

REGULATIONS

1. A CANDIDATE FOR ADMISSION

A candidate who has passed B.A., or B.Sc., or B.Com, or B.B.A., of this University or an examination of some other University accepted by the syndicate as equivalent shall be permitted to appear and qualify for the M.A., Journalism and Mass Communication. Preference will be given to the B.A., Journalism and Mass Communication and B.Sc., Visual Communication.

2. ELIGIBILITY FOR THE AWARD OF DEGREE

A candidate shall be eligible for the award of the degree only if He/ She undergo the prescribed course of study in the college affiliated to the University for a period of not less than two academic years, passed the examination of all the four semester prescribed, earning minimum 50% of marks and fulfilled such conditions as have been prescribed thereafter.

3. DURATION OF THE COURSE

The course of the degree of Master of Arts shall consist of two academic years, consisting of four semesters. The course of study shall be based on the CBCS pattern with internal assessment. For this purpose each academic year shall be divided in to two semesters. First and third semester from July to November and second and fourth semester from December to April.

4. EXAMINATION

There shall be four examinations. First examination at the middle of the first academic year and the second semester examination at the end of the first academic year. Similarly the middle and the end of the second academic year.

Course of study and scheme of examination Annexure I

5. Courses

A master degree programme consists of a number of courses. The term course is used to indicate a logical part of subject matter of the programme. The details of credit are as follows:-

Core courses	-	56 credits
Elective courses	-	12 credits
Supportive courses	-	08 credits
Internship course	-	04 credits
Total		80 credits
Project	-	10 credits
Grand total	-	90 credits

6. REQUIREMENT FOR PROCEEDING TO SUBSEQUENT SEMESTER

1. Candidates shall register their names for the first semester examination after the admission in the PG course.
2. Candidates shall be permitted to proceed from the first semester up to final semester irrespective of their failure in any of the semester examinations subject to the condition that the candidates should register for all arrear subjects of earlier semesters along with current (subsequent) semester subjects.
3. Candidates shall be eligible to go to subsequent semester, only if they earn sufficient attendance as prescribed by the syndicate of the Periyar University from time to time.

7. PASSING MINIMUM

A candidate shall be declared to have passed in each paper wherever prescribed if he/she obtains **NOT LESS THAN 50 % OF MARKS** prescribed for the examination. He/ she shall be declared to have passed the whole examination, if he/she passes in all papers wherever prescribed/ as per scheme of examination earning 90 credits.

8. CLASSIFICATION OF SUCCESSFUL CANDIDATE

Candidate who secured not less than 60% of the aggregate in the whole examination shall be declared to have passed the examination with **FIRST CLASS**.

All other successful candidates shall be declared to have passed with second class.

Candidates who obtained 75% of the marks in aggregate shall be deemed to have passed the examination in **FIRST CLASS WITH DISTINCTION**, provided they passed all the examinations prescribed for the course in the first appearance.

9. RANKING

Candidate who passed all the examinations prescribed for the course in the **FIRST ATTEMPT ONLY** is eligible for Classification/ Ranking/ Distinction

10. PATTERN OF QUESTION PAPER

Time: 3 Hours

Maximum Marks: 75

SECTION A (10 X 1 = 10)

SECTION B (5 X 5 = 25)

SECTION C (5 X 8 = 40)

I SEMESTER

JMC C01 PRINCIPLES OF COMMUNICATION CREDIT 4

UNIT I

Communication; definition, nature and scope of communication - sociological and psychological aspects of communication - kinds of communication; intra-personal, inter-personal, group and mass communication, verbal and non - verbal communication,

UNIT II

Diffusion process; one step, two step, multi step flow of communication,

UNIT III

Communication models; definition, scope and purpose of models; Shannon and Weaver, Lasswell, Osgood and Schramm, Dance's helical spiral model, Riley and Riley model, New Comb's ABX Model and Gerbner's model, diffusion of innovation model,

UNIT IV

Communication theories; cognitive dissonance, selective exposure, perception and retention, uses and gratification approach, cultivation approach, Marxist and Neo-Marxist approaches,

UNIT V

Traditional media; definition, nature and scope - characteristics of folk media - types of folk media; folk songs, folk dances, folk theatre - improvisation of folk form of communication,

REFERENCES

1. Communication and Development; A Critical Perspective - Everett M Rogers,
2. Communication for Development in the Third World - Srinivas R Melkote, Sage Publications, New Delhi, 1991,
3. Diffusion of innovations - Evertt M Rogers,
4. Mc Quali's Mass Communication Theory - Denis Mc Quail, Sage Publications,
5. Mass Communicaiton Theory - Stanley J Baran & Dennis K Davis.

UNIT I

Meaning of journalism, definitions of journalism, concept of news, definition of news, types of news, elements of news, collection of facts, selection of news, concept of reporting, types of reporting, reporting skills, intro and body, reporting techniques for different media,

UNIT II

Covering news beat, political reporting, reporting of governments and ministries, reporting parliamentary-state assembly, reporting sports and business, courts and crime, reporting accidents, death and calamities, science, technology and agriculture, social issues, investigative reporting, development reporting, reporting with new technologies,

UNIT III

Structure of news paper organization, news room, role and functions of news bureau, writing for newspapers and magazines, classification of reporters, qualities of a reporter, editorial board, writing leads and headlines, writing simple news stories, writing features, paraphrasing, attribution and quoting, journalistic jargons,

UNIT IV

Trends in print journalism, presentation styles of news paper and magazine, functions editorial department, functions of editor, news editor, chief sub-editor, sub editor and chief reporter, symbols of copy editing and Proof reading,

UNIT V

Origin and growth of Tamil journalism, historical development of Tamil journalism, important personalities of Tamil journalism: Bharathiyar, Thiru.Vi.Ka, C.N.Anna Durai, Guruswamy, T.S Chokalingam, A.N.Sivaraman, and others, emergence of Tamil magazines and tabloids, characteristics of Tamil media,

REFERENCES

1. Pant N.C and Jitender Kumar, Dimensions of Modern Journalism, (1995) Kanishka Publishers, New Delhi,
2. Aggarwal, Vir Bala, Essentials of Practical Journalism, (2006) Concept Publishing Company, New Delhi,
3. Buruns, Lynette Sheriden, Understanding Journalism, (2002)Vistaar Publications, New Delhi,

4. Verma.M.K, News Reporting and Editing,
5. Lawrence, Alders Lorenz and John Vivian, News Reporting and Writing, (2006)
Pearson Education, New Delhi,

UNIT I

Editing - meaning, concept and significance, contemporary trends in print journalism, Contemporary presentation styles and editing of news paper and magazines, structure of News paper organization- editorial, Management, Production, Circulation, Marketing, Human resource development,

UNIT II

Function and organization of the editorial department of a news paper, functions of editor, resident editor, asst. editor, news editor, chief sub-editor, sub editor and chief reporter etc. functions & responsibilities of group editor, managing editor, coordinating editor, etc,

UNIT III

Editing- principles, tools & techniques, news room organization. role and function of copy desk, art of copy editing, steps and precautions in editing, difference between editing of newspapers, magazines & web editing, computerized editing, style sheet, page making and editing software's, editing symbols,

UNIT IV

Copy writing, abstracting, synoptic writing, excerpting, slanting, streamlining, rewriting, integration translation, transcreation and transliteration etc, editing of copies of news agencies, bureaus, special correspondents, foreign correspondents, regional correspondents, city Reporters, stringers etc,

UNIT V

Sunday magazines, special supplements and features, writing of various types of intro's leads, editing for magazine (weekly, fortnightly & monthly), tabloid & evening newspapers, editing of front page, sports page and business page,

REFERENCES

1. Itale,D.bruse, News paper writing and reporting for today's media (2001)
2. Pape, susan, News paper journalism (2004)
3. Keeble,Richeard, News paper handbook(2001) Routledge, London
4. Sourin Banerji, News Editing in Theory and Practice,(2001) K.P Bagchi and Company, Calcutta,
5. Sharma.S.S. Elements of Modern Journalism (1999) S.S Publication, New Delhi.

UNIT I

Origins of human communications- the oral communication and development of languages, oral traditions, the invention of writing and development of mass media. The media , media industry and media audiences. Media and its supporting industries-public relations and advertising. Historical background in brief, India, Tamil Nadu and World. Growth and development of Electronic media, books, news papers, magazines-world and Indian perspectives,

UNIT II

Invention of telegraph and telephone in west and India. History of Radio and television-world and Indian perspective. Radio, establishment, growth and development of the medium,

UNIT III

State ownership, debate on autonomy; BBC model of ownership, control and programming- commercial and public service. Radio today- state and private sector's expansion; potential for future development,

UNIT IV

Television-growth, origin and development, broadcasting laws, media imperialism, impact of globalization, effects of media. Evolution of satellites and the global impact direct broadcasting satellite channels,

UNIT V

History of computers and computing, origin and growth of the internet. The telecommunication revolution in India and the rise in mobile phones usage, internet connectivity, State ownership, commercial and public service, autonomy and programming patterns. Competition with private channels, prasar bhrathi broadcasting corporation, new media of mass communication, growth and development of internet communication-online journalism- e-publishing, the convergence and its impact, information communication technology and its role in development,

REFERENCES

1. R.K. Ravindran, "Media Development Arena", Indian Publications& distributors, 2000.
2. Straubhar, Larose, " Media Now", thomsonwordsworth, 4th edition,2004
3. Kumar, Keval J., "Mass communication in India," (2003), New Delhi, Jaico Publishing co.

4. J.K.sharma, "Print Media and Electronic Media- Implications for the feature", authors Press, New Delhi, 2003
5. M.S. Sharma, "Handbook of journalism", Mohit Publications, New Delhi, 2002

List of Practical

Students has to choose any five topics given below

1. Framing and Composition – Same elements in different positions
2. Lighting – Same subject in different lighting (Key light, Fill light, Back light & Background lighting)
3. Forms & Texture – Natural & Artificial
4. Patterns – Natural & Artificial
5. Portraits – Single & Group
6. Still Life
7. Nature (Landscape)
8. Wildlife
9. People
10. Travel Photograph
11. Action Photograph
12. News Photograph
13. Colour Correction & Cropping
14. Photographs & Special Effects
15. Caption & Cut line Writing

Scaling & Placement of Photographs

II SEMESTER

JMC C04 COMMUNICATION THEORIES CREDIT 4

UNIT I

Mass media-evolution, growth, functions, dysfunctions-mass society & mass culture-normative theories - mass media and gender-new media- information society- media privatization,

UNIT II

Communication models-Berlo's SMCR Model, Shannon & Weaver's mathematical model, Harold Lasswell's model-Osgood & Schramm's model-Dance's helical spiral model-Gerbner's model-Newcomb's ABX Model- convergence model-White's gate-keeping model,

UNIT III

Theory of cognitive dissonance-selective processes-uses and gratification theory- agenda setting -theory-spiral of silence-public opinion-role of mass media in public opinion formation. social learning theory,

UNIT IV

Media effects theories-bullet theory-inoculation theory-two step flow theory-media & culture theories - knowledge gap theory - cultivation analysis- media as culture industries, commoditization of culture,

UNIT V

Diffusion of innovations –new media diffusion- information communication technologies- digital divide-globalization and media. medium is the message (Marshall McLuhan) Harold Innis,

REFERNCES

1. Mass Communication Theory (2nd ed.) ,Mc Quail, Denis, Sage, London, 1987.
2. Essentials of Mass Communication Theory, Asa Berger, Sage, New Delhi, 2000.
3. Mass Communication Theory _ Stanely J Baran
4. Theories of Mass communication – Mattelart et al, Sage, London 1998.
5. Communication Models ,Mc Quail, Denis and Sven Winhal, Longman, New York, 1981.

UNIT I

Script: meaning and types of script, shots, scenes, sequences, camera movements, transition between shots, structure of script, master scene script, dual column format, seven step methods for developing a creative concept, screenplay nomenclatures,

UNIT II

Features, short films, documentaries, educational programme, fiction, non-fictions, television series, sitcoms and soaps, time chunks, children programme, women programme, writing for special audience, farmers and youth, advertisement script for print, out-of-home media and broadcast media,

UNIT III

Concept of spoken language, stages of scripting and editing, writing for different program genre, talk, news, newsreel, documentary, drama, music and news formats, meaning and definition of language, perception, audio language symbols and signs,

UNIT IV

Writing for visuals, relationship between narration and visuals, writing for fictional and non-fictional programme, types of script – synopsis, concept, pitching, outline, treatment, screen play, shot break down script, full page and split page script, story board, shooting script, script writing software's,

UNIT V

Idea: What makes a good concept, idea for television, obstacles and dramatic points in the story, plot: Its importance, twist in plots, daily soap, series story-the comedy, thriller story, characters, scene and types of scenes, dialogue: importance of dialogues, dialogues for different genres like comedy, soap, thrillers and TV films,

REFERENCES

1. Antony Friedman, Writing for Visual Media, (2001) focal Press,
2. Jan Johnson Yopp and Katherine C. McAdams, Reaching Audiences: A Guide to Media Writing (3rd Edition) Paperback(2002)
3. Denny Martin Flinn, How not to write a Screenplay, (1999)Lone Eagle Publishing Company.
4. Anna Mckame, News Writing.
5. Stovall, Writing for Mass Media.

UNIT I

Definition, nature and scope of advertising, societal communication, marketing and economic function of advertising. need for advertising, effects of advertising legal and ethical issues in advertising,

UNIT III

Target audience, graphic area, media and purpose, institutional and promos, netvertising (home page designing, overall look of the site web writing content management.) advertising bodies in India and their roles,

UNIT III

Environment, components- advertiser, advertising agency and media, Indian advertising, latest trends in advertising- (India and abroad) advertising agency- structure and function structure of small, medium and big agencies, types of agencies- in- house, independent, full service and specialized multinational accounts and global advertising,

UNIT IV

Client brief, account planning, creative strategy and brief, communication plan brand management, positioning, brand personality, brand image, brand equity. media research, planning and budgeting, media buying, creative media options and media vehicles rural communication- alternative media options, below-the-line activities and low-budget advertising,

UNIT V

Public relations-evolution and growth, definition and relevance of pr role- mass media and public relations; public relations in government, public and private sectors; public relations and corporate communications, writing for public relations: public relations ethics and regulations,

REFERENCES

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.

UNIT I

Design - definition &, fundamentals - purpose & functions of a good design - principles of design - design decisions - graphic communication -definition, nature & scope, design process - layout stages & types - appropriate visual structure - shaping media architecture - modern design - opportunities and challenges,

UNIT II

Basic components of design - visuals, text, graphics and colour, typography - definition, principles & significance, visuals- categories, criteria for selection, editing pictures, photography & designing- ethical issues - colour basics, colour theories, colour psychology, importance of colour in designing,

UNIT III

Publication design - name plate, master pages, templates, style sheets - dummyming process role of computers in designing - quark xpress - page maker - printing considerations – offset printing process – silk screen printing – advantages & disadvantages,

UNIT IV

Architectural components of newspapers and magazines, formats & page make – up, front page, inside pages, editorial & opinion pages, life style& feature pages, food & fashion, entertainment, business & classifieds, designing special & regular sections, book design,

UNIT V

Designing for public relations- newsletters, letterhead & logo design, identity & collateral materials, product & packaging, hospitality materials & branding, business correspondence material, promotional material, advertising design, poster design,

REFERENCES

1. Graphic Communication Today – William Ryan, Thonsar Delma Learning, IV Edition, 2009.
2. Editorial Design for Print & Electronic Media – Yolanda Zappaperra, Rotovision, 2002.
3. Designing for Newspapers & Magazines – Chris Frost, II Edition , Roulledge 2003.

4. What Logos Do and How They Do it – Anistapia R Miller& Jared M Brown, Rockport 2000.
5. Contemporary Newspaper Design – A Structural Approach – Mario R Garcia, Printice Hall.

List of Practical

Students has to choose any five topics given below

1. Exercises of scripting on different formats
2. Preparation of different formats of scripts
3. Five minutes radio talk on any current issue
4. Three minutes short script on any social theme
5. Ten minutes television documentary on any social theme
6. Two minutes radio social advertisement
7. Two soft stories not less than 2 minutes
8. Five minutes talk show and discussion
9. Scripting exercises for web portal
10. Any other assignment given by the faculty

III SEMESTER

JMC C07 COMMUNICATION RESEARCH METHODS CREDIT 4

UNIT I

Nature and meaning of research - types of research - pure and applied - types of communication research- print and electronic media research,

UNIT II

Review of related literature - defining research problem - research objectives - hypothesis, meaning, characteristics and importance - research design - sampling: meaning & types of sampling, probability & non-probability - types of probability sampling,

UNIT III

Types of research- survey research, content analysis, historical research, experimental research, ratings research, non-ratings research, field study,

UNIT IV

Data collection - questionnaire, interview guide, observation methods, rating scales,

UNIT V

Data analysis - statistical analysis - use of pre-programmes computer packages for analysis - SPSS, writing research reports, organization, use of graphics & visual material,

REFERENCES

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.

UNIT I

Basics of radio and television news, sources of news; local, wire services and news picture services, components of news, techniques of news writing, differences between radio and television news, characteristics of audio and video, growth of private broadcasting,

UNIT II

Structure of radio news room and news studio, production of radio news and current affairs programme, news writing and presentation, radio news bulletin and its editing, reporting from handouts and press releases, art of editing, bunching and compiling news, radio talks and discussions, radio interviews,

UNIT III

News gathering and writing, integrating bytes, visualization of news, writing headlines, teasers and slugs, voice-over, journalistic television genre – news, news program, news documentary, talk show, chat show, basic skills of television reporting, piece to camera and vox pop, live reporting, interview–types and preparation, citizen journalism,

UNIT IV

Scope of web journalism, convergence in media, writing and editing for on-line newspapers, e-magazines, digital characteristics, digital journalism, blogs, benefits of digital technology to web journalism and convergence, scope of web journalism and convergence in development of India,

UNIT V

Broadcasting in India, AIR, DD, autonomy and prasar bharathi, entry of foreign press, radio and television licenses, media business in India, audience research, TRP, rural broadcasting policies, issues in live programmes, community media,

REFERENCES

1. Andrew Boyd, Broadcast Journalism, (2007)Focal Press, London.
2. N.C. Pant, Modern Journalism,2002) Kanishka Publishers, New Delhi.
3. Burun Roy, Modern Student Journalism,(2002) Pointer, Delhi.
4. Vanitha ,The Indian Media Business, (2002) Sage Publications, New Delhi,
5. Arvind Kumar, Electronic Media,(2000)Anmol Publications Pvt. Ltd, New Delhi

JMC E03 MEDIA ORGANIZATION AND MANAGEMENT CREDIT 4

UNIT I

Principles of media management and their significance – media as an industry and profession,

UNIT II

Ownership patterns of mass-media in India – sole proprietorship, partnership, private limited companies, public limited companies, trusts, co-operatives, religious institutions (societies) and franchisees (chains), policy formulation – planning and control; problems, process and prospects of launching media ventures, organisation theory, delegation, decentralization, motivation, control and co-ordination,

UNIT III

Hierarchy, functions and organisational structure of different departments – general management, finance, circulation (sales promotion – including pricing and price – war aspect); advertising (marketing), personnel management, production and reference sections; apex bodies: DAVP, INS and ABC, changing roles of editorial staff and other media persons, editorial – response system,

UNIT IV

Economics of print and electronic media – management, business, legal and financial aspects of media management, budgeting and finance, capital costs, production costs, commercial polity, advertising and sales strategy, completion and survival, evolving a strategy and plan of action, operations, production schedule and process, evaluation, budget control, costing, tax, labour laws and PR for building and sustaining business and audience,

UNIT V

Planning and execution of programme production – production terms, control practices and procedures, administration and programme management in media – scheduling, transmitting, record keeping, quality control and cost effective techniques. employee / employer and customer relations services; marketing strategies – brand promotion (space/time, circulation) – reach – promotion – market survey techniques - human research development for media. Foreign equity in Indian media (including print media) and press commissions on Indian newspaper management structure,

REFERENCES

- 1 Stephen P. Robbins & Mary Coulter, Management, Prentice Hall of India.
2. Anna Bhattacharyajee, The Indian Press – Profession to Industry.

3. M. V. Deasi & Sewanti, Beyond Those Headlines : Insiders on the Indian Press.
4. Ashok V. Deasi, Economic Aspect of Indian Press.
5. Jane Willis, Surviving in the Newspaper Business

List of Practical

Students 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 a ‘Musical Programme’ not exceeding 10 minutes.
3. Produce one segment of a ‘Children’s Programme’ not exceeding 10 minutes.
4. Create a ‘Story Board’ for a short film not exceeding 10 minutes.
5. Produce a Documentary / Short film not exceeding 10 minutes.
6. Produce minimum of five Public Service advertisements.

JMC P04

INTERNSHIP

CREDIT 4

Students should go for an internship for one month, after the second semester, to any media organization of their choice and submit the report with the work diary in the III semester.

Scheme of Marks

Work Diary	—	25 Marks
Report	—	25 Marks
Viva Voce	—	50 Marks
		<hr/>
		100
		<hr/>

Viva Voce Examination will be conducted at the end of III Semester.

IV SEMESTER

JMC C09 MEDIA LAWS AND CONTEMPORARY ISSUES CREDIT 4

UNIT I

Overview of Indian constitution: preamble, salient features, fundamental rights and duties, directive principles of state policy, freedom of speech and expression: article 19(1) (a) and article 19(2) media law: concept, nature, scope and need, freedom of the press and restrictions there upon, overview of media laws,

UNIT II

PRB act 1867, the press (Objectionable matters) act 1957, the news paper (prices and pages) act 1956, defense of India act, delivery of books and news paper (public libraries) act, press council act, cable TV networks (regulations) act, TRAI, BRAI, cinematographic act 1952, drugs and magic remedies act, working journalists act, other newspaper employees (conditions of service) act,

UNIT III

Laws of libel and defamation, contempt of courts act 1971 and contempt of legislative, copy right act and IPR, provisions of IPC (1860), CrPC (1973) affecting the media ,right to information and official secrets act, broadcasting bill, cyber laws, digital signature, legal provisions about licensing and up linking,

UNIT IV

Media ethics: definition of ethics, concept, scope, need and contemporary status, recommendations of press commission I and II, Mac Bridge report, press council guide to journalistic ethics, effects of competition, situational ethics, case studies in ethical dilemmas, ombudsman, cable TV programme code,

UNIT V

Responsibility of media, content, regulation and code of ethics, press ownership and monopolies, feudalism, capitalism and communism, social justice, religious fundamentalism and terrorism, human rights, gender equality, fundamentalist activism, dalit activism, Noam Chomsky's manufacturing consent,

REFERENCES

1. Basu, Law of the press in India, Practice Hall of India, 2003
2. Radha Krishna Murthi, Indian Press Laws, Indian Publishers, Distributors, 1997
3. Philip Patterson, Lee Wilking, Media ethics, Issues capes MC Graw hill, 2004

4. Leslie, Mass Communication Ethics, Thomson Learning, 2004
5. Jean Folkerts and Stephen lacy, The media in your life, Pearson education, New Delhi,2006.

UNIT I

Traditions in development communication, theories of dominant paradigm, paradigm shifts in development communication, relevance of participatory approaches,

UNIT II

Historical analysis, effects model, diffusion of innovation, critical analysis, international dimension of development communication, dependency model, liberation theology and development, indigenous knowledge system, communication strategy for empowerment, development reporting, development newspapers and development communication projects. Community radio- community TV- narrow casting-pod casting cable radio, cable TV; training for extension workers on media awareness,

UNIT III

Communication for national development, SITE, KHEDA the impact of India's five year plans on national development and the scenarios of development in the development in the developing world,

UNIT IV

Problems and prospects, case studies of human rights violation in Tamil Nadu, human rights and human development, human development index,

UNIT V

Indian experience and experiments in development communication, development initiatives of the central government and state government, role of NGO's and World Bank initiatives,

REFERENCES

1. Srinivas Melkote, "Communication for Development in the Third World: Theory and Practice", Sage, 1991.
2. S.R. Metha, Communication and Development, Rawat Publications, 1992.
3. Arvind Singhal, India's Communication Revolution, Sage publication, New Delhi.
4. J.V. Vilaniam, Mass Communication in India,
5. Jan Servaes, Communication for Development and Social Change.

List of Practical

Students has to design any two website on topics given below with minimum of five links with content.

1. Design a web site for (with interactive commercials) for Periyar University.
2. Design a web site for (with interactive commercials) the Department of Journalism and Mass Communication.
3. Design a web site for (with interactive commercials) any Government Department for e-governance.
4. Design a web site for (with interactive commercials) any NGO.
5. Design a web site for (with interactive commercials) an e-Business Organization.
6. Design a web site for (with interactive commercials) a Search Engine.
7. Design a web site for (with interactive commercials) Entertainment.
8. Design a web site for (with interactive commercials) a Social Networking Community.
9. Design a web site for (with interactive commercials) in Tamil with Unicode.
10. Design your own web site.

JMC P06

PROJECT

CREDIT 10

Produce a documentary for 20 minutes and produce a bilingual lab journal.

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

List of Examiners / QP Setters for Master of Arts Programme

1. Dr. Govindaraju
Professor & Head
Department of Communication
Manonmaniam Sundaranar University
Tirunelveli
2. Dr. Ravindran
Professor & Head
Department of Mass Media and Communication Studies
University of Madras
Chennai - 5
3. Dr. M. Vijayakumar
Reader
Department of Journalism and Mass Communication
Kerala University
Kariavattam
Trivandrum – 695 034.
4. Dr. V. Natarajan
Reader
Department of Communication
Manonmaniam Sundaranar University
Tirunelveli
5. Dr. Madhizhalagan
Reader
Department of Communication
P S G College of Arts & Science
Coimbatore _ 641 014
6. Dr. P.E. Thomas
Reader & Head
Department of Mass Communication and Media Studies
Bharathiar University
Coimbatore - 46

7. Dr.I. Arul Aram
Assistant Professor
Department of Media Science
Anna University
Chennai - 25
8. Mr.S. Nandhakumar
Lecturer
Department of Mass Media and Communication Studies
University of Madras
Chennai -5
9. Mr. Leo
Lecturer
Department of Mass Media and Communication Studies
University of Madras
Chennai -5
10. Dr. Sri Hari
Lecturer
Department of Mass Communication and Media Studies
Bharathiar University
Coimbatore - 46
11. Dr. G. Balasubramania Raja
Lecturer and Head i/c
Department of Journalism and Mass Communication
Periyar University
Salem-636011
12. Mr. Maa. Thamizhparitthi
Lecturer
Department of Journalism and Mass Communication
Periyar University
Salem-636011
13. Dr. R. Subramani
Lecturer
Department of Journalism and Mass Communication
Periyar University
Salem-636011
14. Dr. M. Anuradha
Lecturer
Department of Journalism and Mass Communication
Periyar University
Salem-636011