

M A Journalism and Mass Communication

OBE REGULATIONS AND SYLLABUS

(With effect from the academic year 2018-2019 onwards)

1. Preamble

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

2. General Graduate Attributes

Core Attribute 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.

Core Attribute 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.

Core Attribute 3: *Research Methods / Project / Practical Knowledge*

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

Core Attribute 4: *Professionalism and Values*

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

Core Attribute 5: *Communication Skills*

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

Core Attribute 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.

Core Attribute 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

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

4. 1.Vision

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

4.2. Mission

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

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

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

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

To impart value-based knowledge through teaching and research.

5. Programme Objectives and Outcomes

Programme Educational Objectives (PEO)

PEO 1 To develop fundamental understanding of the way media function

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

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

Programme Specific Objectives (PSOs)

PSO 1 To develop mass media skills

PSO 2 To impart conceptualizing and writing skills

PSO 3 To coach pre and post production skills

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

Programme outcome (MA Journalism and Mass Communication):

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

PO 1 professionally develop in rendering media related services

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

PO 3 develop research competency in media research

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

PO 5 to follow ethical principles in their life and career

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

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

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

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

PEO vs PO

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

PO Vs GA

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

6. Candidate's eligibility for admission

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

7. Duration of the programme

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

8. CBCS- Structure of the Programme

The programme structure comprises of two parts.

Course Component	No. of Courses	Hours of Learning per semester	Marks	Credits
Semester I				
Core Courses	4	20	400	16
Elective Courses	1	08	100	4
Total	5	28	500	20
Semester II				
Core Courses	3	16	300	16
Supportive	1	3	100	3
Elective Courses	1	4	100	4
Part B (Self-learning credit courses)				
Human Rights	1	2	100	2
Total	6	25	600	21
Semester III				
Core Courses	4	24	600	24
Supportive	1	3	100	3
Elective Courses	1	4	100	4
Part B (Self-learning credit courses)				
-	-	-	-	-
Total	6	31	600	23
Semester IV				
Core Courses	1	4	100	4
Elective Courses	1	4	100	4
Lab Journal	1	12	100	6
Internship	2		200	8
Project	1	12	100	6
Part B (Self-learning credit courses)				
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Total	6	32	600	28
Grand Total	23	116	2300	92

MA (JOURNALISM & MASS COMMUNICATION)**UNIVERSITY DEPARTMENT : (CBCS PATTERN)***[For the students admitted from academic year 2019-20 and thereafter]***9. Curriculum structure for each semester as per course alignment**

Subject Code	Course	Title of the Paper	Hrs	Int	Ext	Total	Credits
Semester I							
18JMC C01	Core I	Communication Theories and Models	4	25	75	100	4
18JMC C02	Core II	News Reporting and Editing	4	25	75	100	4
18JMC C03	Core III	Media Content Analysis	4	25	75	100	4
18JMC EP1	Elective Practical I	Print Production	8	40	60	100	4
18JMC P01	Practical I	Editorial Practice	8	40	60	100	4
Total			28			500	20
Semester II							
18JMC C04	Core IV	Advertising and Corporate communication	4	25	75	100	4
18JMC C05	Core V	Media, Society and Culture	4	25	75	100	4
18JMC E01	Elective II	Communication for Development	4	25	75	100	4
18JMC P02	Practical II	Professional Photography	8	40	60	100	4
Supportive	Chosen by the Student		3	25	75	100	3
Human Rights	Compulsory Paper for ALL students		2	25	75	100	2
Print media Internship I							
for 4 weeks duration to be undertaken by all the students for which viva voce will be conducted in the IV semester							
Total			25			600	21
Semester III							
JMC C06	Core VI	Broadcasting	4	25	75	100	4
JMC C07	Core VII	New Media Studies	4	25	75	100	4
JMC E03	Elective III	Film Studies	4	25	75	100	4
JMC P03	Practical IV	Television Production – Practical	8	40	60	100	4
JMC P04	Practical V	Documentary / Short Film	8	40	60	100	4
Supportive	Chosen by the Student		3	25	75	100	3
Total			31			600	23
Lab Journal							
begins in this semester and will run through to the fourth semester for evaluation at the end of the final year.							
Electronic media/Media Production House Internship 2							
for 4 weeks duration to be undertaken by all the students for which viva voce will be conducted at the end of the final year.							
Semester IV							
JMC C08	Core VIII	Communication Research Methods	4	25	75	100	4
JMC E04	Elective IV	Media Laws and Contemporary Issues	4	25	75	100	4
JMC P05	Practical VI	Lab Journal	12	40	60	100	6
JMC P06	Practical III	Internship I		40	60	100	4
JMC P07	Practical III	Internship 2		40	60	100	4
JMC PP1	Project	Project Study	12	40	60	100	6
Total			32			600	28

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

Total number of credits and marks						
Course	No of courses	Core	Elective	Supportive/ Compulsory/	No of credits	Total marks
Semester 1	5	4	1	-	20	500
Semester 2	6	3	1	1 +1	21	600
Semester 3	6	4	1	1	23	600
Semester 4	6	5	1	-	28	600
Grand total	23	16	4	3	92	2300

11. Credit Calculation

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

12. Examinations

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

13. Scheme for Evaluation and Attainment Rubrics

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

Attainment Rubrics for Theory Courses

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

Evaluation of Internal Assessment

Tests : 10 Marks [5+5]

Seminar : 5 Marks

Assignment : 5 Marks

Attendance : 5 Marks = Total : 25 Marks

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

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

14. Grading System

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

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

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

Curriculum/Course Objective:

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

UNIT-I

Weeks/Instructional Hours - 12

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

UNIT-II

Weeks/Instructional Hours - 12

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

UNIT-III

Weeks/Instructional Hours - 12

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

UNIT-IV

Weeks/Instructional Hours - 12

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

UNIT-V

Weeks/Instructional Hours - 12

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

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

References Books

Wood. Julia, T. *Communication in action – An Introduction*. Wadsworth Publishing Company, 1997.

McQuail, Dennis: *Mass Communication theory*. (3rd Edition), Sage Publications, New Delhi 2004.

Andal, N, *Communication theories and Models*, Himalaya Publishing House, Bangalore 1998

Schramm, W. & Roberts, D. F.,*The Process and Effects of Mass Communication*, Urbana, IL: University of Illinois Press.

Serenin W and Tankard J. *Communication Theories*, New York, Longman. 2000

- Stanly S Baran and Dennis K. Davis. *Mass Communication Theory: Foundations Ferment and future*, Singapore Thomson Wads Worth. 1999.
- Kumar,Keval J: Mass Communication In India, Jaico Publishing House, 2018
- Narula Uma: Communication Models, Atlantic Publishers and Distributors
- Bittner, John: Mass Communication: An introduction, Prentice-Hall, New Jersey, 1980
- Seetharam K.S: Communication and Culture- A world view. McGraw Hill, New Delhi-1991.
- Shukla, S.K: Mass Media and Communication, Cybertech Publishing, New Delhi-2006
- Singhal, Aravind and Rogers Evrett: India's Communication Revolution, Sage, New Delhi-2001
- Dominick, Joseph, The Dynamics of Mass Communication, Mc Graw Hill, 1993.
- Black, Jay: Introduction to Mass Communication, William C Brown, London, 1991
- Fisk and John: Introduction to Communication Studies, Routledge, London, 1982
- Rayudu. C.S., Communication, Himalaya Publishing House, Mumbai
- Joshi, P.C., Communication & Nation – Building – Perspective and Policy, Publication Division, New Delhi.
- Malhan P.N., Communication Media, Yesterday, Today and Tomorrow, Publication Division, New Delhi.
- Agee, Warren K., Ault Philip H., Introduction to Mass Communication, Oxford & IBH Publishing Company, New Delhi

Course Outcomes (COs)

CO1	The students acquired basic knowledge about the various elements (nature, functions, forms, types, principles and perspectives) of communication (mass/media) with historical social, political and technological milestones/events/issues in the field of Mass Communication.
CO2	The students acquaintance the various models and ideologies of mass communication in research and practice the strengths and limitations of mass Communication
CO3	Students would be able to develop the differentiation between models and theories of mass communication and apply to public life
CO4	Students analyse and discuss the uses and effects of mass and media communication in the society with various Psychological and Sociological Communication theories on the process of Formulation of Perception between myth and reality.
CO5	To Analyse the understanding and awareness of media contents/practices which affect the cultural changes and establish practical solutions to 5C communication.

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

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

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

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

Semester 1: JMC C02 – News Reporting and Editing [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

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-I

Weeks/Instructional Hours - 12

Introduction to Journalism

meaning, definitions, Concept, nature, and scope, functions of news (Quality, accuracy, clarity, objectivity, balance, directness) and media specific and nature of news- various types of Journalism, definition & development of news values, elements of news - Role of Journalism in Society- Concept of Fourth Estate -Journalism and Democracy - Contemporary Issues in Journalism-Debates in Journalism - Types of Journalism Citizen Journalism, Yellow Journalism, Investigative Journalism, Advocacy Journalism -Alternative Journalism

UNIT-II

Weeks/Instructional Hours - 12

Concept of reporting - types of reporting, , various beats, reporting skills, structure of a news report : five W's and one H & Some C's., intro and Body of news -Reporting techniques for different media - Collection of News : source of information, observation & research, selection of news, meaning & characteristics of reporters and their functions, classification of reporters, (staff reporter, stringer, correspondent, chief reporter, principal correspondent, bureau chief, foreign correspondent; their functions and responsibilities) Qualities of a news reporter, rights and responsibilities, new media skills, coordination among the news gathering units, Problems of functional relations between reporting units and the desk. Reporting Parliamentary / State Assembly, Reporting Courts and Crime, Political Reporting, Environmental and civic issues, Reporting IT, Science & Technology, Agriculture, Finance, Arts and Culture, Reporting Business and Sports.

UNIT-III

Weeks/Instructional Hours - 12

Editorial Structure of a Newspaper, magazines, radio and Television-News room functions: Functions of a Editor-in-chief, News Editor, Chief Sub-Editor, Sub Editor and Chief Reporter. Art of Copy editing, Hard news, soft news, hot news, breaking news, Inverted pyramid style, Feature style, Dumbel style, editing Symbols. Writing a News for various periodical Newspapers (Daily, Weekly, Fortnightly, Monthly) Elements of News Writing, Writing a Photo caption for a News paper, Writing an Editorial, Article and Feature for a newspaper - Style sheet of a Newspaper Pagination of a Newspaper Vocabulary for writing news in a News paper Editorial policy of a News paper Opinion Writing- Difference between writing for a Newspaper and Magazines, Various types of Magazines and their writing styles (lifestyle, developmental magazines, etc.) Writing a Travelogue, Data Journalism, Writing for a Magazine - Concept of News agency, Indian news agencies, foreign news agencies, Writing for news agencies - Difference between writing for news agencies & other forms of writing

UNIT- IV

Weeks/Instructional Hours - 12

Editing, principles & practices, basics of news writing, basics of media writing Meaning, -Editing for newspapers, magazines and electronic media. Objectives and tools - three C's; Six R's of Subbing; Copy selection; Style sheet: Guidelines for editing; Headlines: importance, functions, typography, style, types, readability and legibility; Editorial writing; - target audience.

Art of Writing: Book and Film Reviews, Profiles, Guest Columns, Letters to the editor, syndicate columns, sponsored columns; Essentials of page make up; layout and design; Picture editing: importance and selection of pictures, cut lines, cropping methods. Concept of book editing, Text books, Supplementary books, Concept of book publishing, Online book publishing- Editing of CD-ROM & On-line magazines, Re organizing and restructuring of a story, reviewing - Films, Theatre, Books and Performing Arts.

UNIT-V

Weeks/Instructional Hours - 12

Skills of journalism - Convergence - Changing technology - online journalism - New trends in journalism - Technical terms of Journalism - Jargons of Journalism - Introduction to regional Journalism - Journalism and globalization - Journalism and society

Assignments/class Practical:

Each students will be required to Reporting, writing and Editing of news reports on a topic of current interest in areas such as automobiles, crime, education, culture, archeology, government policies, politics, media, national and international conflict, gender issues, Popular Culture, Politics and Mass Media, media in Wartime, Media Images of Women, Media Images of Religion, Fan culture, Teenagers and the Media, Violence in the Media.

Editing articles of Newspapers/magazine

News selection and placement

Preparing dummies of newspapers and magazines

Reference Books:

History of Journalism in India - J. Natarajan

Press in India - M. Chalapati Rao

Journalism in India: From the Earliest Times to the Present Day, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1989

Kumar, Keval J, Mass Communication in India. Jaico, Mumbai.

Thakur Prof. (Dr). Kiran, Handbook of Print Journalism, MLC University of Mass communication & Journalism

Bhargav G.S., The Press in India: An Overview, National Book Trust New Delhi

deBeer Arnold S., and Merrill John C., Global Journalism: Topical Issues and Media Systems, PHI Learning Private Limited, New Delhi

News Papers and Magazines based on current affairs.

David Spark: Practical Newspaper Reporting, Sage Publications

Alfred Lawrence Lorenz-John Vivian: News Reporting and Writing, Pearson Publications

Melvin Mencher: News Reporting and Writing, McGraw-Hill

The News Reporting manuals

Press Commission Report - Publication Division Govt. of India

Journalism in India, Rangaswami Parthasarthy, Sterling Publishers, New Delhi, 1997

Modern History of Indian Press, Sunit Ghosh, Cosmo Publications, New Delhi, 1998

India's Newspaper revolution: Capitalism, Politics and the Indian Language Press, 1977-99, St. Martin's Press, New York, 2000

News Agencies: From Pigeon to Internet, KM Shrivastava, New Dawn Press, New Delhi, 2007

PTI Style Book Modern Journalism: Reporting and Writing, Diwakar Sharma, Deep and Deep Publications, New Delhi.

Feature Writing for Journalists, Sharon Wheeler, Routledge, New York.

News Reporting and Writing". Mencher, Melvin. MC Graw Hill, NY. 2003.

Course Outcomes (COs)

PS0		K1	K2	K3	K4	K5	K6
C01	The students acquire basic knowledge to the basics of journalism and working pattern of various print media platform.	✓	✓			✓	
C02	The student's acquaintance the knowledge of Concept of reporting in journalism.	✓	✓	✓		✓	✓
C03	Students would be able themselves to familiarize with important aspects of Editorial structure and news writing and various media	✓		✓		✓	
C04	Students will be able to develop the knowledge of skills in news/book editing principles and practices in journalism.		✓		✓		✓
C05	Students have enhanced and acquired the skills of Journalism.	✓		✓	✓		

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

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

Semester 1: JMC C03 – Media Content Analysis [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

1.	To introduce students to the basics of various news elements of journalism.
2.	To inculcate the knowledge of creation of radio medium content and analysis
3.	To acquaint them with important aspects of television programmes and news writing and analyses its structure and contents in the Process of Journalism.
4.	To develop the knowledge of skills in news writing editing principles and practices in online journalism.
5.	Students would be able to explore the knowledge of programme making skills of their own choice of media.

UNIT-1

Weeks/Instructional Hours - 12

Print Media Content Analysis (Newspaper/Magazine): - Headlines and identifying different types - Lead of news stories and identifying different types - Different news placed in different pages – importance of Front-page news, Last page news – importance of Editorial and centre spread news/column. Count on News as it place in pages.

UNIT-II

Weeks/Instructional Hours - 12

Radio Content Analysis - Listening of different types of programmes - analysis of different formats of programmes - Listening of News bulletins and analyses its structure and contents.

UNIT-III

Weeks/Instructional Hours - 12

Television Content Analysis - Different types of programmes in local cable channels and satellite channels – analysis of different formats of programmes - Listening of News bulletins and analyse its structure and contents.

UNIT-IV

Weeks/Instructional Hours - 12

Online Content Analysis – analysis of various activities of social media – group messages, picture, news, etc.,- develops writers, reporters, freedom of speech and expressions – Sources of mainstream media etc., - Use of mobile phone with network media.

UNIT-V

Weeks/Instructional Hours - 12

Documentation Print News and Views; Radio Programmes and News; Television Programmes and News and Online and network media content. Students will select News story (ies) of their choice from the different media and submit record work.

Assignments/class Practical:

Each students will be required to read more than one news paper in more than one language

Identify the news of reporting, news agencies and other sources Reporting, writing and Editing of news reports on a topic of current interest in different areas.

Listening of Radio different formats of programmes and write scrip for them

Watching/viewing of Television programme analyse them in socio-economic-politico context

Online media content analysis and develop the writing skills and documentation.

Reference Books:

1. Gottschalk, L. A., & Bechtel, R. J. (Eds.). (2008). *Computerized content analysis of speech and verbal texts and its many applications*. New York: Nova Science Publishers, Inc.
2. Krippendorff, K. (2004). *Content analysis: An introduction to its methodology* (2nd ed.). Thousand Oaks, CA: Sage.
3. Krippendorff, K. (2004). Reliability in content analysis: Some common misconceptions and recommendations. *Human Communication Research, 30*, 411-433.
4. Krippendorff, K., & Bock, M. A. (Eds.). (2009). *The content analysis reader*. Thousand Oaks, CA: Sage.
5. McMillan, S.J. (2000). The microscope and the moving target: The challenge of applying content analysis to the World Wide Web. *Journalism & Mass Communication Quarterly, 77*, 80-98.
6. Matthes, J. (2009). What's in a frame? A content analysis of media framing studies in the world's leading communication journals, 1990-2005. *Journalism & Mass Communication Quarterly, 86*, 349-367.
7. Matthes, J., & Kohring, M. (2008). The content analysis of media frames: Toward improving reliability and validity. *Journal of Communication, 58*, 258-27.
8. Barton Et Al: Essentials Of Media Planning (Usa Ntc Business Book, 1993)
9. Coyne Richard: Turning Of Place: Sociable Space And Perspective Digital Media (Uk: Mit Press, 2010)
10. Dominick Joseph R: The Dynamics Of Mass Communication: Media In Digital Age (Us: Mcgraw Hill Companies, 2007)
11. Menon Arpita: Media Planning And Buying Principles And Practice In The Indian Context (India: Tata Mcgraw Hill Education Pvt. Ltd, 2010)
12. Staiger Janet & Hake Sabine: Convergence Media History (Uk: Rutledge Publishing, 2009)

		K1	K2	K3	K4	K5	K6
C01	The students acquired knowledge to understand Media and its Landscape, to identifying different types of news stories and its components importance of priority of news placements in different pages in print media	✓			✓	✓	
C02	The student's acquaintance the knowledge of listen to radio programmes and analysis its different formats.	✓	✓		✓	✓	✓
C03	Students would be able themselves watch/view of different formats of programmes and analyse with local and national and international channels	✓	✓		✓		
C04	Students will be able to develop the knowledge of Online Content Analysis		✓	✓	✓		
C05	Students have enhanced and acquired the skills on consolidation and convergence, sociology, difference between Print, Electronic & Digital Media to produce and document the various news and programmes researching into a topic of social importance and its presentation to the society.	✓		✓			✓

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

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

Semester 1: JMC EP01 – Print Production [Practical] 4 credits [End Sem-60 + CIA-40]

Curriculum/Course Objective (CO):

1.	The students will gain knowledge to create and place various new elements of art work of Print production
2.	The students will get acquaintance of different kinds of information useful for content creation
3.	Students will assemble various elements of advertisements
4.	Students will develop knowledge of creating various content for print media
5.	Students will acquire the skills required for newspaper production, lay out designing in print media

LIST OF PRACTICALS / Exercises

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

		K1	K2	K3	K4	K5	K6
C01	The students gain knowledge to create and place various new elements of art work of Print production	✓		✓			✓
C02	The student's acquaintance of different kinds of information	✓	✓		✓		✓
C03	Students would be able to assemble various elements of advertisements		✓	✓	✓		
C04	Students will be able to develop knowledge of creating various content for print media			✓	✓		✓
C05	Students have enhanced and acquired the skills on the details of newspaper production, lay out designing in print media			✓		✓	✓

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

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

Semester 1: JMCP01 – Editorial Practice [Practical] 4 credits [End Sem-60 + CIA-40]

Curriculum/Course Objective (CO):

1.	To introduce students about the basic design and structure of a daily newspaper.
2.	To inculcate knowledge about various formats of story writing techniques in print journalism.
3.	To acquaint them with important aspects of news writing, reporting and interview techniques and types.
4.	To develop their knowledge in writing the news report in various formats of media such as print, television, radio and online.
5.	To enhance their journalistic skills to handle news in various media.

LIST OF PRACTICALS

1. Preparation of a News story
2. Preparation of a Feature
3. Preparation of an Interview story
4. Preparation of a Speech report
5. Preparation of single incident lead
6. Preparation of multiple incident lead
7. Preparation of different Headlines
8. Preparation of news report for Radio
9. Preparation of news report for Television
10. Preparation of news report for Online portal

Assignments and Practical:

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

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

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

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

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

Semester 2: JMC C04 – Advertising and Corporate Communication [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

1.	To help students gain a fair knowledge about various process and concepts of advertising.
2.	To inculcate the knowledge of principles with basic skills to understand its need in various media contexts and advertising agency management.
3.	To enable students gain insight into the evolution of corporate communication.
4.	To explain its expanded role in organizational and marketing communication.
5.	Students would be able to explore the knowledge of advertising and improve their marketing skills and its implementation in appropriate media.

UNIT-1

Weeks/Instructional Hours - 12

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

UNIT-II

Weeks/Instructional Hours - 12

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

Weeks/Instructional Hours - 12

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

UNIT-IV

Weeks/Instructional Hours - 12

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

Weeks/Instructional Hours - 12

Visual thinking exercises to create Print and electronic media ads; Creation of PR, CSR and corporate communication campaigns;

Reference Books:

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

Course Outcomes (COs)

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

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

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

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

Semester 2: JMC C05 – Media, Society and Culture [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

1.	To help students gain an understanding of the historical development of Mass Communication theories and its link with historically important social, political and technological events/issues in the field of communication.
2.	To inculcate students about the relationship between media and society.
3.	To enable students gain insight about the race and cultural in the society
4.	To explain about the media consumers and the effects of media on the consumers
5.	To help students gain an understanding of media analysis using various approaches towards the consumers.

UNIT-1

Weeks/Instructional Hours - 12

Introduction to Media Studies

Introduction to the Media- Understanding the Mass Media, Characteristics of Mass Media, Effects of Mass Media on Individual, Society and Culture - Basic issues, Power of Mass Media.

UNIT-II

Weeks/Instructional Hours - 12

Media and Society

Language and Social construction of reality, Mediation and Representation - texts, subtexts, Meanings and Audiences, Rules in Society Culture, and Media - Public images and private practices.

UNIT-III

Weeks/Instructional Hours - 12

Media and Culture

Ideology and Culture, Emotions and Culture, Language and Culture, Race and Culture, Social class and Culture, Habits and Popular Culture, Indigenous and Popular Culture.

UNIT-IV

Weeks/Instructional Hours - 12

Media Audiences

Media And audience: Direct effects, Limited effects, Uses and Gratification, Mass Audience, Mass Society, Audience and the technological change, segmentation, polarization, TV and dominant Culture.

UNIT-V

Weeks/Instructional Hours - 12

Media Analysis

Approaches to Media Analysis - Marxist, Semiotics, Sociology and Psychoanalysis, Media and Realism, Media Myths, Hero worship, Discourse, Media imperialism and cultural imperialism, hegemony.

Reference Books:

1. Roger Silverstone, Why Study Media, Sage Publications, 1999
2. James Potter, Media Literacy, Sage Publications, 1998
3. Asa Arthur Berger, Media Analysis Techniques, Sage Publications, 1998
4. Judith Wilkinson, A guide to basic print production Book 2 Designing and producing artwork
5. The British Council in association with Intermediate Technology Publications 1985.
6. S.Marimuthu. Pugazh.M, ,DTP For Print Production Practical, Department of Printing Technology, Arasan Ganesan Polytechnic College, Sivakasi
7. By Joseph Marin and Julie Shaffer, The PDF Print Production Guide, GATFPRESS, Pittsburgh 2003.
8. Bittu Kumar, Desktop Publishing: Practical Guide To Publish Anything on Your Desktop Cloudtail India 2013
9. Chuck Gehman, Print Production Workflow: A Practical Guide Paperback – 2003

10. Louise Woods, Practical Print Making: The Complete Guide to the Latest Techniques, Tools, and Materials 1996
11. Helmut Kipphan, Handbook of Print Media: Technologies and Production Methods , Springer 2001
12. David Bann, The All New Print Production Handbook 2007
13. Gavin Ambrose and Paul Harris, The Production Manual: A Graphic Design Handbook 2008
14. Steven Heller, Gail Anderson, The Graphic Design Idea Book: Inspiration from 50 Masters 2016
15. Gavin Ambrose , Paul Harris, The Fundamentals of Typography 2nd Edition 2011

Course Outcomes (COs)

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

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

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

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

Semester 2: JMC E01 –Communication for Development [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

1.	To make students understand factors governing national development by critically evaluating developmental approaches and programmes in the context of Communication and Economic development theories.
2.	To educate students about the basics of communication.
3.	To enable students gain insight about the historical context and its development in modern era
4.	To explain students about various policies implemented by the government to develop the nation.
5.	To help students gain an understanding about how media interferes and influence the society in the development process.

UNIT-1

Weeks/Instructional Hours - 12

Concept of Development Communication: Meaning, Definitions, Historical Context of Development Communication: Theories and Approaches to Development Communication: The Dominant Paradigm Theory, The diffusion of Innovation Theory, : Dependency Theory, Participatory Theory

UNIT-II

Weeks/Instructional Hours - 12

Communication Policy for Development: Indian Constitution on Development: The National Development Council (NDC): The Economic and Industrial Policies of India: Roles and Functions of NITI Aayog, DAVP and MIB in India

UNIT-III

Weeks/Instructional Hours - 12

National Models of Development: *Gandhian* Development Model: *Nehruvian* Development Model: Five Year Plan and National Development: Social Development Projects in India: Kerala Model of Development, SITE, KHEDA Communication Project.

UNIT-IV

Weeks/Instructional Hours - 12

Media Intervention in Development: Communication Approaches in Sustainable Development: Communication Approaches for Rural Development: Print, Radio, New Media for Development: Development of media after 1990s in economic liberalised India.

UNIT-V

Weeks/Instructional Hours - 12

Various Agencies for Development: UN Agencies and Development: The Millennium Development Goals: World Bank and Development: Role of NGO's in Development: Information and Communication Technologies for Development

Reference Books:

Naarula, Uma, Development Communication Theory and Practice. Har-Anand Publication, Ltd. New Dehli. 1990.

Sharma, Suresh Chandra. Media Communication and Development. Rawat Publication, Jaipur. 1987.

Murthy, D.V.R., Development Journalism, Dominant Publishers. 2001.

Different Theories and Practice of Development. UNESCO 1982.

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

		K1	K2	K3	K4	K5
CO1	ARTICULATE the strategies of participatory communication with its ethical dimension.	✓	✓	✓		
CO2	EVALUATE developmental approaches and programmes in the context of Economic and development theories.		✓	✓	✓	
CO3	POINT OUT cases of communication experiments in India.		✓		✓	✓
CO4	IDENTIFY the complexities of development indicators.		✓	✓	✓	
CO5	FOCUS on the initiatives of development support organizations.			✓	✓	✓

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

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

Semester 2: JMC P02 – Professional Photography [Practical] 4 credits [End Sem-60 + CIA-40]

Curriculum/Course Objective (CO):

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 Practicals

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

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

		K1	K2	K3	K4	K5
C01	DEVELOP basic to professional Photographic skills.	√	√	√		
C02	GENERALIZE the significance of Environmental Photo Journalism.	√	√		√	
C03	EXPLORE the usage of artificial and natural lighting in photography.		√	√	√	
C04	UNDERSTAND the meaning of various themes and types of photography	√	√		√	
C05	IDENTIFY the importance of photography in print and online journalism.		√		√	√

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

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

Semester 3: JMC C06 –Broadcasting [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

1.	To inculcate students about the history of media in India.
2.	To make students understand about the fundamentals and principles of broadcast journalism.
3.	To enlighten students about the various formats and techniques while writing for broadcast media.
4.	To enable students, imbibe skills and techniques to handle content and equipment as well as the nuances of broadcast journalism
5.	To give a clear vision to the students about the code of ethics and laws governing broadcast media.

UNIT-1

Weeks/Instructional Hours - 12

Origin, Growth and development of broadcasting in India- Telegraph, Telephone, radio Television-since from 1920 (Early days) to contemporary period i.e., introduction of private FM channels, Formation of Prasar bharati (till today) – Nature and scope of electronic media (Radio, Television and new media) – Radio and television as a medium of mass communication- contemporary trends in broadcasting in India.

UNIT-2

Weeks/Instructional Hours - 12

Fundamentals of broadcast journalism – new determinants/Values- fundamentals of reporting –principles of electronic news gathering (ENG) – Electronic field production (EFP) – Differences between reporting for print and electronic media. Structure and functions of news room (Editorial) – Public and private Radio and Television channels.

UNIT-3

Weeks/Instructional Hours - 12

Fundamentals of Writing for electronic media- Various Formats of electronic news writing Techniques, Mechanisms and styles- News Translation – Reporting, writing differences between print and electronic media.

UNIT-4

Weeks/Instructional Hours - 12

Various formats of programmes of radio and television – Planning Production Techniques of news, current affairs and news reel programmes – News Editing – designing newscast, responsibilities of news producer, time cues, current affairs, documentary and educational programs. Interviewing and presentation skills – voice dynamism, eye contact, clothing and costume, basic make up.

UNIT-5

Weeks/Instructional Hours - 12

Indian broadcast policy, code of ethics – General, during elections- problems and prospects of various working groups and review committees for Indian broadcasting – Formation of prasarbharathi - prasarbharathi act, cable TV act etc., Broadcasting and society- social, political, cultural, economical and technological understanding of the audience.

References:

1. Chatterjee, PC Broadcasting in india, sage 1991.
2. Parthasarathy, Rangaswami. Here is the news. Macmillian 1996.
3. Gross, L.S.The International World of Electronic Media, McGraw Hill 1996.
4. Craft, John Frederic A and Godfrey, Donald G: Electronic Media, Thomson Learning 1997.
5. Annual report- prasarbharathi 2000-2011.
6. Annual report – MIB 2000-2010
7. Signal, Aravind Roger Everett communication Revolution – a bullock cart tocyber mart, sage 2000.

8. Kumar J Keval, mass communication in india, Jaico 2010.
9. Kalishik Sharda: Script to screen – An introduction to TV journalism – Macmillan 2000
10. Edgar E.Wills, Comille D Arienzo: Writing scripts for television, radio and film.\
11. Glynn Alkin – TV Sound Operations.
12. Gerald Millerson: Vidgo Camera Techniques.
13. Richard D Yoakum and Charles Cremer: ENG: Television news and the new technology.
14. I.E. Fang : Television News.
15. B.E. Wills: Writing television and radio programme.
16. Herbert Zettl : Television production Hand book.
17. G. Paul Smeyak : Broadcast News writing.
18. Addrew Crisell : Understanding Radio.
19. Paul De Maeseneer: Her's the news (A Radio news Manual).
20. Paul Semyak : Broadcast news writing : Radio the fifth Estates.
21. David Dary : Radio News Hand Book.
22. History of professional radio broadcasting.

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

		K1	K2	K3	K4	K5
CO1	RELATE various characteristics and potential of both radio and television internationally and nationally.	√	√			
CO2	IDENTIFY the tools and techniques of broadcast journalism.		√	√	√	
CO3	COMPARE the writing and editing techniques of radio and television news		√	√	√	
CO4	UNDERSTAND the ethics and code of conduct in broadcast journalism.			√		
CO5	ASSESS the ethical considerations of broadcast coverage.	√	√	√	√	√

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

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

Semester 3: JMC C07 –New Media Studies [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

1.	To introduce students about the functions of new media
2.	To familiarize students on the distinctions of new media by critically evaluating theories of new media and its effects.
3.	To teach students about various formats in new media.
4.	Enabling students to know about the effects of new media in this modern era.
5.	To give a clear vision to the students about the ethics and laws followed in new media.

UNIT-1

Weeks/Instructional Hours - 12

Introducing new media: Meaning and evolution of new media, functions of new media, characteristics of new media - numerical representation, modularity, automation, variability and transcoding. Elements of new media - Digitisation, interactivity, convergence, hypertextual, virtual, networked and simulated.

UNIT-2

Weeks/Instructional Hours - 12

New Media Formats: Websites, video games, blogs and wikis, Emails, Interactive television, mobile devices, podcasting, hypertext, fiction, graphics, user interfaces and RSS.

UNIT-3

Weeks/Instructional Hours - 12

Theorizing New Media: Social network theory by Everett Rogers / Jan Van Dijk: Domestication of new media theory by Roger Silverstone and Eric Hirsch, participatory media culture by Helry Jenkins, network society theory by Manuel Castells and Technology convergence.

UNIT-4

Weeks/Instructional Hours - 12

Effects of New Media: Digital divide and digital dividend, addiction, advantages and limitations of new media communication, digital media for social change, TAM model by Fred Davis and ecommerce.

UNIT-5

Weeks/Instructional Hours - 12

Governing new media: Cyber laws, hacking, plagiarism, piracy, IPR, Internet governance - WGIG, WSIS, W3C & ICANN, digital media ethics.

Reference

1. Gane, Nicholas and Beer, David, New media The Key Concepts, Berg, New York, 2008.
2. Hassan, Robert and Thomas, Julian (eds.), The New Media Theory Reader, Open University Press, New York, 2006.
3. Lister, Martin et al., New Media: a Critical Introduction(2nd Ed.) Routledge, New York, 2003.
4. Manovich, Lev, Language of New Media, MIT Press, USA, 2001.
5. Webster, Frank, Theories of the Information Society, Routledge, London, 1993.

Course Outcomes (COs): On successful completion of the course, the 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 new media formats		√		√	√
CO4	ASSESS Theories of New Media in the context of New Media issues and effects		√	√	√	
CO5	ANALYSE theories characteristics of Information Society.	√	√	√		

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

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

Semester 3: JMC E03 –Film Studies [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

1.	To introduce students about the history of new wave Indian and classical Hollywood cinema
2.	To familiarize students on the distinctions of new media by critically evaluating theories of new media and its effects.
3.	To teach students about Media studies, modes of film practice, and critical approaches.
4.	To enable students to have an overview of the basic theories, ideas, and methods of Film making.
5.	To give a clear vision to the students through routine readings and screenings to introduce important concepts (e.g. realism, authorship, narrative, genre, and national cinema)

UNIT-1

Weeks/Instructional Hours - 12

Early cinema and growth, Lumier brothers, Cinematograph, Kinetoscope, Classical Hollywood, Indian Silent era, Indian New Wave: Ritwik Ghatak's Meghe Dhaka Tara, John Abraham's Agraharathil Kazhuthai.

UNIT-2

Weeks/Instructional Hours - 12

Film movements - German Expressionism: misc -en- scene, The Cabinet of Dr. Caligari , French Impressionism, Soviet Montage : Constructivist Approaches to Cinema, Battleship Potemkin, Italian Neo-realism : Vittorio De Sica's The Bicycle Thieves, French New Wave .

UNIT-3

Weeks/Instructional Hours - 12

Film genre - Action, drama, Adventure, comedy, epic, horror, thriller, etc.Short film, Feature film, Experimental cinema, narrative cinema, documentaries, fiction & Nonfiction, docu -drama & fiction.

UNIT-4

Weeks/Instructional Hours - 12

Film elements - screenplay, shooting script, storyboard, point of view, camera movements, Types of camera angles, Film Aesthetics, location, post production techniques.

UNIT-5

Weeks/Instructional Hours - 12

Film Appreciation – Sathyajit Ray :Pather Panchali, Sridhar : kadhali Neramillai, Mahendran : Uthirip Pookal, Balanchandar : Thanner Thanner, Bharathiraja : Sigappu Rojakkal.

Reference Books:

1. Naun Kleiman and Antonio Somaini, Sergie M. Eisentein, notes for General History of cinema , 2015.
2. David Bordwell and Kristin Thompson, Minding Movies, Observations on the Art, Craft and business of Film Making, 2011
3. Studying Film - Nathan Abrams, Ian Bell and Jan Udris [hodderarnold], 2001
4. James Monaco, How to read a Film: The world of Movies, Media, Multimedia: Language, History, Theory 1977.
5. Major film theories, An Introduction, J. Dudley Andrew.

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

		K1	K2	K3	K4	K5
CO1	CONNECT basic theories, ideas, and methods of Film and Media studies through routine readings and screenings of modes of film practice, and critical approaches.	√		√		
CO2	RELATE film perception in terms of its forms, reception aesthetics and interpretation.		√	√	√	
CO3	IDENTIFY the tools and techniques of Film production.			√	√	√
CO4	INDICATE the dimensions and functions of Sound in cinema.			√	√	√
CO5	COMPARE gender and sexuality in film making practices	√		√		√

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

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

Semester 3: JMC P03 – Television Production [Practical] 4 credits [End Sem-60 + CIA-40]

Curriculum/Course Objective (CO):

1.	To introduce students about the formats of television content
2.	To familiarize students on the distinctions of talk shows and interviews
3.	To teach students about women / children’s programmes
4.	To enable students to have an understanding of PSAs
5.	To give a clear vision to the students about news content and newsreel.

Student has to produce programmes in the following formats given below

1. Produce one segment of a *vox populi* not exceeding 05 minutes.
2. Produce one segment of a ‘*Talk Show*’ not exceeding 05 minutes.
3. Produce one segment of an ‘*interview*’ not exceeding 10 minutes.
4. Produce one *news capsule* for a typical news bulletin not exceeding 05 minutes.
5. Produce one segment of a ‘*women / Children’s Programme*’ not exceeding 10 minutes.
6. Produce a minimum of five *Public Service Advertisements* not exceeding 30 secs.
7. Each student should do **two** individual projects and submit the record and the program.
8. Produce a *newsreel* consisting of five to six different programmes with voice over not exceeding 10 mins.

All the above sub activities will carry marks evidenced from the record work submitted by the student. There will be a viva voce for the end semester examination and record work will be evaluated along with the programmes.

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

		K1	K2	K3	K4	K5
CO1	DEVELOP introduce students about the formats of television content	√	√		√	
CO2	GENERALIZE familiarize students on the distinctions of talk shows and interviews	√		√	√	
CO3	EXPLORE the teach students about women / children’s programmes		√	√		√
CO4	UNDERSTAND enable students to have an understanding of PSAs		√	√	√	
CO5	GIVE a clear vision to the students about news content and newsreel.			√	√	√

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

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

Semester 3: JMC P04 – Documentary and Short Film [Practical] 4 credits [End Sem-60 + CIA-40]

Curriculum/Course Objective (CO):

1.	To introduce students about the formats of short film and documentary
2.	To familiarize students on the techniques of scripting for short film
3.	To teach students about the nuances of short film making
4.	To enable students to have an understanding of documentary making
5.	To give a clear vision to the students about the planning, production and execution of a theme and develop a full fledged short film and documentary

Documentary / Short Film

Students should write original Documentary/Short film scripts for at-least 3 issues of duration not more than 5 minutes inclusive of credit lines.

Concepts may be of about environmental issues, Social Issues, Any particular place etc.

Shoot one of the best scripts among the three concepts as the Documentary / Short film project.

Each student should do individual project containing the record and the program. The script record should be in the book binding form and Documentary/Short film must be submitted in DVD.

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

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

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

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

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

Semester 4: JMC C08 –Communication Research Methods [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

1.	To introduce students about the scope of communication research
2.	To familiarize students on the techniques of media research
3.	To teach students about the nuances of the types of media research
4.	To enable students to have an understanding of various data collection tools
5.	To give a clear vision to the students about the planning, production and execution of a communication research topic and develop a full fledged research report on the selected theme

UNIT-1

Weeks/Instructional Hours - 12

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

UNIT-2

Weeks/Instructional Hours - 12

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

UNIT-3

Weeks/Instructional Hours - 12

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

UNIT-4

Weeks/Instructional Hours - 12

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

UNIT-5

Weeks/Instructional Hours - 12

Statistical tools - Parametric and non- parametric statistics - Chi-Square - T-Test, ANOVA, Data Analysis - Techniques of Qualitative data Analysis- Tabulation, frequency distribution - Importance of analysis. Report Writing - Contents of a Report, Diagrammatic Presentation, Bibliography & Index, Errors and Precautions in Report Writing, Ethics in conducting research [Qualitative research], SPSS package.

Reference

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

		K1	K2	K3	K4	K5
C01	To introduce students about the scope of communication research	√	√			
C02	To familiarize students on the techniques of media research	√	√	√		
C03	To teach students about the nuances of the types of media research		√	√		√
C04	To enable students to have an understanding of various data collection tools		√	√		√
C05	To give a clear vision to the students about the planning, production and execution of a communication research topic and develop a full	√		√		√

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

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

Semester 4: JMC E04 –Media Laws and Contemporary Issues [Theory] 4 credits [End Sem-75 + CIA-25]

Curriculum/Course Objective (CO):

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

UNIT-1

Weeks/Instructional Hours - 12

Origin and evolution of Indian constitution, Preamble, Basic Structure & salient features of Indian constitution, Fundamental rights and duties, Directive principles of state policy, Four pillars of Indian democracy.

UNIT-2

Weeks/Instructional Hours - 12

Indian Telegraph Act 1885, Press and Registration of Books Act 1867, Prasar Bharati Act 1990, Working Journalists Act 1955, Cinematography Act 1952, Cable T.V. Networks (regulation) Act 1995, IT Act 2000, Press Commission I & II.

UNIT-3

Weeks/Instructional Hours - 12

Copyright Act 1957, Contempt of Courts Act 1971, Defamation: Libel and Slander, Press Council of India Act 1978, Official Secrets Act 1923, Indecent Representation (prohibition) Act, 1986, Drugs and Magic Remedies (objectionable) Act 1954.

UNIT-4

Weeks/Instructional Hours - 12

Values and ethics of Journalism, Conflict of interest, Ethical issues: notions and debates, Resolving Ethical Dilemmas: Different Methods, Self-Regulation Vs Legal regulation Media & Human Rights Issues.

UNIT-5

Weeks/Instructional Hours - 12

Right to privacy, Sting Journalism, Yellow Journalism, Paid news, Media net pressures (political, market, legal and professional) Journalists' code of conduct, Self-regulation, Ombudsman, Pros and cons of Media activism.

Reference Books

- D.D. Basu., Introduction to the Constitution of India, Lexis Nexis First Edition. 2014.
- Paranjy Guha Thakurta, Media Ethics : Truth Fairness and Objectivity, OUP India, First Edition, 2011.
- Devesh Kishore & G. S. Gard, Media Law: Its Ethics and Ethos, Haran and Publications Pvt Ltd. 2016.
- Juhi P. Pathak, Introduction to Media Laws and Ethics, Shipra Publications, 2014.

		K1	K2	K3	K4	K5
C01	To introduce students about the basic structure of the Indian	√	√	√		
C02	To familiarize students on the various laws governing media	√		√		
C03	To teach students about the provisions of some important press laws		√	√	√	
C04	To enable students to have an understanding of ethical issues involved in the practice of journalism		√	√	√	
C05	To give a clear vision to the students about the various journalistic practices in the process of news and information gathering		√	√		√

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

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

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

Curriculum/Course Objective (CO):

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

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

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

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

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

All the photography will be caption and all stories headlined.

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

		K1	K2	K3	K4	K5
C01	To introduce students about the basic features of a lab journal	√	√		√	
C02	To familiarize students on the various aspects of news gathering	√		√	√	
C03	To teach students about the need for news editing		√	√		√
C04	To enable students to have an understanding of pagination and designing of the journal			√	√	√
C05	To give a clear vision to the students about the various journalistic practices in the process of news, editing, designing and production of the journal			√	√	√

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

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

Semester 4: JMC P06 – Internship I – Print Media [Practical] 4 credits [End Sem-60 + CIA-40]

Curriculum/Course Objective (CO):

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

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

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

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

		K1	K2	K3	K4	K5
C01	To introduce students about the organizational climate of a media organization	√	√		√	
C02	To familiarize students on the tools and techniques of news gathering	√		√	√	
C03	To teach students about the need for familiarization of the journalistic work culture		√	√		√
C04	To enable students to have an understanding of journalistic practices and			√	√	√
C05	To give a clear vision to the students about the staff pattern, media environment and field exposure to journalistic practices in the process of news, editing, designing			√	√	√

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

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

Semester 4: JMC P07 – Internship 2 – Electronic Media [Practical] 4 credits [End Sem-60 + CIA-40]

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

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

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

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

		K1	K2	K3	K4	K5
C01	To introduce students about the organizational climate of a electronic media		√	√	√	
C02	To familiarize students on the tools and techniques of news gathering and programme production		√	√	√	
C03	To teach students about the need for familiarization of the journalistic work culture			√	√	√
C04	To enable students to have an understanding of journalistic practices in electronic			√	√	√
C05	To give a clear vision to the students about the staff pattern, media environment and field exposure to journalistic practices in the process of news, editing, designing			√	√	√

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

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

Semester 4: JMC PP1 – Dissertation [Practical] 4 credits [End Sem-60 + CIA-40]

Curriculum/Course Objective (CO):

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

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

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

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

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

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

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

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

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