

**DEGREE OF BACHELOR OF ARTS**  
**CHOICE BASED CREDIT SYSTEM**

**Syllabus for B A Journalism and Mass Communication**

(FOR THE STUDENTS ADMITTED DURING THE  
ACADEMIC YEAR 2017-2018 ONWARDS)



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

**PERIYAR UNIVERSITY**  
**B.A., (Journalism and Mass Communication)** [For those admitted from  
2017 – 18 onwards]

Sem	Year I	Crdts	Sem	Year II	Crdts	Sem	Year III	Crdts
I	Tamil I	3	III	Tamil III	3	V	Television Programme Production -Major	4
	English I	3		English III	3		Feature Writing - Major	5
	Introduction to Communication - Major	5		Communication Theories and Models -Major	4		Writing for Electronic Media -Elective Practical	5
	Fundamentals of Journalism - Major	5		Advertising and Public Relations - Major	4		Introduction to Psychology -Allied	5
	Introduction to Sociology – Allied	5		NMEC	2		Internship (Electronic Media)-Report	5
	Value Education	2		Writing for Print Media–Elective Practical	5			
				Photography – SBEC Theory	2			
				Internship (Print Media)-Report	5			
Total	23			28			24	
II	Tamil II	3	IV	Tamil IV	3	VI	Web News Production - Major	5
	English II	3		English IV	3		Film Appreciation - Major	5
	Editorial Practice - Major	5		Media Laws and Ethics- Major	4		Lab Journal and Documentary Production - Project	5
	Reporting - Major	5		Radio Programme Production- Major	4			
				NMEC	2			
	Current Affairs - Major Practical	5		Photography – SBEC Practical	2		M-News Production - SBEC	4
	Page Layout and Design-Major Practical	5		Extension Activities	1			
	Environmental Studies	2		Writing for Media- Allied	5			
				Script Writing- SBEC Practical	2			
			Total	28			26	

**SEMESTER- I****INTRODUCTION TO COMMUNICATION      Credit 5****UNIT-1**

Communication – definitions, nature, purpose & scope, intrapersonal, interpersonal, group, organization, public and mass communication.

**UNIT-2**

Communication as expression, skill & process understanding communication, verbal and non-verbal communication, language as a tool of communication, social economic changes and the emerging trends in communication.

**UNIT-3**

Communication process – source, message, channel, receiver, feedback & noise, Encoding & Decoding process, Formal and informal channel, meaning – denotation & culture codes.

**UNIT-4**

Mass Communication – definition, nature & scope, mass media – characteristic, functions & disjunctions, public opinion – definition, role of mass media in public opinion information, influence of mass media on society.

**UNIT-5**

Advertising Definition, need & significance overview of advertising industry advertiser, agency & media, public relations definition goals & function propaganda.

**REFERENCES:**

1. Keval J Kumar. Mass communication in India, Publisher: Jaico 2012.
2. Kamath M V. Professional journalism, Publisher: Vikas Pub House.
3. Malti Mehta, Sharma S R (Ed) The development of mass communication, Sarup 2013.
4. Vilanilam. Mass communication in India, Sage Publications. 2011.
5. Arthur Asaberger. Essentials of mass communication on theory, Sage Publications.

**FUNDAMENTALS OF JOURNALISM**Credit 5**UNIT-1**

News: meaning, definition, nature the news process, from the event of the reader. Hard news vs soft news, basic components of a news story-attribution, embargo, verification, balance and fairness, brevity, dateline, credit line, by line.

**UNIT-2**

Yellow journalism-penny press-jazz journalism, gonzo journalism-alternative journalism.

**UNIT-3**

Concepts and principles in journalism-basic terminology, concept in journalism organizing a news story-5W's and 1H, inverted pyramid style-criteria for news worthiness, principles of news selection-use of archives, sources of news use of internet.

**UNIT-4**

Language and principles of writing-basic differences between the print, electronic and online journalism-language of news.

**UNIT-5**

E-journal-history and development-Tamil Unicode and emergence of Tamil online journalism.Mojo (mobile journalism) tools-development.

**REFERENCES:**

1. Parthasarathy. Journalism in India. Publisher: Penguin Books Ltd. 2009.
2. Ian Hargreaves. Journalism: A very short introduction. OUP Oxford. 2005.
3. James G. Stovall. Journalism: Who, What, When, Where, Why and How. Pearson: 2004.
4. Tony Harcup. Journalism: Peinciples and Practice. Sage Publications Ltd, 2009.
5. Sarah Niblock. Journalism: A Beginner's Guide. One world Publications, 2010.

**INTRODUCTION TO SOCIOLOGY****Credit 5****UNIT-1**

Sociology meaning, definition, origin and development of sociology, nature and scope of sociology : relationship of sociology with economics, history and political science society; structure, function and process, definitions and meaning, concept in understanding social dynamics, perspective in sociology.

**UNIT-2**

Basic concept: society: meaning characteristics, community; meaning and characteristic difference between society and community. Institution: meaning and characteristic, association: meaning and characteristic, social groups: meaning and characteristic norms and values.

**UNIT-3**

Culture: definition, nature and functions, religious affiliation as a reflection of sub-cultural identity beliefs, values, practice and symbols. Cultural relativism and ethnocentrism. Popular-culture.

**UNIT-4**

Socialization meaning and characteristics, stage of socialization, social stratification: caste and class as forms of social inequality, social change in India: Industrialization, Urbanization, sanskritization and Westernization, modernization with reference to social mobility.

**UNIT-5**

Media and society: types of media, social change and media, social movements, social construction of media, Image construction, new millennium and mass media, censorship and freedom of speech, religion various spirituality government and political structures.

**REFERENCES:**

1. Inkelas A., 1964, What is Sociology? Prentice Hall of India, New Delhi.
2. Madan T.N. and Majumder M.N., 1956 an introduction to social anthropology. Asia Publishing House, Calcutta.
3. Rao.C.N.S, 2002, Sociology; primary principles, New Delhi, Nitachand.
4. VidyaBushan and Sachdeva, 1999. Introduction to sociology. New Delhi, KitahMahal.

**SEMESTER II****EDITORIAL PRACTICE****5 credits****UNIT 1**

Editing: meaning-concept-significance, contemporary presentation styles and editing of newspaper and magazines development.

**UNIT 2**

Structure of newspaper organization, writing for newspaper and magazines, classification of reporters, qualities of a reporter, editorial board, writing lead and headlines- simple news stories- features, paraphrasing, attribution and quoting, journalistic jargons.

**UNIT 3**

Editing- Principles, tools & techniques, news room structure- copy desk, copy editing, steps and precautions in editing, difference between editing of newspaper, magazine & web editing, computerized editing, style sheet, page making.

**UNIT 4**

Copy writing, abstracting, synoptic, excerpting, slanting, streamlining, rewriting, integration translation, trans-creation and transliteration etc., editing of copies of news agencies, bureaus, special correspondent, regional correspondents, city reporters, stringers, etc..

**UNIT 5**

Sunday magazines, special supplements and features, writing of various types of intro leads. Editing for magazines, tabloid & evening news paper. Editing of front page and special sections.

**REFERENCES:**

1. Itale. D. bruse, Newspaper writing and reporting for today's media (2001)
2. Keeble, richard, newspaper handbook (2001) Routledge. London.
3. Pape, Susan. Newspaper journalism (2004)
4. Sharma.S.S. elements of modern journalism 1999) S.S. publication, New Delhi.
5. Sourin Banerji, news editing in theory and practice, (2001) K.P Bagchi and company. Calcutta.

**REPORTING****Credit 5****UNIT 1**

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 inverted pyramid style. Intro and body, reporting techniques.

**UNIT 2**

Covering news beat, political reporting, reporting of governments and ministries-parliamentary state assembly.

**UNIT 3**

Reporting sports and business, courts and crimes. Reporting accidents, Death and calamities.

**UNIT 4**

Science, technology and agriculture. Social issues, investigative reporting, development reporting, reporting with new technology.

**UNIT 5**

Trends in Print Journalism. Presentation styles of newspaper and magazine, functions types of magazines. Specialized audience magazine- Tamil journalism, history- development current scenario of Tamil E-journals.

**REFERENCES:**

1. Aggarwal. VirBala, Essentials of practical journalism. (2006) Concept publishing Company, New Delhi.
2. Brunus, Lynette Sheridan, Understanding Journalism, (2002) Vistaar Publications. New Delhi.
3. Lawrence, Alders Lorenz and JhonVivan, News Reporting and Writing (2006) Pearson Education, New Delhi.
4. Pant N.C. and Jitenderkumar, Dimensions of Modern Journalism. (1995) Kanishka Publishers, New Delhi.
5. Verma. M.K, News Reporting and Editing.

**CURRENT AFFAIRS**

**Credit 5**

**(Practical)**

1. News reading practice.
2. Comparing different categories of news.
3. Introduction to news documentation.
4. Documenting editorials.
5. Documenting financial news and articles.
6. Documenting sports news and articles.
7. Documenting development activities news and articles.
8. Documenting community journalism initiative.
9. Presenting news collections.
10. Comparing print and new media news.



**PAGE LAYOUT AND DESIGN****Credit 5****(Practical)**

1. DTP fundamentals
2. Adobe PageMaker
3. Understanding scanner and scanning documents
4. Tamil 99 Key layout – Tamil Unicode – Font conversion.
5. Page properties
6. Photo image editing
7. E-Book creation
8. Pamphlet production
9. Booklet production
10. Tamil booklet production
11. House journal production
12. Field visit to press

**REFERENCES:**

1. “This is DTP: Young Persons guide to Desktop Publishing” Terry Freedman, Kuma Computers. 1993.
2. Adobe Creative Team, “Advanced Adobe PageMaker Classroom in a book”. Adobe Press 1996.
3. Carol. M. Cram, ”Desktop Publishing: Illustrated Projects”. Course Technology PTR, 2002.
4. Carolyn M. Connally, “PageMaker 7: The ultimate Reference”. Dreamtech press.
5. Scott Basham, “PageMaker In Easy Steps”, Dreamtech Press, 2000.

**SEMESTER III****COMMUNICATION THEORIES AND MODELS      Credit 4****UNIT 1**

Introduction definitions of communication – Need for communication – Types of communication – Barriers of communication – Communication process.

**UNIT 2**

Models of communication: Aristotle – Wilbur Schramm – Harold Lasswell – Berol's – mass communication – mathematical model – SMCR model – feedback and procedural nature of communication – the concept of noise of effective communication.

**UNIT 3**

Theories of press: normative theories – authoritarian theories libertarian theory – social responsibility theory and democratic participatory theory, gate keeping theory.

**UNIT 4**

Theories of mass media: cultivation theory – agenda setting theory – media depending theory – two step flow theory – spiral of silence – uses and gratification.

**UNIT 5**

Innovation diffusion and adaptation theory: innovations – target audience – factors influencing diffusion – innovation adaptation – new media and cultural issues; human rights and media; pressure groups and regulations.

**References**

1. Mass communication theory – Denis Mcquail, New Delhi: vistaar publications. 2005.
2. Folk arts and social communication – Durgadasmukhopadhyay. New Delhi: publication division 1994.
3. Essentials of mass communication theory – Arthur asaberger, New Delhi: sage publications, 1995.
4. Mass communication in India – KevalJkumar, Chennai ;jaico publications, 2000.
5. A dictionary of communication and media studies – james Watson and anna hill. New Delhi; universal book stall. 1996.

**ADVERTISING AND PUBLIC RELATIONS****Credit 4****UNIT 1**

Advertising – definition, nature, scope, origin and growth, roles of advertising: social communication, marketing and economic.

**UNIT 2**

Functions of advertising – Advertising in marketing mix – types of advertising merit and demerits – Advertising and consumers – buying systems – target plans.

**UNIT 3**

Advertising objectives – Advertising campaign. Conceptualization of advertising for T.V, radio and print. Copy. Slogans and writings.

**UNIT 4**

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

**UNIT 5**

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

**REFERENCES:**

1. Advertising basics bovell Michael newmanwiley, creative leaps (Reference). Jhonwiley& sons (Asia), 2003
2. Innovative promotions that work, Lisa I.cyr, rock port publishers, 2006.
3. Mass Media, Anmol publications pvt ltd, J.L Kumar, New Delhi, 2006.
4. The public relations 2<sup>nd</sup> edition, Alison Theaker, routledge, USN 2004.
5. Public relation theory and practice, Jane Jhonston, Clara Zawal, Allen &unwin, 2009.
6. Effective public relations – scoff. M. cutlip; Allen h. center, Glen m. broom. Delhi :pearson education; 2006.

**WRITING FOR PRINT MEDIA**

**Credit 5**

**(PRACTICAL)**

1. Words-100 dictionary meaning
2. Sentence construction
3. Tense exercises
4. News leads: (i) single incident (ii) multiple incident
5. Development journalism
6. Sports reporting
7. Editorial Writing
8. Interview Stories
9. Column Writing
10. Financial reporting

*NOTE: Exercises in classes and take home assignments to be given and an end semester record to be submitted for practical.*

**BASIC PHOTOGRAPHY****Credit 2****UNIT 1**

History of photography –types of cameras-Usage. Lens- Types-Usage. Lights- Types- Usage- Characteristics of light. Filters – Types- Usage.Film- Types.Film- Speed and Size.Tripod- Types- Usage. Light Meter- Usage. Flash- Types- Usage- Electronic Flash- Structure and functions of camera.

**UNIT 2**

Composition: Aperture-Usage. Shutter Speed-Usage. Depth of Field. Focal Length, Rule of Third. Basic Lighting- Key Light- Fill Light, Low Key and High Key Picture. Colour – shape – form – texture – pattern – depth – format – angles – frame – movement.

**UNIT 3**

Techniques: interchangeable lenses – macro photography – exposure – focusing – shutter speed – filters – editing – common faults.

**UNIT 4**

Types of Photography: News photography nature – architecture – wildlife – travel – funfairs – weddings –accidents – weather – sports.

**UNIT 5**

Ethical issues in photography – Codes of ethics for photographers, Tragedy image, digital improvement, privacy, moral rights of subjects etc. Basic software for photo editing.

**REFERENCES:**

1. Photo journalism – By the editors of time – life books New York.
2. Basic photography – John Hedge Coe. London: Collins & brown, 1993.
3. The Photography Bible – Daniel Lezano, 2004.
4. The colour photo book – Andreas Feininger. New Jersey: prentice – hall, 1969.
5. The colour book of photography – L.Lorelle. London: Focal press, 1956.
6. New introductory photographic course, John Hedgecoe's, Mitchell Beazley, 1990.
7. Photo – journalism, Rotovision SA, Terry AOPE, 2001.

**INTERNSHIP****Credit 5****(Print Media)**

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

*Scheme of Marks*

Report &amp; Work Diary - 50 Marks

Viva Voce - 50 Marks

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100 Marks

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**SEMESTER IV****MEDIA LAWS AND ETHICS****Credit 4****UNIT 1**

Indian constitution: preamble, salient features, Fundamental rights and duties, directive principle of state policy, freedom of speech and expression: article 19 (1) (a) and reasonable Restrictions article 19 (2) – Press Freedom during Emergency.

**UNIT 2**

Rights, privileges and liabilities of the press – the registration of books act 1867 – right to information act – Indian cinematograph act 2006 – censorship – Human Rights.

**UNIT 3**

Media Acts: official secrets act – copy right act – working journalist act of 1955 – prasarabharati act, Indian evidence act.

**UNIT 4**

Cyber laws – Information technology act 2000; Hackers, cyber terrorism, Cyber stalking, spamming cryptography and digital signature, Computer viruses.

**UNIT 5**

Press council of India – Press commission of India – pluralistic media in India – Ombudsman in media. Code of conduct – Ethics for journalists.

**REFERENCES:**

1. History of press, press laws and communication B.N. Ahuja. Surjeet Pub. New Delhi. 1981.
2. Freedom of the press. M.K. Joseph, Anmol Pub. New Delhi 1997.
3. Constitutional law of India 6e, Dr Justice Durga Das Basu. Prentice Hall of India P ltd. New Delhi. 1991.
4. Law of the press in India Dr Justice Durga Das Basu. Prentice Hall of India P ltd. New Delhi .1980.
5. Journalism in India R. Parthasarathy Sterling Pub. New Delhi 1989.
6. Press commission Reports. Govt. of India press.

**RADIO PROGRAMME PRODUCTION Credit 4****UNIT 1****Introduction of Radio:**

History of Radio: Growth and development. Radio as a Mass- Medium: Uses and characteristics of radio. Professions in the Industry - Production Staff, Radio jockey, News anchor, Talk show Management Staff, Station director, Programming heads.

**UNIT 2****Writing for Radio :**

Concept: Definition, Importance, Scripting, Use of Language, Voice Modulation. Elements of Radio Script - Spoken, immediate, person to person, entertain, & inform.

**UNIT 3****Radio Programme Formats:**

What is Radio format? Types of Radio formats - Radio Drama, Radio Documentary, Radio Live Show, Jingles, Talk Show and Discussions, Radio Music programme and News Bulletins.

**UNIT 4****Radio Program Production Process:**

Basic Equipment - Microphone-Types, Console - meaning and uses. Recording on different consoles - digital, analogue recording / multi-track. Editing software - types and uses (Nuendo, Audicity and Sony Vegas). Packaging: music and sound effects.

**UNIT 5****Radio Transmission:**

Signals: Definition, Types- AM, FM, Shortwave, Digital. Future of Radio: Satellite Radio, Community Radio, Internet Radio. Radio as a tool for Development.

**REFERENCES:**

1. McLeish, R. (2012). *Radio Production*. CRC Press.
2. Stewart, P. (2010). *Essential Radio Skills: How to Present a Radio Show*. A&C Black.
3. Fleming, C. (2009). *The Radio Handbook*. Rutledge.
4. Harris, M. (2007). Writing for Radio. *Creative Writing THE HANDBOOK OF*, 273.
5. McInerney, V. (2001). *Writing For Radio*. Manchester University Press.



**WRITING FOR MEDIA****Credit 5****UNIT-1**

**Print Medium:** Nature and characteristics of a Newspaper- Readers' perception – general and specialized newspapers – Editorial policy and style – language – inverted pyramid – source attribution – writing features and articles- Comparative analysis of Tamil and English dailies – Freelancing.

**UNIT –2**

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

**UNIT- 3**

**Radio:** Nature and characteristics of Radio – Radio for information, education and Entertainment –News headlines and highlights – News features – talk shows – interviews – Radio Jockeying – technological factors in writing for electronic media

**UNIT – 4**

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

**UNIT – 5**

**Web Writing:** Internet as a medium - nature and characteristics – user's profile – Newspapers online –language and style – multimedia support – contents online: informational, educational and entertainment –authenticity and piracy issues – regulations.

**REFERENCES:**

1. Mencher, Melvin. "News Reporting and Writing". New York. McGraw Hill Pub. 2003.
2. Navin Chandra & Chaughan. 'Journalism Today'. Kanishka Pub. New Delhi 1997.
3. Shrivastava, K.M. 'Radio and TV Journalism'. New Delhi. Sterling Publishers, 1989
4. Hilliard, Robert. 'Writing for Television, radio and New media (8th ed.)'. Belmont. Wadsworth Pub. 2004.
5. White, Ted. 'Broadcast news writing, Reporting and Producing' 4th ed. Oxford. Focal Press. 2006.

**BASIC PHOTOGRAPHY****Credit 2****(Practical)**

The students will be asked to shoot pictures on any ten of the following heads and submit photo-record for assessment. The practical examination will test the photographic skills on the day by assigning specific topics for coverage.

**The topics for photo-record are:**

1. Still life Photography
2. Portrait photography
3. Lighting: Indoor (Key Light, Fill Light, Rim Lighting, Side Lighting )
4. Lighting: Outdoor (Key Light, Fill Light, Rim Lighting, Side Lighting )
5. Architecture Photography
6. Silhouette Photography
7. Advertising Photography
8. Photographs on Human Interest
9. Wild Life Photography
10. Texture & Pattern
11. Sports Photography
12. News Photography
13. Travel Photography
14. Funfairs Photography
15. Photo Essays

**SCRIPT WRITING      Credit 2**  
**(Practical)**

Students will have to choose any six from the list of topics given below and develop the idea, rough and fair scripts and submit the record work for script writing for assessment.

1. Prepare various formats of Scripts
2. Five minute radio talk on current issue
3. Three minute short script on social theme
4. Script for television documentary on social theme
5. Two minute radio social advertisement
6. Script for two soft stories
7. Five minute talk show and discussion
8. Scripting exercises for web portal
9. Script for Short Film
10. Radio news reel

**SEMESTER V****TELEVISION PROGRAMME PRODUCTION****Credit 4****UNIT - 1**

Basic Television Studio Structure, Elements of Studio Production, Elements of Field Production, Studio Layout and Design

**UNIT - 2**

Digital Television – Camera parts, Operations and functions, Accessories, Types of Video camera, Video Formats, Picture Compositions, Framing effective Shots, Lights and lighting, lighting instruments, Techniques of television lighting.

**UNIT - 3**

Preproduction - planning, Scheduling, Script Formats, Script writing, Visualization and sequencing, Production crew, Television Talent, Acting Techniques, Auditions, Makeup, Costuming, Difficulties in Indoor and Outdoor Shooting.

**UNIT - 4**

Postproduction - Editing modes, Basic editing systems, Nonlinear Editing features and Techniques, Editing Procedures, Online Editing, Editing Softwares, Special effects, Audio Sound Control.

**UNIT - 5**

Video recording and storage systems, designing and Using Television Graphics, Single camera set up, Multi Camera set up, Live coverage, other communication system-Communication systems, Signal Transport.

**REFERENCES:**

1. Zettl, H. (2006). Television Production Handbook: Thomson Wadsworth. Ma. USA.
2. Wootton, C. (2005). A Practical Guide to Video and Audio Compression. Focal Press. NY.
3. Angell, D. (2008). The Filmmaker's Guide to Final Cut Pro Workflow. Focal Press. NY.
4. Magoun, A. B. (2007). Television - The Life Story Of A Technology. Greenwood Press. London:
5. Genre in Asian Film and Television - New Approaches.(2011). PALGRAVE Macmillan. UK.

**FEATUREWRITING****Credit 5****UNIT-1**

**Editorial writing:** Importance of edit page; place of opinion in a newspaper, concept of op-edpage; Form, purpose and style of editorial writing-Explain or Interpret,Criticize, Persuade, Praise; Tools:- library clippings and background research.

**UNIT -2**

**Writing editorial features:** Structure of editorials; Types of editorials and Kinds of editorial writing: Leaders, opinion articles, analytical articles, current topics, In-depth, interpretative, investigative articles; Planning of editorial page;

**UNIT- 3**

**Writing columns:** Planning and writing columns, Interests and specialization; Reviews- Books, dramas, films and art exhibitions;.letters to the editor and its importance; Editing the opinion articles.

**UNIT- 4**

**Multimedia, Multitasking:** Planning and working for supplements, editing and rewriting Features; Writing for daily, supplements and magazines; Writing for other media;- Radio, TV and Web.

**UNIT-5**

**Running a Feature agency:** Editorial outsourcing, expectations of media houses, credibility,timeliness and objectivity; Special features, series of articles;Market for feature agencies and content providers; Entrepreneurship, management and economics.

**REFERENCES:**

1. Nicolls, Brian. *Features with Flair*.Vikas Publication.
2. Stonecipher, Harry. *Editorial and Persuasive Writing: Opinion functions of News media*. Hastings. House, New York.
3. Rystrom, Kenneth. *The why, who and how of the Editorial Page*. Random House, New York, 1983.

**WRITING FOR ELECTRONIC MEDIA****Credit 5****(Practical)****Radio:**

1. Students should write a script for Five min Radio news bulletin
2. Students should write a script for Five min Radio Interview
3. Produce a Talk show on any social issue not more than 10 Min
4. Record 25 radio commercials and submit the transcripts

**Television:**

1. Students should prepare script for ten minute documentary
2. Students should prepare scripts for five TV commercials with story board
3. Students should shoot five minute Television Commercial Programme.
4. Students should shoot five minute news bulletin.

**New Media:**

Each student must design a blog and write content for the same and submit screen shots and work sheet with ten updates.

**INTRODUCTION TO PSYCHOLOGY**Credit 5**UNIT- 1**

Psychology: meaning – definitions, Nature of the subject psychology- Scope of psychology- Branches and Fields of psychology.

**UNIT -2**

Methods of psychology: observational methods - experimental method - clinical case-study method– method and treatment - interview method.

**UNIT- 3**

Personality: meaning - definition – structure of personality – Psychosexual stages.

**UNIT- 4**

Learning - meaning. Theories of learning: nature of learning –types of learning.

**UNIT -5**

Memory: definitions – processes – types of memory – forgetting – improving memory.

**REFERENCES:**

1. An Introduction to psychology- S.K.Mangal- Sterling publishers, New Delhi.
2. The fundamentals of psychology-Dumirille- London university tutorial press,1938.
3. Human memory – Klastsky R.L – San Francisco -Freeman,1976.
4. Methods of psychology – Andrews T.G – New york ,JohnWiley.
5. Transfer of learning – Ellis, Henry- New York; Macmillan,1965.

**INTERNSHIP**Credit 5**(Electronic Media)**

Students should go for an internship for one month, after the Fifth semester, to Electronic media organization and submit the report with the work diary in the VI semester.

***Scheme of Marks***

Report & Work Diary - 60 Marks

Viva Voce - 40 Marks

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100 Marks  
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**SEMESTER VI****WEB NEWS PRODUCTION****Credit 5****UNIT -1**

Web Journalism:– definition, origin, development and contemporary relevance; differences from traditional journalistic practices- Audiences of Web Journalism, web broadcasting, search engine optimization.

**UNIT- 2**

Writing for the Web: Online editions of newspapers, Online reporting- tools for newsgathering.– principles, limitations and new trends. Editing of web content.Management and economics of online editions, online advertisements and their types.

**UNIT- 3**

Characteristics of the web:-Interactivity, sociability, multimedia content, autonomy, playfulness, privacy, personalization, digitization and convergence Themes and issues in Web Journalism: Security issues on the Internet- social, political, legal and ethical issues related IT and CT.

**UNIT- 4**

Design aesthetics: Graphic design- meaning, nature- art/ craft, Design elements Design Process, Principles, stages of designing, typography, layout, design identity.

**UNIT -5**

Introduction to Design softwares:-Corel Draw, Photoshop, and InDesign. Creating visual publicity materials.Future ofWeb Journalism.Cyber laws and ethics.

**REFERENCE:**

1. Ambrose, G., & Harris, P. (2009). Basics design 08: design thinking (Vol. 8). Ava Publishing.
2. Ambrose, G., & Harris, P. (2006). The visual dictionary of graphic design. AVA Publishing.
3. Wood, Allan. (2010). The Graphic Designer's Digital Toolkit, London: Focal Press.
4. Samara, Timothy. (2008). Publication Design Workbook: A Real-World Design Guide. Delhi: Orient Longman.

**FILM APPRECIATION****Credit 5****UNIT -1**

The origin of cinema.Criticism: Definitions. Qualities of film critic.Responsibilities of a film critic.Film as an experience, Environment, Commodity and Communication Media.

**UNIT- 2**

Approaches to studying film: Narrative and Non Narrative films. Cinematic codes: Mise-en-scene, Setting, Props, Costume, Performance and movement, Lighting, Camera and Camera movement.

**UNIT -3**

Genre, star and auteur.French new wave.Neo Realism.German Expressionism.Soviet montage cinema.Third world Cinema.Political Cinema.

**UNIT -4**

Film audience: Audience positioning, Audience as the meaning makers. Hero worship. Fan clubs; Representation of gender and sexuality.

**UNIT -5**

Film Personalities: Satyajit Ray, AdoorGopalakrishnan, Akira Kurusowa, Ingmar Bergman, Sivaji Ganesan, K Balachander, Kannadasan, M S Viswanathanand others.

**REFERENCES:**

1. Turner, Graeme. Film As Social Practice, Rutledge, London, 1993
2. Monoco, James. How To Read A Film, Rutledge, London, 2001
3. Nelmes, Jill. An Introduction To Film Studies, Rutledge, London, 1996
4. Vasudev, Aruna. The New Indian Cinema, Macmillan, Delhi, 1986
5. Oxford Guide To World Cinema, Oxford, London, 2000

**LAB JOURNAL AND DOCUMENTARY PRODUCTION      Credit 5**

**(PROJECT)**

1. Produce a documentary not more than 15 Mins
2. Produce a bilingual lab journal

Students will plan the theme, script, location and schedule of shooting. Must submit the script for approval. Prepare shooting script and production details for record submission. Two copies of project CD to be submitted with titles and certificates.

Lab Journal in A3 with minimum two pages. Must contain a review, an interview story and a development issue in it. Must have two photographs.

**M-NEWS PRODUCTION Credit 4****UNIT-1**

Definition of mobile journalism (Mojo), Mobile sites (MobiSites), Mobile Content - News and Entertainment Sharing; Mobile audio and video – recording, uploading, sharing and streaming; different file formats. Update frequency and live. Breaking news.

**UNIT-2**

Mobile News Product Development: – Different mobile development approaches:- their benefits and weaknesses - Responsive vs mobile-optimized Sites, Building mobile apps and products – Different frameworks:- integration and interaction.

**UNIT-3**

User Generated Contents (UGC) – Managing and integrating UGC with SNS and vertical and horizontal portals. Community Informatics - Activism in Cyber space. New trends- blogging and vlogging. Citizen journalism on the Web. Virtual community formation:- admin and moderation – roles and responsibilities.

**UNIT-4**

Social Networking Sites (SNS) – Information sharing in SNS. Credibility and sources – Micro blogging in Facebook, Twitter, Flickr and other sites and integrating SNS in Editorial Information flow.

**UNIT-5**

New Media Social Engagement and Ethical issues; Journalism ethics and restraint in new media; Copyright & Legal issues in cyber space; Using social media to engage public; Globalization & Emerging Cyber cultures.

**REFERENCE:**

1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar.
2. Web Masters Hand Book, Galgotia
3. Computer Graphic Software Construction, John R Rankin The Internet Book, Comer Douglas E .
4. The Information Society: An Introduction, Armand Mattelart. 2003 by Sage Publications Ltd
5. Designing Interactive Websites, Mohle James L and Thompson Learning