etc.

(ALL the above exercises should be recorded in class observation record and any THREE exercises should be produced as audio video production.)

Course Outcomes (COs)

CO1	Students will learn to present themselves in public
CO2	Students will host a show seamlessly in a proper manner.
CO3	Understand factors in communicating with the passive and active audience.
CO4	face the public without fear and train to become an RJ
CO5	Students will learn to overcome the obstacles of language barrier

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

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

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

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

		K1	K2	K3	K4	K5
CO1	learn to present themselves in public	√	√	√		
CO2	host a show seamlessly in a proper manner.	√	√			
CO3	Communicatr with the passive and active audience.	√	√	√		
CO4	face the public without fear	√	√	√		
CO5	learn to overcome the obstacles of language barrier	√	√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-VII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
		Human Rights	2	2			25	75	100

Curriculum/Course Objectives

1.	To enable students to explore the interplay of Law and Ethics to understand the professional responsibilities they have to be conscious while exercising their rights and freedom that the media grants.
2.	To make them to learn various Media Laws in Press, Broadcast, Human Rights and Cyber Space.
3.	Make the students to CRITICIZE the scope and importance of Freedom of Speech and Expression and its restriction on Media.
4.	Introduce the laws and ethics of Media in our society.
5.	Students will learn the challenges and issues in content regulation of Media.

Unit-1
Definitions and historical evolution of Human Rights – Formation and functions of UNO, UNHRC-Constitutional provision for protection of Human Rights-Fundamental Rights and directive principles of State Policy-Constitutional acts on Human Rights after independence-Fundamental duties and Human Rights education.

Unit-2
Civil, political and Economic Rights: The Constitution classification of the seven fundamental rights: (a) Right to **equality** (b) Right to freedom (Expression, Work, Adequate wages, Property, reasonable hours of industry, working hours, Education, Family, life, Vote and Contest in Elections, hold Public Offices, information) (c) Right against exploitation (d) Right to freedom of religion (e) Cultural and educational rights (f) Right to property (g) Right to **constitutional** remedies - Criticize the Govt., democratic Governance – Human Rights and Consumer/customer Protection Organisation- Social and Cultural Rights-Right to Clean Environment.

Unit-3
Human Rights Activities in India and other countries –UNHRC declaration 1948- Human Rights Act 1993 – Rules, Regulations, functions and organizational structure of National Human Rights Commission and State Human Rights Commission-Human Rights organizations in India: Honour for Women National Campaign, Manab Adhikar Sangram Samiti, Confederation of Human Rights Organizations ,Forum for Fact-finding Documentation and Advocacy ,Human Rights Documentation Centre, National Campaign on Dalit Human Rights, Vigil India Movement , Kashmir Human Rights Commission, International human rights association) – Human Rights Courts.

Unit-4
Human Rights and social development toward democratization and social justice – Indian Freedom Movement- Peasant Movement- Women's Movement- SC/ST Movements – Environment Movement- Human rights and the Millennium Development Goals

Unit-5
Human Rights Violations - Use of torture by police, Religious violence, Caste related issues, Freedom of expression, Children, women, minorities, SC/ST, AIDS-HIV patients, LGBT (Homosexuality)rights, Transgender, Convicts and Prisoners, Slavery and Disabled, Provision of Constitutional Rights during the arrest etc.,

References:
1. Teaching of Human Rights-BaradatSergioandSwaronjaliGhose (2009), Dominent Publishers and Distributors New Delhi
2. India and Human Rights: Reflections by T.S.N. Sastry (2005)
3. Human Rights in India: Historical, Social and Political Perspectives NirmalChiranjivi J.(2005) Concept Publishing Co
4. Implementation Of Basic Human Rights by Manoj Kumar Sinha (2013) UBS Publishers
5. Applied Indian Paradigms of Human Rights : With Reference to Samvedanaa, Sanskaar &Adhikaar by Piyush Aggarwal & Dr.Ashutosh Angiras (2017) Notion Press
6. The Constitution of India Paperback – by Dr. B.R.Ambedkar (2016), inspiredeal
7. The Indian Constitution: Cornerstone of A Nation (Classic Reissue) by Austin Granville (1999) Repro Books

8. Human Rights Dimension OfLabour Rights In India by SrigouriKosuri (– 2013) Readworthy Press Corporation.
9. Profiles in Humanity: The Battle for Peace, Freedom, Equality, and Human Rights Hardcover
by Hachette India (2012) Hachette India
10. Human Rights Law and Practice by Das Jatindra Kumar (– 2016) UBS Publishers
11. Interpretation of Statutes & Legislation Paperback by M.P. Tandon (–2015) Allahabad Law Agency
12. International Law And Human Rights (Twenty First Edition) by Dr. H.O. AGARWAL (2016) Sharma Books India

Course Outcomes (COs)

CO1	EXPLAIN the role and functions of Journalism in society and democracy.
CO2	DEVELOP understanding of Media and its relationship with India"s Constitution and Media Laws.
CO3	APPRAISE on the principles of Journalistic Ethics besides role and importance of ethical and responsible Journalism
CO4	DESCRIBEIndian Constitution, Central and State government functionalities in India.
CO5	EVALUATE various Media Laws in Press, Broadcast, Human Rights and Cyber Space.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	EXPLAIN the role and functions of Journalism in society and democracy.	√	√			
CO2	DEVELOP understanding of Media and its relationship with India"s Constitution	√	√	√		
CO3	APPRAISE on the principles of Journalistic Ethics besides role and importance of ethical and responsible Journalism	√	√	√		
CO4	DESCRIBE Indian Constitution, Central and State government functionalities in India.	√	√	√		
CO5	EVALUATE various Media Laws in Press, Broadcast, Human Rights and Cyber Space.	√	√	√	√	

TOOLS FOR ASSESSMENT

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

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

Semester 8

	Subject Code	Subjects	Credit	Hours			Marks		
				L	**T**	**P**	CIA	End Sem	Total
VIII Semester	18 IJMC C13	Film theories and criticism	5	3	1	1	25	75	100
	18 IJMC C14	New Media Theory	5	5			25	75	100
	18 IJMC P09	Web Design –Practical	5			5	40	60	100
	18 IJMC P10	Short Film –Practical	5			5	40	60	100
	Supportive 1		3	3			25	75	100
	Second Internship Training in Media/Production House in 30 days/4 weeks *[to be undertaken during summer holidays]*			Internship report to be evaluated in Semester IX					
			23	11	1	11			

Sem-VIII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C13	Film theories and criticism	5	3	1	1	25	75	100

Curriculum/Course Objectives

1.	To introduce students to the diverse genre of films in the industry.
2.	To inculcate the knowledge of analysis of films and criticise the style of film making.
3.	To acquaint them with important aspects of films and its representation to the audience.
4.	To develop the knowledge of skills in reviewing a film based on its intelligence.
5.	Students should be able to explore the relationship between the director and the audience who watch the film.

Unit I: Elements and Characteristics of Film
Film is an art, Film as a social document, Film as a medium of mass communication. Conceptual issues. Process and aspects of film making, Indian (Hindi, Tamil & other languages) films content, narratives, style, text, language and grammar- Cinema in the third world countries (Japanese, Far east, Middle east). Contemporary trends
Unit II: Evolution of Cinema.
Film forms and film History: Early Cinema (1893-1903). Development of Classical Hollywood cinema (1903-1927).German expressionism (1919-1924). French Impressionism and Surrealism (1917-1930). Soviet Montage (1924-1930). The Classical Hollywood Cinema after the coming of sound.Italian neo-realism (1942-1951).The French New wave (1959-1964). Japanese films (cinema).
Unit-III
Film Theories and analysis- Understanding of film theories – Theories adoption novel to film-Apparatus theory, Auteur theory, Cognitive film theory, Genre studies, Linguistic film theory, Marxist film theory, Gaze Psychoanalytic film theory, Queer theory, Schreiber theory, Screen theory, Structuralist film theory -
Unit IV:
Film Criticism and Appreciation –Understanding film criticism – interpretation of structure and style of films- judgment (Comparison with other genre, or a director's or actor's work with other films) –Film appreciation- good understanding and potential and key dynamics of films (technology, art, industry etc). Evaluation of *films -film* reviews.
Unit V: Trends in Film Industry
Basics of Film economics film organizations, festivals & awards. New developments in film industries-- special effects, computer graphics digital films making. Film Industry and Globalization
References
1.The Cinema of India(1896-2000) Thoraval, Yves(2000)
2. Indian Popular Cinema- Singh, Gokul,andWimalDissanayake: Orient Longman
3. Indian Cinema, K. Naresh Kumar, Haranand Publications, New Delhi, 1995.
4. Talking About Films Chidananda Das Gupta, , Orient Longman Ltd, New Delhi, 1981
5. Encyclopedia of Indian Cinema - Arora:
6. Eye of the Serpent - Theodor Baskararan
7. Contemporary Film theory. Longman Critical Readers-Hope, Anthony East(Eds)
8. Movies and Methods: An Anthology Volume I and II - Nicholas, Bill (Eds)(1990)
9. Film Stars in Indian Politics: Agnihotril
10. Image Trap - M.S.S. Pandian: Sage Publications
11. Ideology of Hindu Film, M. Madhava Prasad, Oxford, Calcutta, 1998
12. K. MotiGokulsingh&WimalDissanayake, Indian Popular Cinema, Orient Longman, 1998

Course Outcomes (COs)

CO1	The students will able to connect basic theories, ideas, and methods of Film and Media studies through routine readings and screenings of modes of film practice, and critical approaches.
CO2	The student's acquaintance the knowledge of film making and the difficulties in reviewing a film.
CO3	Students would be able themselves to familiarize with important aspects of understanding a film and its impact in the society.
CO4	Students will be able to develop the knowledge of skills in analysing and criticising a film.
CO5	Students have enhanced and acquired the skills of theories and connect it with the art films.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	to connect basic theories, ideas, and methods of Film and Media studies through routine readings and screenings of modes of film practice, and critical approaches.	√	√	√	√	
CO2	Acquaint themselves with the knowledge of film making and the difficulties in reviewing a film.	√	√	√	√	
CO3	familiarize with important aspects of understanding a film and its impact in the society.	√	√	√		
CO4	develop the knowledge of skills in analysing and criticising a film.	√	√	√		√
CO5	acquire the skills of film making and connect it with the art films to become a film entrepreneur		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem- VIII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C14	New Media Theories	5	5			25	75	100

Curriculum/Course Objective:

1.	Introduce the theories in new media
2.	To familiarize students on the distinctions of new media by critically evaluating theories of new media and its effects.
3.	Make the students to learn the current theories in journalism
4.	Enable the students to learn New Media technology and its relevance to social interaction.
5.	Makes the students to explore theories characteristics of Information Society.

Unit 1
Introduction to New Media Technologies- Computers-internet-websites- RSS feed, blog, web pages, search engines- online newspapers and magazines-E-journal, E-books, Smart mobile phones-web radio, web TV- Media convergence.

Unit-2
New Media Technologies uses and functions- interpersonal, mediated and mass communication – information, education and entertainment-synchronous and Asynchronous Communication (SMS, MMS, e-mail, instant messaging, chat, computer gaming (online and offline) web browsing

Unit-3
Knowledge highway society- paradigm shift from Information poor to information rich –Knowledge (Information) Society- information and Democracy - Regulation school theory – Network society- Information and post modernity

Unit-4
Socio-Cultural effects of New Media Communication: Use of Social Networking, information overflow, Digital divide- Cultural alienation-Technological determinism.

Unit-5
New Media Issues and Challenges: invasion of Privacy, Piracy, Cyber crimes, Indian telecommunication policies, IT policies, bills, Acts and Regulations. Functions of Telecom Regulatory Authority of India (TRAI) Broadcasting Regulatory Authority of India (BRAI), and Broadcasting Content Complaints Council (BCCC)

References:
1. Theories of Information Society- Webster- Routledge Press London 2002
2. Understanding Media McLuhan, Powell Books
3. Language of New Media- Lev Manovich MIT Press 2001
4. New Media Technology- Cultural and commercial perspective- John V.Pavlik, Allyn and Becon Publications
5. A Social History of the Media from Gutenberg to the internet- Asa Briggs, Perter Burke Polity Press 2009 3rd Edition
6. E-learning: An Expression of the Knowledge Economy- GauravChadha S.M., Tata McGraw-Hill Publications (2002)
7. Convergent Journalism: The fundamentals of Multi-Media Reporting- Quinn, Stephen, Peter Lang Publishing, New York (2005)
8. The Elements of Journalism: What news People should know and the public should expect-Kovach, Bill and Rosentiel- Tom Crown Publishers, New York (2001)
9. Annual Reports of Ministries of Information and Broadcasting, Telecommunications, and Information Technology, Government of India
10. Indian Telecommunication and IT bills
11. PrasarBharathi, broadcasting and regulatory bills,

Course Outcomes (COs)

CO1	DISCUSS New Media technology and its relevance to social interaction.
CO2	DIFFERENTIATE New Media technology on the basis of its characteristics.
CO3	ASSESS Theories of NewMedia in the context of New Media issues and effects.
CO4	Analyse theories characteristics of Information Society.
CO5	Distinctions of new media by critically evaluating theories of new media and its effects.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	DISCUSS New Media technology and its relevance to social interaction.	√	√	√	√	
CO2	DIFFERENTIATE New Media technology on the basis of its characteristics.		√	√	√	
CO3	ASSESS Theories of NewMedia in the context of New Media issues and effects.		√	√		
CO4	Analyse theories characteristics of Information Society.		√	√	√	√
CO5	Distinctions of new media by critically evaluating theories of new media and its effects.		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Sem-VIII	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
Sem-VIII	18 IJMC P09	Web Design Practical	5			5	40	60	100

Curriculum/Course Objectives

1.	To enable the students learn the basics of designing.
2.	To become aware of the numerous types of designs available on the internet.
3.	To acquire knowledge about the stock images and their usage licenses.
4.	To equip students with the awareness and importance of designing in online based medium
5.	To understand the detailing of designing a web page and a website.

Students should be given adequate orientation on Web design/Web publishing and its usability concepts
Web Publishing Tool:

- FrontPage or Dream weaver and MM Flash
- HTML and XML Programming
- Adobe Photoshop
- GIMP
- Adobe Dreamweaver
- Color Wheel
- Pictaculous
- Balsamiq
- Lightshot
- Sublime Text 2

Use Adobe XD and create the following light interface prototype

- Figma.
- Affinity Designer.
- Anime.
- Avocode.
- Zeplin.
- Pattern Lab.

Creation of the web Page with proper links with use of following tools

- Sublime Text.
- Chrome Developer Tools.
- jQuery.
- GitHub.
- Twitter Bootstrap.
- Angular.js.
- Sass.

Creation of a dynamic web page using appropriate web development tool (e.g. Dream weaver) for three different concepts.

Each student should submit individual CD-DVDs **with all** the exercises did during the practical periods (with proper dates and time).

Note
1. The web pages should contain objects created by the students only. **No objects/elements downloaded front the Internet should be used**. If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop.

2. A minimum of Five exercises should be carried out on each theme outlined above

3. At least FIVE web pages designed for different categories of products or organizations must be created for the record

4. All exercises should be accompanied by "paper-page" and "paper-design" in **record** form along with the original fine containing the exercises.

5. The above mentioned are the *minimum requirement* for End semester examination

Course Outcomes (COs)

CO1	Students will learn to create web based designs on their own.
CO2	Students will create a working website and publish the site on internet.
CO3	Understanding factors and difficulties in creating and maintaining a webpage.
CO4	It helps the students to know about the different orientation required for each design in different forms of media.
CO5	Students will learn to overcome the obstacles in creating a web design and coding errors.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	learn to create web based designs on their own.	√	√			
CO2	create a working website and publish the site on internet.	√	√			
CO3	Understand factors and difficulties in creating and maintaining a webpage.	√	√	√		
CO4	know about the different orientation required for each design in different forms of media.	√	√	√		√
CO5	learn to overcome the obstacles in creating a web design and coding errors.		√	√		√

TOOLS FOR ASSESSMENT

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

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

Sem- VIII	Subject code 18 IJMC P10	Subject Short Film –Practical	Credits 5	L	P	T 5	CIA 40	End Sem 60	Total 100

Curriculum/Course Objectives

1.	To introduce the basics of script writing for short films.
2.	To learn about different types of lightings used during the process of shooting a short film.
3.	To gain knowledge about types of cameras used in a short film
4.	To get used to the various techniques and nuances followed in production houses.
5.	To familiarize with shooting, live recording and post processing.

To introduce the nuances of video production on Electronic News Gathering, PSA, Short film and documentary the students have to practice and produced the followings:

Electronic News Gathering

1. Video Coverage of any seminars/conferences/events of the University
2. Write news story of the above seminars/conferences/events coverage record and present in news
room setup
3. Give Voice over to the above seminars/conferences/events coverage
4. Give live report of the above seminars/conferences/events coverage

Television Commercials

1. Produce Public Service Announcement for the duration of 30 sec to 45 sec.
2. Produce any product advertisements for the duration of 10 to 20 sec

Short films/Documentary

Produce a documentary or Short films for the duration of 7 mints to 10 mints.

Evaluation method:

Internal	Marks	External	Marks
Record	10	Record/Viva-Voce	15
ENG Concept and Practice	10	ENG production	15
PSA/Advt Concept and Practice	10	PSA/commercial	15
Short Films/Documentary concept and practice	10	Short Films/Documentary	15

Course Outcomes (COs)

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

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
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	Do the basic lighting setups used in short film production.	√	√			
CO2	learn about editing software such as premiere pro, avid and final cut pro used for short film video editing.	√	√			
CO3	recognize the importance of script writing in short film during the process of production.	√	√	√		
CO4	become aware of the recording instruments used to capture and store audio signals.		√	√		√
CO5	produce short film with the help of their batchmates.		√	√	√	√

TOOLS FOR ASSESSMENT

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

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

Semester 9

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
IX Semester	18 IJMC C15	Media Research Methods	5	5			25	75	100
	18 IJMC C16	Current Affairs and Media Issues	5	3	1	1	25	75	100
	18 IJMC P11	Video Magazines – Practical	5			5	40	60	100
	18 IJMC P12	Second Internship Report Evaluation	5			5	40	60	100
	Supportive 2		3	3					
			23	11	01	11			

Sem-IX	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C15	**Media Research Methods**	5	5			25	75	100

Curriculum/Course Objectives

1.	To make students understand the theoretical concepts of qualitative and quantitative research techniques.
2.	To enhance their applications of research nuances from the stage of research formulation through to presentation.
3.	To gain knowledge about types of research.
4.	To get used to the various techniques and nuances followed during the process of research.
5.	To familiarize with the concepts and factors that influence the result of a research.

UNIT I BASICS OF RESEARCH
Research: Definition and types – Scope of communication research – Ethics in research – Role of theories in research: Socio-Ecological Model (SEM) – Situation Analysis – Multi-site research projects – Research design: purposes, types and elements – Theory building and testing – Validity and reliability – Pilot study.

UNIT II REVIEW OF LITERATURE
Writing review of literature – Meaning – Need and scope – Sources – Citation Tracking – Content Alert Services – Evaluating Sources – Primary Sources – Secondary Sources – Tertiary Sources – Need of critical thinking.

UNIT III QUANTITATIVE METHODS
Quantitative research methods – Goal / aim of the research, usage, type of data and approach; Data collection techniques – Survey, Interviews – Data gathering instruments – Questionnaire, Schedules – Construction of tools – Analysis of data – Statistics: scales of measurement; central tendencies; range; correlation co-efficient, t-test, chi-square, ANOVA, MANOVA, regression – SPSS.

UNIT IV QUALITATIVE METHODS
Qualitative research – Definition – Types of Methods – Observation, interviews, in-depth interview, focus group discussion – Semiotics – Content Analysis – Discourse analysis – Cultural studies. Formative research – Processes and stages, problem grounded on different perspectives – Participatory research: Rapid Rural Appraisal (RRA), Participatory Rural Appraisal (PRA) and Participatory Action Research (PAR).

UNIT V MONITORING AND EVALUATION
Monitoring: Needs and purposes, types, processes, important stages of monitoring, methods and tools, monitoring to ensure proper application, data coding, data processing, data analysis and reporting findings – Evaluation: Purpose of evaluation – Types of evaluation – Methods of evaluation – Scope of evaluation in policy change.

Reference

1. Kultar Singh. Quantitative Social Research Methods, Sage, New Delhi, 2007.
2. N. Narayanasamy. Participatory Rural Appraisal: Principles, Methods and Application, Sage Publications, New Delhi, 2009.
3. C.R. Kothari. Research Methodology Methods and Techniques, New Age International Publishers, New Delhi, 2004.
4. Roger D. Wimmer and Joseph R. Dominick. Mass Media Research: An Introduction, Thomson Wadsworth Publications, 2003.
5. Rebecca R. Rubin, Alan M. Rubin and Paul M. Haridakis. Communication Research: Strategies and Sources, Wadsworth Publishing, 2009.
6. Sherri L. Jackson. Research Methods and Statistics, Cengage Learning, New Delhi, 2009

Course Outcomes (COs)

CO1	CONNECT applications of research nuances from the stage of research formulation through to presentation.
CO2	HYPOTHESIZE various methods and techniques in research on issues and events.
CO3	IDENTIFY the sources and methods of data collection.
CO4	ADMINISTER various Scaling techniques for the concept of Attitude and its formation.
CO5	PRIORITIZE the practical considerations in determining effective sampling for researching a topic.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	CONNECT applications of research nuances from the stage of research formulation through to presentation.	√	√			
CO2	HYPOTHESIZE various methods and techniques in research on issues and events.	√	√	√		
CO3	IDENTIFY the sources and methods of data collection.	√	√	√	√	
CO4	ADMINISTER various Scaling techniques for the concept of Attitude and its formation.	√	√	√		
CO5	PRIORITIZE the practical considerations in determining effective sampling for researching a topic.	√	√	√	√	

TOOLS FOR ASSESSMENT

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

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

Sem-IX	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C16	**Current Affairs and Media Issues**	**5**	**3**	**1**	**1**	**25**	**75**	**100**

Curriculum/Course Objectives

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

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

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

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

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

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

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

Course Outcomes (COs)

CO1	Students will able to understand the concepts of media issues.
CO2	Students will interpret and analyse the events and happenings and act accordingly.
CO3	Students will gain more knowledge by reading newspapers and other dailies.
CO4	Students an differentiate between the issues and analyse the impact in an effective manner.
CO5	Students will know ethical problems in publishing an article and other issues in journalism.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
CO1	L	L							
CO2		M		M					
CO3			M		M	M			
CO4					S	S		S	S
CO5					S	S	S	s	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	understand the concepts of media issues.	√	√			
CO2	interpret and analyse the events and happenings and act accordingly.	√	√			
CO3	gain more knowledge by reading newspapers and other dailies.	√	√	√		
CO4	differentiate between the issues and analyse the impact in an effective manner.	√	√	√	√	
CO5	know ethical problems in publishing an article and other issues in journalism.		√	√	√	

TOOLS FOR ASSESSMENT

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

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

Sem-IX	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P11	Video Magazines – Practical	5			5	40	60	100

Curriculum/Course Objectives

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

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

Course Outcomes (COs)

CO1	The students will able to write a script for their video production project.
CO2	The student's acquaintance the knowledge of story board making and its importance during the process of video
CO3	Students would be able themselves to familiarize with handling multiple cameras in a single video production.
CO4	Students will be able to develop the knowledge of skills in injecting new techniques for video enhancement.
CO5	Students have enhanced and acquired the skills of news production and its values.

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

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

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

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

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

TOOLS FOR ASSESSMENT

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

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

Sem-IX	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC P12	Second Internship	5			5	40	60	100

Curriculum/Course Objectives

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

Curriculum/Course Outcomes

1.	Students would have gained knowledge from media industries.
2.	Students would have learnt the functions of media industry.
3.	Students would have understood the division of labour in media industry.
4.	Students would have undergone internship for one month in a media organization of their choice
5.	Students would have prepared a report about their training in the media industry

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

Scheme of Marks
```
Report & Work Diary        - 40 Marks
Viva Voce               - 60 Marks
                        ------------------
                          100 Marks
                        ------------------
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On successful completion of the course, the students will be able to:

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

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

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

		K1	K2	K3	K4	K5
CO1	gain knowledge from media industries.	√	√			
CO2	learn the functions of media industry.	√	√	√		
CO3	understand the division of labour in media industry.		√	√	√	
CO4	undergo internship for one month in a media organization of their choice			√		√
CO5	prepare a report about their training in the media industry		√	√	√	√

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
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Signatures			

Semester 10

	Subject Code	Subjects	Credit	Hours			Marks		
				L	T	P	CIA	End Sem	Total
X Semester	18 IJMC C17	Online Journalism	5	3	1	1	25	75	100
	18 IJMC PRJ02	Thesis / Dissertation	8		5	3	40	60	100
	18 IJMC PRJ03	E- Media Portfolio Development	8			8	40	60	100
			21	21					

Sem-X	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC C17	Online Journalism	5	3	1	1	25	75	100

Curriculum/Course Objectives (CO):

1.	To introduce students about the functions of new media, internet and online journalism
2.	To trace history and growth of Online Journalism in India, reporting, editing and online production
3.	To teach students about various formats in online media.
4.	Enabling students to the techniques of web pages of online editions of newspapers, know about the effects of online media in this modern era.
5.	To give a clear vision of the use of Internet as a tool for journalists. to the students about the ethics and laws followed in online

UNIT I
Online Journalism: Definition and Concept, Internet as a medium of communication Internet, Intranet, www, online, e-mail, blog, social media, Web 2.0, 3.0 and 4.0 news group, Web servers, Cyberspace: Meaning, Information Super Highway, Internet and Information Revolution

UNIT II
Distinctive Features of Online Media, Online Journalism V/s Other News Mediums, New roles of Journalists in the Internet age, Trends in online Journalism, Online Journalism: Issues and Challenges, Web Blogs, Citizen Journalism

UNIT III
Digital Divide- Writing for the screen vs. writing for print, Linear vs. nonlinear form Styles of web writing: The art of lateral thinking and layering, Features and Articles on the Web, Interviewing on the Web, Do's and Don'ts

UNIT IV
Web page development, inserting, linking; editing and publishing, On-line editions of newspapers- Content management and economics, Conducting online searches and research, online searching techniques, Citing Internet sources, Archiving, Photo Essays

UNIT V
Comparative Analysis of E editions v/s print editions of national dailies, Analysis of News websites, creates a weblog and update regularly. How to start an online magazine (basics)

Reference
1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
2. The New Media Handbook – Andrew Dewdney and Peter Ride
3. Andrew Bonim Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web.
5. Journalism to Online Journalism: Publishing News and Information by Roland De Wolk (Allyn&Bacon,2001)
7. Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Edited by Kevin Kawamoto(Rowman and Lilltlefield Publishers,2003)

Course Outcomes (COs)

CO1	DISCUSS New Media technology and its relevance to social interaction.
CO2	DIFFERENTIATE New Media technology on the basis of its characteristics.
CO3	COMPARE the advantages of various online media formats
CO4	ASSESS Theories of New Media in the context of online Media issues and effects
CO5	ANALYSE theories characteristics of Information Society.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	DISCUSS New Media technology and its relevance to social interaction.	√	√			
CO2	DIFFERENTIATE New Media technology on the basis of its characteristics.	√	√			
CO3	COMPARE the advantages of various online media formats	√	√	√	√	√
CO4	ASSESS Theories of New Media in the context of online Media issues and effects	√	√	√		
CO5	ANALYSE theories characteristics of Information Society.		√	√	√	

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Sem-X	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC PRJ02	Research Project/Thesis / Dissertation	8		5	3	40	60	100

Curriculum/Course Objectives (CO)

1.	To enable students to enrich their skills in data collection.
2.	To familiarize students on analysis, problem-solving, and theorizing in the field concerned.
3.	To teach students about various theories used in the process of dissertation.
4.	Enabling students to know about various research methods followed in the process.
5.	To give a clear vision to the students about the ethics followed in a research

Every student has to work on a research project under the supervision of a faculty member. The research must be about or related to the subject matter of journalism or mass communication. A written dissertation of about 10000 words must be submitted by the end of the semester.

The thesis will be typed in Times Roman 12 pts with 1.5 line space following APA style manual. The report will also have certificate, declaration, acknowledgement, contents page and a one page abstract in hard binding finish. The report will necessarily have 50-60 pages of content.

The written dissertation will be evaluated by the research guide and External Examiner, appointed by Periyar University for 60 marks with continuous internal assessment by the research supervisor for 40 marks.

Viva-voce based on dissertation will be conducted by the External Examiner and the research guide. Dissertations generally follow a fairly standard structure. The following part discusses each of these in turn, and gives more detailed advice about how to prepare and write each one:

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

- o Introduction
- o Literature Review
- o Methodology
- o Data presentation and analysis
- o Result and Discussion
- o Conclusions and Recommendation
- o Reference
- o Appendices

Course Outcomes (COs)

C01	RELATE the Subject and Research Problem through problem-solving skills.
C02	CONNECT the review of literature to deeply understand the discipline.
C03	ARTICULATE the relevant methodology to study an issue.
C04	DEFEND the obtained data.
C05	VALIDATE greater confidence and independence in exploring data.

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

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

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

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

		K1	K2	K3	K4	K5
CO1	RELATE the Subject and Research Problem through problem-solving	√	√			
CO2	CONNECT the review of literature to deeply understand the discipline.	√	√	√	√	
CO3	ARTICULATE the relevant methodology to study an issue.	√	√	√		
CO4	DEFEND the obtained data.			√		√
CO5	VALIDATE greater confidence and independence in exploring data.			√	√	√

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Sem-X	Subject code	Subject	Credits	L	P	T	CIA	End Sem	Total
	18 IJMC PRJ03	E- Media Portfolio Development	8			8	40	60	100

Curriculum/Course Objectives (CO)

1.	Completion of professional quality pieces for the portfolio
2.	Evaluate sample resumes, and develop a resume according to suggested guidelines.
3.	Acquire the skills needed to apply and interview for a job.
4.	Help students assess strengths, weaknesses and desires in career path and research options/possibilities.
5.	Completion of professional quality pieces for the portfolio

Complete web and print portfolio that will include professional quality design work which demonstrate the skills required to secure employment in the field of graphic design.
Analyze, critically evaluate and articulate assessments of their own design work as well as others.
Develop skills to effectively present their portfolio.
In this paper, Students are expected to undertake a Individual production project (mostly nonfiction). Students will be evaluated on the basis of final production outcome and their participation in preproduction, production and post-production activities.

This course is intended to get you started on a portfolio, both with assignments that invite you to create original, compelling creative, but with a workshop-like environment in which students critique and discuss work, learning from each other and helping each other get better.

The student is expected to create a portfolio containing the below requirements

- Fundamentals of Design- Poster, invitation, Business card, Dangler
- Radio Programme Production - Jingle, 5 minute radio show
- Television Programme production – Talk show & Public Service Advertisement
- Photography – 10 Photographs from different genres
- Advertising - 2 Advertisements (Print & Television)
- Audio production -
- Fundamentals of Animation – Demo reel of your animated works
- Elective 1 Compering and Anchoring – Anchor one program
- Web Design – Design a website
- Short Film – 1 short film
- Video Magazines – Produce a video magazine series of minimum 3 programs on any issue of your choice

Course Outcomes (COs)

CO1	Students will be introduced concept of short film making, web designing, photography and producing radio/TV programs.
CO2	Students will learn about job opportunities available in the industry.
CO3	Students will recognize the importance project works and practical examinations conducted by the department.
CO4	Students will become aware of the concept of entrepreneurship.
CO5	Students will be able to get jobs with the help of a media portfolio

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

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

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

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

		K1	K2	K3	K4	K5
CO1	Understand the concept of short film making, web designing, photography and producing radio/TV programs.	√	√			
CO2	learn about job opportunities available in the industry.	√	√			
CO3	recognize the importance project works and practical examinations conducted by the department.		√	√	√	√
CO4	aware of the concept of entrepreneurship.			√		√
CO5	to get jobs with the help of a media portfolio or become an entrepreneur		√	√	√	√

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