

**MANONMANIUM SUNDARANAR UNIVERSITY,
TIRUNELVELI- 12
UG COURSES – AFFILIATED COLLEGES**

**B.A.,
JOURNALISM
&
MASS COMMUNICATION**

SYLLABUS

**As per the Model Syllabus From
TAMILNADU STATE COUNCIL FOR HIGHER EDUCATION
CHENNAI – 600 005**

**FROM THE ACADEMIC YEAR
2024-2025
FOR THOSE WHO ARE ADMITTED FROM
2024 – 2025**

(WITH INDUCTION OF NAAN MUTHALVAN COURSES)

VISION OF THE UNIVERSITY

- To provide quality education to reach the un-reached

MISSION OF THE UNIVERSITY

- To conduct research, teaching and outreach programmes to improve conditions of human living.
- To create an academic environment that honours women and men of all races, caste, creed, cultures and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity.
- To offer a wide variety of off-campus educational and training programs, including the use of Information Technology to individuals and groups.
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development.
- To provide quality/ inclusive education, especially for the rural and unreached segments of economically downtrodden students including socially oppressed and differently abled.

MISSION STATEMENT OF THE PROGRAMME: Creating skillful and willful journalists through teaching and training for community transformation!

VISION STATEMENT OF THE PROGRAMME: Creating Courageous, Competent and Compassionate journalists through systematic media studies to contribute

TANSCHÉ REGULATIONS ON LEARNING OUTCOMES-BASED CURRICULUM FRAMEWORK GUIDELINES BASED REGULATIONS FOR UNDER GRADUATE PROGRAMME	
Programme:	B.A., Journalism and Mass Communication
Programme Code:	
Duration:	UG - 3 Years
Programme Outcomes:	<p>Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student shall:</p> <p>PO 1: Acquire skills in print media production and journalism.</p> <p>PO 2: Master techniques of editing for various media platforms.</p> <p>PO 3: Gain comprehensive knowledge of broadcast media avenues and operations.</p> <p>PO 4: Excel in news writing through rigorous training and practice.</p> <p>PO 5: become ethically responsible communicators</p> <p>PO 6: Develop a strong competency in media knowledge and theory.</p> <p>PO 7: Critically analyze media representations of current events and societal issues.</p> <p>PO 8: Prepare for employment across TV, radio, newspaper, magazine, and digital media industries.</p>
Programme Specific Outcomes:	<p>Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student shall:</p> <p>PSO 1: Develop foundational skills in writing, reporting, and interviewing for print media.</p> <p>PSO 2: Exhibit proficiency in advanced editing software and techniques for various media platforms.</p> <p>PSO 3: Demonstrate ability to operate and produce content for broadcast media, including television and radio.</p> <p>PSO 4: Apply news writing techniques to create clear, accurate, and engaging news stories.</p> <p>PSO 5: Uphold and advocate for ethical standards in all journalistic endeavors, ensuring integrity and public trust.</p> <p>PSO 6: Understand fundamental concepts and theories related to mass communication and media studies.</p> <p>PSO 7: Evaluate media content critically, recognizing bias, framing, and ethical considerations in coverage.</p> <p>PSO 8: Demonstrate readiness for professional roles in diverse media industries, showcasing versatility and adaptability across multiple formats.</p>

	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
PSO 1	1	3	2	2	3	1	2	3
PSO 2	3	3	3	3	3	2	3	3
PSO3	2	2	2	2	2	1	2	2
PSO 4	2	3	2	2	2	2	3	2
PSO 5	3	3	3	3	3	2	3	3
PSO 6	1	1	1	2	2	1	2	2
PSO 7	2	2	2	2	2	1	2	2
PSO 8	3	3	3	3	3	2	3	3

3 – Strong, 2- Medium, 1- Low

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, advanced programming packages allied with the discipline topics, practical training, devising mathematical models and algorithms for providing solutions to industry / real life situations. The curriculum also facilitates peer learning with advanced mathematical topics in the final semester, catering to the needs of stakeholders with research aptitude.
- The General Studies and Mathematics based problem solving skills are included as mandatory components in the 'Training for Competitive Examinations' course at the final semester, a first of its kind.
- The curriculum is designed so as to strengthen the Industry-Academia interface and provide more job opportunities for the students.
- The Industrial Statistics course is newly introduced in the fourth semester, to expose the students to real life problems and train the students on designing a mathematical model to provide solutions to the industrial problems.
- The Internship during the second year vacation will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.
- Project with viva-voce component in the fifth semester enables the student, application of conceptual knowledge to practical situations. The state of art technologies in conducting a Explain in a scientific and systematic way and arriving at a precise solution is ensured. Such innovative provisions of the industrial training, project and internships will give students an edge over the counterparts in the job market.
- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective courses, covering conventional topics to the latest - Artificial Intelligence.

Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome / Benefits
I	<p>Foundation Course To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Literature and analysing the world through the literary lens gives rise to a new perspective.</p>	<ul style="list-style-type: none"> ➤ Instill confidence among students ➤ Create interest for the subject
I, II, III, IV	<p>Skill Enhancement papers (Discipline centric / Generic / Entrepreneurial)</p>	<ul style="list-style-type: none"> ➤ Industry ready graduates ➤ Skilled human resource ➤ Students are equipped with essential skills to make them employable <hr/> <ul style="list-style-type: none"> ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world. <hr/> <ul style="list-style-type: none"> ➤ Discipline centric skill will improve the Technical knowhow of solving real life problems.
III, IV, V & VI	<p>Elective papers</p>	<ul style="list-style-type: none"> ➤ Strengthening the domain knowledge ➤ Introducing the stakeholders to the State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature ➤ Emerging topics in higher education/industry/

		communication network / health sectoretc. are introduced with hands-on-training.
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IV	Elective Papers	<ul style="list-style-type: none"> ➤ Exposure to industry moulds students into solution providers ➤ Generates Industry ready graduates ➤ Employment opportunities enhanced
V Semester	Elective papers	<ul style="list-style-type: none"> ➤ Self-learning is enhanced ➤ Application of the concept to real situation is conceived resulting in tangible outcome
VI Semester	Elective papers	<ul style="list-style-type: none"> ➤ Enriches the study beyond the course. ➤ Developing a research framework and presenting their independent and intellectual ideas effectively.
Extra Credits: For Advanced Learners / Honors degree		<ul style="list-style-type: none"> ➤ To cater to the needs of peer learners / research aspirants
Skills acquired from the Courses	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill	

Credit Distribution for UG Programmes (With effect from June 2024)

Sem I	Credit	H	Sem II	Credit	H	Sem III	Credit	H	Sem IV	Credit	H	Sem V	Credit	H	Sem VI	Credit	H
Part 1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	Part..1. Language – Tamil	3	6	5.1 Core Course – \CC IX	4	5	6.1 Core Course – CC XIII	4	6
Part.2 English	3	6	Part..2 English	3	4	Part..2 English	3	6	Part..2 English	3	6	5.2 Core Course – CC X	4	5	6.2 Core Course – CC XIV	4	6
1.3 Core Course – CC I	5	5	2..3 Core Course – CC III	5	5	3.3 Core Course – CC V	5	4	4.3 Core Course – CC VII Core Industry Module	5	4	5. 3.Core Course CC -XI	4	5	6.3 Core Course – CC XV	4	6
1.4 Core Course – CC II	5	5	2.4 Core Course – CC IV	5	5	3.4 Core Course – CC VI	5	4	4.4 Core Course – CC VIII	5	4	5. 4.Core Course –/ Project with viva-voce CC -XII	3	5	6.4 Elective -VII Generic/ Discipline Specific	3	5
1.5 Elective I Generic/ Discipline Specific	3	4	2.5 Elective II Generic/ Discipline Specific	3	4	3.5 Elective III Generic/ Discipline Specific	3	4	4.5 Elective IV Generic/ Discipline Specific	3	4	5.5 Elective V Generic/ Discipline Specific	3	4	6.5 Elective VIII Generic/ Discipline Specific	3	5
1.6 Skill Enhancement Course SEC-1	2	2	2.6 Skill Enhancement Course SEC-2	1	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	2	4.6 Skill Enhancement Course SEC5	1	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 NAAN MUTHALVAN / Alternative course for arrear holders	2	2
1.7 Skill Enhancement -(Foundation Course)	2	2	2.7 Skill Enhancement Course –SEC-3	1	2	3.7 EVS	2	2	4.7 Value Education	2	2	5.7 NAAN MUTHALVAN / Alternative course for arrear holders	2	2	6.7 Extension Activity	1	-
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	23	30		23	30		24	30		24	30		25	30		21	30

Total 140

Choice Based Credit System (CBCS), Learning Outcomes Based Curriculum Framework (LOCF) Guideline Based Credit and Hours Distribution System for all UG courses including Lab Hours

First Year – Semester-I

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses [in Total]	13	14
Part-4	Skill Enhancement Course SEC-1	2	2
	Foundation Course (skill enhancement)	2	2
		23	30

Semester-II

Part	List of Courses	Credit	No. of Hours
Part-1	Language – Tamil	3	6
Part-2	English	3	4
Part-3	Core Courses & Elective Courses including laboratory if any [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	1	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	1	2
	NAAN MUTHALVAN or Alternative Paper for Arrear Holders of NM	2	2
		23	30

Second Year – Semester-III

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory if any [in Total]	13	12
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	2
	E.V.S	2	2
	NAAN MUTHALVAN or Alternative Paper for Arrear Holders of NM	2	2
		24	30

Semester-IV

Part	List of Courses	Credit	No. of Hours
Part-1	Language - Tamil	3	6
Part-2	English	3	6
Part-3	Core Courses & Elective Courses including laboratory if any [in Total]	13	12
Part-4	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	1	2

	Value Education	2	2
	NAAN MUTHALVAN or Alternative Paper for Arrear Holders of NM	2	2
		24	30

Third Year - Semester-V

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based	21	28
Part-4	NAAN MUTHALVAN or Alternative Paper for Arrear Holders of NM	2	2
	Internship / Industrial Visit / Field Visit / Field Work (any other Knowledge updating activity) etc.,	2	-
		25	30

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses /Elective Based / Project if any / Lab if any	18	28
Part-4	NAAN MUTHALVAN or Alternative Paper for Arrear Holders of NM	2	2
Part- 5	Extension Activity	1	--
		21	30

Consolidated Semester wise and Component wise Credit distribution

Parts	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Credits
Part I	3	3	3	3	-	-	12
Part II	3	3	3	3	-	-	12
Part III	13	13	13	13	21	18	91
Part IV	4	4	5	5	4	2	24
Part V	--	--	--	--	--	1	1
Total	23	23	24	24	25	21	140

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

CREDIT DISTRIBUTION FOR THREE YEAR UG PROGRAMME			
		No. of Papers	Credits
Part I	Tamil (3 Credits)	4	12
Part II	English(3 Credits)	4	12
Part III	Core Courses (5 or 4 Credits)	15	67
	Elective Courses :Generic / Discipline Specific (3 Credits)	8	24
Total			115
Part IV	Skill Enhancement Course (2 or 1 Credits)	5	6
	Foundation Course (Skill Enhancement)	1	2
	EVS (2 Credits)	1	2
	Value Education (2 Credits)	1	2
	NAAN MUTHALVAN or Alternative Paper for Arrear Holders of NM	5	10
	Internship / Industrial Visit / Field Visit / Field Work (Knowledge updating activity)	1	2
Part V	Extension Activity (NSS / NCC / Physical Education)	1	1
Part IV Credits			24
Part V Credits			1
Total Credits for the UG Programme			140

Eligibility: 10 + 2 pass in any group from the Board of Higher Secondary Examination, Government of Tamil Nadu. Those candidates who have studied through any other State Board of Examination other than Board of Higher Secondary School of Examination, Government of Tamil Nadu need to get an Eligibility Certificate if they wish to join in this University or its affiliated institutions. The Eligibility Certificate needs to be submitted to the institutions at the time of joining the course.

Duration of the course:

B.A Journalism & Mass Communication is a three years full time programme spreads over six semesters.

B.A., JOURNALISM & MASS COMMUNICATION CREDIT DISTRIBUTION

First Year – Semester – I			
Part	List of courses	Credits	No. of Hrs
Part I	Language – Tamil	3	6
Part II	English	3	6
Part-III	Core Course- I Introduction to Mass Communication	5	5
	Core Course – II Fundamentals of Journalism	5	5
	Generic Elective I 1. History of Journalism (OR) 2. Socio Political Issues in India	3	4
Part-IV	Skill Enhancement Course SEC-I - Basic Writing Skills	2	2
	Skill Enhancement Foundation Course-Presentation Skills	2	2
TOTAL		23	30
First Year – Semester – II			
Part	List of courses	Credits	No. of Hrs
Part I	Language – Tamil	3	6
Part II	English	3	4
Part III	Core Course III –News Reporting	5	5
	Core Course IV –News Editing	5	5
	Generic Elective II 1. Basic Computer Application for Media (or) 2. Mass Media and Society	3	4
Part IV	Skill Enhancement Course SEC 2 - Human Rights Reporting	1	2
	Skill Enhancement Course SEC-3 Journalistic skills	1	2
	Naan Muthalvan or Alternative Paper for Arrear Holders of NM	2	2
TOTAL		23	30
Second Year – Semester – III			
Part	List of Courses	Credits	No. of Hrs
Part I	Language – Tamil	3	6
Part II	English	3	6
Part III	Core Course –V Communication Models and Theories	5	4
	Core Course –VI Writing for Media	5	4
	Generic Elective III 1. Designing and Layout (OR) 2. Print Production	3	4

Part IV	Skill Enhancement Course SEC 4 Basic Photography	1	2
	EVS	2	2
	Naan Muthalvan or Alternative Paper for Arrear Holders of NM	2	2
TOTAL		24	30
Second Year – Semester – IV			
Part	List of Courses	Credits	No. of Hrs
Part I	Language – Tamil	3	6
Part II	English	3	6
Part III	Core Course –VII Media Law and Ethics	5	4
	Core Course –VIII Advertising	5	4
	Generic Elective IV 1.Video Production(OR) 2. Gender and Media	3	4
Part IV	Skill Enhancement Course SEC 5 Business Journalism	1	2
	Value Education	2	2
	Naan Muthalvan or Alternative Paper for Arrear Holders of NM	2	2
TOTAL		24	30
Third Year – Semester – V			
Part	List of Courses	Credits	No.of Hours
Part III	Core Course IX Media, Culture and Society	4	5
	Core Course X Radio Journalism	4	5
	Core Course XI Tamil Journalism	4	5
	Core Course / Project with Viva Voce CC- XII 1. Magazine Journalism (OR) 2. Project (Individual or Group) /Creating a lab journal / U-tube video news presentation etc.,	3	5
	Discipline Specific Elective- V 1. Sports Journalism (OR) 2. Photo Journalism	3	4
	Discipline Specific Elective- VI 1. Science communication 2. Digital Media Literacy	3	4
Part IV	Naan Muthalvan or Alternative Paper for Arrear Holders of NM	2	2
	Internship / Industrial visit / Field Visit / Field Work / any	2	-

	other relevant Knowledge updating activity etc.,		
TOTAL		25	30
Third Year – Semester – VI			
Part	List of Courses	Credits	No. of Hrs
Part III	Core Course XIII Online Journalism	4	6
	Core Course XIV Development Communication	4	6
	Core Course XV Media Management	4	6
	Discipline Specific Elective - VII 1. Broadcast Journalism (OR) 2. media entrepreneurship	3	5
	Discipline Specific Elective -VIII 1.Practical Public Relations (OR) 2. Specialized Journalism	3	5
Part IV	Naan Muthalvan or Alternative Paper for Arrear Holders of NM	2	2
Part V	Extension Activity (NSS, NCC, YW, Sports etc.,)	1	-
TOTAL		21	30

TOTAL: 140 Credits

1. Theory: Internal assessment: 25 marks (Average of any best two of the three tests conducted for 20 marks each + one assignment for five marks)

External Examination conducted by the university: 75 marks
Total: 100 marks

2. For project:

Internal : 50 marks (For project report / Record notebook

External : 50 marks (Viva Voce Examination)

A proof of the work should be submitted for evaluation

3. For industrial internship / Industrial visit / Field Visit / Field Work / any other relevant Knowledge updating activity etc.,: Internal:50 External:50

A report / proof should be submitted for evaluation.

4. Extension activity: Internal: 50; External 50

The passing minimum for University Examinations shall be 40% out of 100 marks including internal marks. In the external examination the student has to score atleast 30 marks out of 75.

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Exter	Total
	INTRODUCTION TO MASS COMMUNICATION	Core -I	5	-	-	-	5	5	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the fundamentals of Mass Communication to the learners • to inculcate the knowledge of different types of Communication • to help them to acquire the knowledge of various avenues of Mass Media • to enhance the understanding of the role of theories of Mass Communication • to enhance the knowledge of the various Mass Media audiences 											
UNIT	Contents										No. of Hours
I	Communication: Definition, Nature, Scope and Purpose – Communication as a process: Sender, Message, channel, receiver and feedback as basic concepts - Functions of Communication - Uses of Communication – barriers of Communication - models and theories of communication – Lasswell’s model, Berlo’s SMCR model –Shannon and Weaver’s Mathematical model – Osgood and Schramm model, cultivation theory, framing theory, and social learning theory, Cultural Imperialism										15
II	Kinds / Types of Communication: Intra-personal, Interpersonal, Group, Mass Communication etc., - Forms of Communication: Oral, Verbal, Para Language etc.										18
III	Mass Media: Print Media: Newspaper, Magazines and other types of periodicals – Broadcast Media / Electronic media: Television and Radio – Folk media - New Media: Internet, www, mobile, radio and television and journals (e journals) through internet and smart phones, social networking (Facebook, Orkut, twitter, LinkedIn, InstaGram etc.,) - Characteristics of different media, their Advantages and Disadvantages, Roles and Functions of various media. Media Convergence, online etiquette and virtual communication challenges, AI in communication										15
IV	Basic theories of Communication: Marshall McLuhan’s Approach: "Medium is the Message" - Raymond Williams Approach - Characteristics of Mass Society - Sociological Theories: Agenda Setting, Uses and Gratification Theory - An Introduction to Indian Perspectives of communication, feminist media theory and critical race theory										15

V	Mass media audience: Definition, understanding of audience, active and passive audience, types of audience-spectators, viewers, listeners, readers, users, characteristics of mass audience-active and passive audience – characteristics of mass society, Media Psychology	12
Total		75

Course Outcomes
<p>On successful completion of the course, the student will be able to:</p> <p>CO 1: recall the skills of fundamentals of Mass Communication</p> <p>CO 2: remember the various avenues of different types of Communication</p> <p>CO 3: acquire the skills needed to handle the various avenues of Mass Media</p> <p>CO 4: utilize the knowledge of theories of Mass Communication while handling the mass media</p> <p>CO 5: apply the knowledge of the various Mass Media audiences in his /her profession in media</p>
References with e links
<ol style="list-style-type: none"> 1. Denis McQuail, Mass Communication theory, 1997., Sage Publication, NewDelhi. 2. Understanding Mass Communication, Melvin.L. DeFluer, Publishers Distributors, Delhi. 3. Understanding of Media : The Extension of Man, Marshall McLuhan. 4. Abhay chawla, Introduction to Mass communication, Pearson publications,2021. 5. Kevel J.Kumar, Mass communication in India, Jaico publications, 1994. 6. Seema Hasan, Mass communication, principles and concepts, CBS Publishers, 2020. 7. "Media and Society: Production, Content and Participation" by Nicholas Carah and Eric Louw (2020, SAGE Publications) - https://www.amazon.com/Media-Society-Production-Content-Participation/dp/1526468736 8. "Mass Communication: Living in a Media World" by Ralph E. Hanson (2021, Cengage Learning) - https://www.amazon.com/Mass-Communication-Living-Media-World/dp/0357363627 9. "Understanding Media and Culture: An Introduction to Mass Communication" by Jack Lule (2021, Flat World Knowledge) - https://catalog.flatworldknowledge.com/bookhub/reader/234275 10. "Media Today: An Introduction to Mass Communication" by Joseph Turow (2021, Routledge) - https://www.amazon.com/Media-Today-Introduction-Mass-Communication/dp/0367208427 11. "Introduction to Media and Journalism: Concepts and Practices" by Nalini Rajan and Sujata Madhok (2021, SAGE Publications) - https://www.amazon.com/Introduction-Media-Journalism-Concepts-Practices/dp/9353286004 12. "The Media Studies Reader" edited by Tim O'Sullivan, Yvonne Jewkes, and Sonia Livingstone (2018, Routledge) - https://www.taylorfrancis.com/books/9781317485551 13. "Media and Communication Studies: Introducing the Key Concepts" by John Hartley, Jean Burgess, and Axel Bruns (2021, Routledge) - https://www.taylorfrancis.com/books/9780367646693 14. "Media and Culture: An Introduction to Mass Communication" by Richard Campbell and Christopher Martin (2017, Bedford/St. Martin's) - https://www.macmillanlearning.com/college/us/product/Media-and-Culture-An-Introduction-to-Mass-Communication/p/1319058515 15. "Journalism in the Digital Age" by John V. Pavlik (2017, Columbia University Press) -

<https://cup.columbia.edu/book/journalism-in-the-digital-age/9780231177719>

16. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel (2021, Crown) - <https://www.amazon.com/Elements-Journalism-Newspeople-Should-Expect/dp/0804136785>

MAPPING:

COURSE CODE AND TITLE: INTRODUCTION TO MASS COMMUNICATION (.....)											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-5
CO 2	2	2	3	3	3	3	3	2	2	3	K-1
CO 3	3	3	3	2	2	3	3	3	2	2	K-5
CO 4	2	2	3	3	3	3	3	2	2	3	K-2
CO 5	3	3	3	2	2	3	3	3	2	2	K-3

3-Strongly correlated 2-Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Fundamentals of Journalism	Core-II	5	-	-	-	5	5	25	75	100
Learning Objectives											
<p>The objectives of this are: To</p> <ul style="list-style-type: none"> introduce the fundamentals of print media to the learners inculcate the technical skills of different facets of newspaper industry help them to apply the important aspects of elements of news enhance the understanding of the organizational structure of media as industry enhance them with the skills of preparing the content of newspapers and periodicals 											
UNIT	Contents										No. of Hours

I	Journalism: Definition – Nature – Scope –Functions -Role of Press in Democracy -Principles of Journalism- The Fourth Estate - Who is a Journalist? – Professional Journalist – Freelance Journalist , Evolution of Journalism, Role of Digital Media	15
II	Kinds of Journalism: Investigative Journalism – Interpretative Journalism - New Journalism - Development Journalism - Community Journalism – etc., Types of Journals on the basis of their circulation, Interval of Publications, Quality and Content, Data Journalism, Citizen Journalism	15
III	News: Definitions – News values / Elements of News – proximity, prominence, oddity, conflict, controversy, timeliness and human interest etc., - Components of News – Structure of a news - Inverted Pyramid Style – lead – body – headline etc., Fake News and Misinformation, Global News Flow, Digital News Formats	15
IV	Organizational structure of a newspaper industry: Editorial Section, Business Section, Mechanical Section, Promotion Section, Data Processing Department, Advertising Department – Administrative Department - News Agencies – Indian and International News Agencies, UNI, PTI, PIB, AFP, REUTERS, AP - News Gathering - Professional Press Organizations, Emerging Trends in News Production, AI in News production	15
V	Newspaper and Periodical Contents : Photographs- captions —Editorial – Pictures – Photographs –Cutline - Uses of Cartoons, Comic strips, Gag, Panel etc., – Main Headline – Letters to the editor and other Components of a newspaper , Digital Content Management, Interactive Features(Live blogs, Reader Comment Section)	15
Total		75
Course Outcomes:		
Upon successful completion of this course the students would be able to:		
<ul style="list-style-type: none"> • CO 1: remember the basics of Journalism • CO 2: demonstrate the media skills of different types of newspaper industry • CO 3: apply the important aspects of elements of news • CO 4: be enhanced with the knowledge of the background of Tamil Journalism • CO 5: to understand the important aspects of history of Indian Journalism 		
References and e book links		
<ol style="list-style-type: none"> 1. Parathasarathy, Basic Journalism 2. Mridula menon, Basics of Journalism, Kaniska publications, 2020. 3. Virbala Aggarwal, Handbook of Journalism and Mass communication, concept publishing, 2012. 4. Lynette Sheridan Burns, Understanding Journalism 5. Helen Sissols, Practical Journalism: How to Write News? 6. "Journalism Next: A Practical Guide to Digital Reporting and Publishing" by Mark Briggs (2013, CQ Press) - https://www.amazon.com/Journalism-Next-Practical-Digital-Publishing/dp/1452227853 7. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel (2021, Three Rivers Press) - 		

<https://www.penguinrandomhouse.com/books/23212/the-elements-of-journalism-revised-and-updated-3rd-edition-by-bill-kovach-and-tom-rosenstiel/>

8. "Writing and Reporting News: A Coaching Method" by Carole Rich (2020, Cengage Learning) - <https://www.cengage.com/c/writing-and-reporting-news-a-coaching-method-9e-rich/>
9. "The New York Times Manual of Style and Usage: The Official Style Guide Used by the Writers and Editors of the World's Most Authoritative News Organization" by Allan M. Siegal and William G. Connolly (2015, Three Rivers Press) - <https://www.penguinrandomhouse.com/books/15239/the-new-york-times-manual-of-style-and-usage-5th-edition-by-allan-m-siegal-and-william-g-connolly/>
10. "The Associated Press Stylebook 2021: And Briefing on Media Law" by Associated Press (2021, Basic Books) - <https://www.basicbooks.com/titles/associated-press/the-associated-press-stylebook-2021/9781541677409/>
11. "The Basics of Digital Journalism: Handouts, Worksheets, and Lesson Plans for High School Journalism" by Megan Fromm and Kelly Glass (2021) - <https://www.amazon.com/dp/B08W3V4BZT>
12. "Journalism 101: The Basics of Reporting and Writing" by Jeff Goins (2012) - <https://goinswriter.com/journalism-101/>
13. "The Art of Writing and Communication in Journalism: How to Craft Great News Stories" by Marcus R. Møller Bitsch (2021) - https://books.google.com/books/about/The_Art_of_Writing_and_Communication_in.html?id=_eZnEAAAQBAJ&source=kp_book_description
14. "The Fundamentals of Journalism" by University of Strathclyde (2021) - <https://bookboon.com/en/the-fundamentals-of-journalism-ebook>
15. "Journalism Fundamentals: Reporting, Writing, and Editing" by Jonathan Peters (2021) - <https://press.rebus.community/journalismfundamentals/>

MAPPING:

COURSE CODE AND TITLE: Fundamentals of Journalism											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-5
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-5
CO 5	3	3	3	2	2	3	3	3	2	2	K-2

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	Socio Political Issues in India	Generic Elective-I	4	-	-	-	3	4	25	75	100
Learning Objectives											
<p>Objectives: The objectives of this course are: To</p> <ul style="list-style-type: none"> • familiarize the students with the social problems in India • help the learner to acquire the techniques needed to address social issues • be skillful in handling the family issues • be enriched with the skills of writing about health issues • develop the required creativity needed for writing political issues 											
UNIT	Contents										No. of Hours
I	Social Problems in India: Social Transformation, Tradition and Modernity, Caste system and its Transformation –Demographic Trends in India – Population explosion – Human Development, Urbanization and Urban Issues, Technology and Social Change										12
II	Communalism & Secularism: Uniform Civil Code – Linguistic Division of State – Weaker Sections – Regionalism – Reservations Issues – Issues Related to Education. Media and Propaganda, International Relations and Secular Diplomacy, Legal Framework and Constitutional Provisions										12
III	Family Issues: Women’s Issues, Status – Empowerment, Widowhood – Employment – Issues of Drug Addiction – Juvenile Delinquency – Child Labour – Consumer Rights.										12
IV	Health & Environmental Issues: Common Health Issues – AIDS – Vaccination – Drugs – Public Health – Government and Health Awareness – Role of Mass Media in Health Awareness – Conservation of nature – Pollution, Global Warming – Government and Environmental Awareness – Role of Mass Media in Environmental Awareness. Technology and Environmental Conservation										12
V	Political Issues: After Independence - Various political movements: Principles, Bases, Policies & Outcomes – Religion and caste based politics. Digital Democracy and E-Governance, Role of Civil Society and NGOs										12

	Total	60
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Course Outcomes

Upon successful completion of this course the students would be able: To

- CO. 1. remember the social problems in India
- CO. 2. demonstrate the techniques needed to address communalism and secularism.
- CO. 3. apply the techniques in handling articles written about family issues
- CO. 4. evaluate the various avenues of health and environmental issues
- CO. 5. analyze the contents of the features and editorials addressing political issues

References with e links

1. Dr. N.Jayapalan – Social History of India, Mohan Publications, Chennai
2. Dr.G. Venkatesan – History of Contemporary India, JJ Publications, Madurai
3. KL. Khurana – Modern India 1761 to Present Day, Lakshmi Narayan Agarwal Publications, Agra.
4. S.B. Battacherjee – Encyclopaedia of Indian Events and Dates, Sterling Publication Pvt., Ltd, New Delhi.
5. "India Unbound: From Independence to the Global Information Age" by Gurcharan Das (2002, Anchor Books) - <https://www.penguinrandomhouse.com/books/20250/india-unbound-by-gurcharan-das/>
6. "The Argumentative Indian: Writings on Indian History, Culture and Identity" by Amartya Sen (2005, Farrar, Straus and Giroux) - <https://us.macmillan.com/books/9780312426026>
7. "India After Gandhi: The History of the World's Largest Democracy" by Ramachandra Guha (2007, HarperCollins) - <https://www.harpercollins.com/products/india-after-gandhi-ramachandra-guha>
8. "Breaking Free: A Memoir of Love and Revolution" by Shafiq Mirza (2020, Hachette India) - <https://www.hachetteindia.com/TitleDetails.aspx?titleId=53431>
9. "The Idea of India" by Sunil Khilnani (1998, Penguin Books) - <https://www.penguinrandomhouse.com/books/142760/the-idea-of-india-by-sunil-khilnani/>
10. "Socio-Political Issues in India" by Dr. Shashikala Gurpur - <http://www.lawjournals.org/volume4/issue1/Law-4-1-7.pdf>
11. "India: Political and Socio-Economic Challenges and Opportunities" by Sanjukta Banerji Bhattacharya - https://www.researchgate.net/publication/329701191_India_Political_and_Socio-Economic_Challenges_and_Opportunities
12. "Social and Political Issues in India" by Yogendra Yadav - <https://www.jstor.org/stable/4396189>
13. "Caste and Politics in India" by Ghanshyam Shah - https://www.epw.in/system/files/pdf/1969_21/38/caste_and_politics_in_india.pdf
14. "Socio-Political Realities in India: Issues and Challenges" by Jagmohan Singh - https://www.researchgate.net/publication/331573091_Socio-Political_Realities_in_India_Issues_and_Challenges

Mapping

COURSE CODE AND TITLE: Socio Political Issues in India											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-5
CO 5	3	3	3	2	2	3	3	3	2	2	K-4

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	HISTORY OF JOURNALISM	Generic Elective- I	4	-	-	-	3	4	25	75	100

Learning Objectives

The objectives of this course are: To

- introduce the early forms of language to the learners
- inculcate the background of origin of Newspapers
- help them to acquire the understanding of important facets of the evolution of Indian press
- enhance understanding of the origin and growth of Tamil journalism
- enhance the knowledge of the growth of modern journalism

UNIT	Contents	No. of Hours
I	The invention of writing: functions of writing-early forms of writing materials-manuscripts print- Early printing in China, Arab and Europe etc.,Ancient Libraries and Scribes(Library of Alexandria)	12
II	A brief history of the genesis of printing: Gutenberg age-The incunabula-Bible printing-William Coxtton and his press- Modern publishing from 19th century to present-Joseph Pulitzer and new journalism	12
III	Press in India: A brief review of the evolution of Indian Press - Early printing presses in India- with special reference to J.A.Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M.K.Gandhi, S.Sadanand, and B.G.Horniman - Christian missionaries and printing – Contribution of Ziegen Balg and William Carey and other missionaries - Vernacular Press - News letters and early growth of journalism–East India Company and role of Newspapers and Indian Press in First World war, Women in Indian Journalism	12
IV	Early newspapers in India: The nationalist movement and the Emergence of journalism- Important newspapers in Indian print history -Bengal gazette-Kesari, Anand Bazaar Patrika etc., - Post independence years, Impact of Censorship	12
V	The Beginnings of the Tamil press: Formative factors in the growth of Tamil press-Freedom movement and Tamil press- Press before and after independence- Sudhesa Mithran, India, Navasakthi etc.,- Christian, Dravidian, Communist movements and Tamil journalism, Literary	12

	Movements and the Press(e.g., Sangam literature revival)	
	Total	60
<p>Course Outcomes: Upon successful completion of this course the students would be able: To</p> <p>CO 1: remember the origin of Journalism</p> <p>CO 2: demonstrate the growth of journalism</p> <p>CO 3: apply the important aspects of evolution of Indian Journalism</p> <p>CO 4: analyze the formative factors of Tamil Journalism</p> <p>CO 5: evaluate the important milestones of the history of international Journalism</p>		
<p style="text-align: center;">References and e- book links</p> <ol style="list-style-type: none"> 1. Nadig Krishnamoorthy, Indian Journalism 2. D.S. Metha, Mass Communication and Journalism in India 3. S. Nagarajan, A History of Press in India 4. Rangasamy Parthasarathy, Journalism in India 5. The Press in India: A new history, G.N.S.Raghavan, Gyan publishing house, 1995. 6. History of Printing and Publishing in India, Kesavan, B.S., Volume I, India: National Book Trust, 1997. 7. History of Journalism, Muniruddin, Anmol Publications, New Delhi, 2005. 8. Tamil Ithaliyal Chuvadugal, Sambanthan. Ma. Su, TamilarPathippagam, Chennai, 1990. 10. Aurabindo Mazumdar, Indian Press and Freedom Struggle 1937- 42, Orient Longman, Hyderabad,1993 11. Handbook of journalism and mass communication, Virbala aggarwal & V.S. Gupta concept publishing, 2012 12. "The News: A User's Manual" by Alain de Botton (2014, Hamish Hamilton) - https://www.penguin.co.uk/books/108/1082967/the-news/9780241145437.html 13. "A History of News" by Mitchell Stephens (2007, Oxford University Press) - https://global.oup.com/academic/product/a-history-of-news-9780195189919?cc=us&lang=en& 14. "News and Society: An Introduction" by Jason Bivins (2012, Routledge) - https://www.routledge.com/News-and-Society-An-Introduction/Bivins/p/book/9780415880656 15. "The Rise of the Fourth Estate: How Newspapers Became Informative, Entertaining, and Surprisingly Respectable" by Jeffrey B. Trammell (2019, Rowman & Littlefield Publishers) - https://rowman.com/ISBN/9781538121126/The-Rise-of-the-Fourth-Estate-How-Newspapers-Became-Informative-Entertaining-and-Surprisingly-Respectable 16. "Journalism and Democracy: An Evaluation of the Political Public Sphere" by Brian McNair (2000, Routledge) - https://www.routledge.com/Journalism-and-Democracy-An-Evaluation-of-the-Political-Public-Sphere/McNair/p/book/9780415228134 17. "A Short History of Journalism for Journalists: A Proposal and Essay" by Edward Jay Friedlander - https://www.journalism.org/wp-content/uploads/2015/05/Friedlander-essay-final1.pdf 18. "A Brief History of Journalism" by Jack Mitchell - https://books.google.co.in/books/about/A_Brief_History_of_Journalism.html?id=WxxFHQAACA_AJ&redir_esc=y 19. "Journalism History and News Discourse" by Mary Beth Oliver and Michael L. Schudson - https://onlinelibrary.wiley.com/doi/pdf/10.1111/j.1460-2466.1994.tb01299.x 20. "The Development of Journalism" by James W. Carey - https://files.eric.ed.gov/fulltext/ED258125.pdf 		

21. "A History of American Journalism" by James Melvin Lee -
https://books.google.co.in/books/about/A_History_of_American_Journalism.html?id=INB8BgAAQBAJ&redir_esc=y

Mapping

COURSE CODE AND TITLE: History of journalism											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR –SEMESTER- I

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	BASIC WRITING SKILLS	SEC-I (Skill Enhancement Course)	2	-	-	-	2	2	25	75	100
Learning Objectives											
<p>The objectives of this programme are: To</p> <ul style="list-style-type: none"> • strengthen oral communication skills in English and Regional Language. • develop the skills of writing in English and Regional Language. • improve their vocabulary in English and Regional Language • enrich the knowledge of synonyms, antonyms, idioms and phrases. • inculcate the knowledge of grammar in English and Regional Language. 											
UNIT	Contents										No. of Hours
I	Meaning, importance and elements of language: General rules of grammar: Tamil and English, Exceptions in mass media writing, tenses etc. Language Varieties(formal, informal,academic, journalistic)										6
II	Essentials of good writing, Techniques of effective writing: Vocabulary Building: Antonyms, Synonyms, Homophones, Word formation (Prefixes and Suffixes) – Technical Jargons – Spelling, Narrative Techniques										6
III	Types of sentences, their structure and use: Words and their use - redundancies-words and phrases Functional Grammar- Parts of Speech. Common Grammatical Errors: Errors of Syntax, Concord etc.,										6
IV	Use of adjectives and adverbs: Negatives and double negatives transitional devices -Methods of paraphrasing, attribution, and quoting-active voice – passive voice										6
V	Essay Writing: Report writing, Focus on Reading, Writing, Listening and Speaking Skills (RWLS) Note- making and note taking skills. Cross-platform Publishing										6
Total										30	

Course Outcomes

Upon completion of this course the learner will be able to:

- CO 1:** strengthen oral communication skills in English and Regional Language.
- CO 2:** apply the techniques of writing in English and Regional Language.
- CO 3:** analyze their existing skills in English and Regional Language.
- CO 4:** evaluate their skills in using synonyms, antonyms, idioms and phrases.
- CO 5:** demonstrate their talents in communicating through English and Regional Language.

References and ebooks

1. John Eastwood, Oxford Practice Grammar, Kehha Bourke, The Grammar Lab.
2. A.R. Kidwai sherin shervani, Writing skills methods and practices, Viva books/originals 2019
3. Terry O' Brien, Modern writing skills,
4. Vocabulary by Michael Ma'Carthy and Felicity O'Dell.
5. Raymond Williams - Intermediate English Grammar.
6. Rivers, William and W. Alison, Writing for the media.
7. Robert Cuning, Techniques of media writing.
8. "The Elements of Style" by William Strunk Jr. and E.B. White (1999, Longman) - <https://www.pearson.com/us/higher-education/product/Strunk-Elements-of-Style-The-4th-Edition/9780205309023.html>
9. "On Writing Well" by William Zinsser (2006, HarperCollins) - <https://www.harpercollins.com/products/on-writing-well-william-zinsser>
10. "The Only Grammar Book You'll Ever Need: A One-Stop Source for Every Writing Assignment" by Susan Thurman (2012, Adams Media) - <https://www.simonandschuster.com/books/The-Only-Grammar-Book-Youll-Ever-Need/Susan-Thurman/9781440530067>
11. "Writing Tools: 55 Essential Strategies for Every Writer" by Roy Peter Clark (2008, Little, Brown and Company) - <https://www.hachettebookgroup.com/titles/roy-peter-clark/writing-tools/9780316014991/>
12. "The Best Punctuation Book, Period: A Comprehensive Guide for Every Writer, Editor, Student, and Businessperson" by June Casagrande (2014, Ten Speed Press) - <https://www.penguinrandomhouse.com/books/224673/the-best-punctuation-book-period-by-june-casagrande/>
13. E Books
14. "A Guide to Writing Well" by Joshua Sowin - <https://www.joshuasowin.com/writing-guide/>
15. "The Little Red Writing Book" by Brandon Royal - https://www.brandonroyal.com/books/The_Little_Red_Writing_Book/
16. "The Writer's Handbook" by University of Wisconsin-Madison Writing Center - <https://writing.wisc.edu/handbook/>
17. "A Beginner's Guide to Writing in English for University Study" by University of Reading - <https://www.futurelearn.com/courses/english-for-study>
18. "How to Write a Book: The Complete Guide" by Jerry Jenkins - <https://jerryjenkins.com/how-to-write-a-book/>

Mapping

COURSE CODE AND TITLE: BASIC WRITING SKILLS											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-2
CO 2	2	2	3	3	3	3	3	2	2	3	K-3
CO 3	3	3	3	2	2	3	3	3	2	2	K-4
CO 4	2	2	3	3	3	3	3	2	2	3	K-5
CO 5	3	3	3	2	2	3	3	3	2	2	K-3

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR-SEMESTER - I - FOUNDATION COURSE

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	PRESENTATION SKILLS	Foundation Course	2	-	-	-	2	2	25	75	100
Learning Objectives											
<p>The objectives of this programme are: To</p> <ul style="list-style-type: none"> • strengthen presentation skills in English and Regional Language. • develop the skills of managing presentation in English and Regional Language. • improve their quality of speaking in English and Regional Language • enrich the knowledge of managerial skills in public consultation meets • inculcate the knowledge effective speaking 											
UNIT	Contents										No. of Hours
I	Presentation: Definition – Reporting for a presentation – Organizing the material – Writing your presentation – Deciding the presentation method, Interactive Elements, Adapting to Virtual Platforms										6
II	Managing your presentation: Managing the notes – Working with visual aids – Presenting data – Managing the event – Coping with presentation nerves – Dealing with questions – How to build presentations like a consultant										6
III	Seven qualities of a good speaker: Self presentation in presentations – remote meetings and presentation – Giving a speech – Presentations in interviews – Presentation in larger groups and conferences – Giving lectures and seminars – Managing a press conference										6
IV	Public consultation meetings: Attending public consultation meetings - Managing public consultation meetings – Crisis communication, Stakeholder Engagement										6
V	Communication skills: Facilitation skills – teams, groups and meetings – Effective speaking – question types, Inclusive Communication										6
Total										30	

Course Outcomes

Upon completion of this course the learner will be able to:

- CO 1:** strengthen presentation skills in English and Regional Language.
- CO 2:** apply the techniques of presentation in English and Regional Language.
- CO 3:** analyze their existing presentation skills in English and Regional Language.
- CO 4:** evaluate their skills in public gathering
- CO 5:** demonstrate their talents in communicating at the time of crisis as a journalist

References and e - books

1. "Presentation Zen: Simple Ideas on Presentation Design and Delivery" by Garr Reynolds (2011, New Riders) - <https://www.peachpit.com/store/presentation-zen-simple-ideas-on-presentation-design-9780321811981>
2. "Slide: ology: The Art and Science of Creating Great Presentations" by Nancy Duarte (2008, O'Reilly Media) - <https://www.oreilly.com/library/view/slideology-the-art/9780596522346/>
3. "The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience" by Carmine Gallo (2010, McGraw-Hill Education) - <https://www.mheducation.com/highered/product/presentation-secrets-steve-jobs-gallo/0071636080.html>
4. "The Art of Communicating" by Thich Nhat Hanh (2013, HarperOne) - <https://www.harpercollins.com/products/the-art-of-communicating-thich-nhat-hanh>
5. "Speak With No Fear: Go from a nervous, nauseated, and sweaty speaker to an excited, energized, and passionate presenter" by Mike Acker (2018, Independently published) - <https://www.amazon.com/Speak-No-Fear-nauseated-energized/dp/1980387966>
6. "The Presentation Skills Workbook: How to Create and Deliver a Great Presentation" by Praise Mokhtar - <https://www.skillsyouneed.com/rhubarb/presentation-skills-workbook.html>
7. "Effective Presentations: A Guide to Creating and Delivering Presentations" by the University of Leicester - <https://www2.le.ac.uk/departments/gradschool/training/eresources/presentations>
8. "The Ultimate Guide to Making Great Presentations" by Zapier - <https://zapier.com/learn/ultimate-guide-to-making-great-presentations/>
9. "Public Speaking and Presentations Demystified" by Melody Templeton - <https://www.open.edu/openlearncreate/course/view.php?id=3068>
10. "Presentation Skills for Beginners" by Rachel Rofe - <https://rachelrofe.com/presentation-skills-for-beginners>

Mapping

COURSE CODE AND TITLE: PRESENTATION SKILLS											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-2
CO 2	2	2	3	3	3	3	3	2	2	3	K-3
CO 3	3	3	3	2	2	3	3	3	2	2	K-4
CO 4	2	2	3	3	3	3	3	2	2	3	K-5
CO 5	3	3	3	2	2	3	3	3	2	2	K-3

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	NEWS REPORTING	Core -III	5	-	-	-	5	5	25	75	100
Learning Objectives											
<p>The objectives of this course are to:</p> <ul style="list-style-type: none"> • help them to know the roles and qualities of a reporter • familiarize the students with the fundamental structure of news • strengthen their skills needed for reporting various issues • develop the needed skills of reporting special events • inculcate the knowledge of various aspects of reporting for different media 											
UNIT	Contents										No. of Hours
I	Concept of News: Definitions- Reporter –qualities of a reporter (Nose for news, Accuracy, speed, objectivity, facts, perseverance....etc.,) - Definition and types of reporters – City reporter – Mofussil reporter – National Correspondent – Foreign correspondent – correspondent (vs) reporter – Lobby correspondent – special correspondent – interpretative reporter – expert reporter - Duties and responsibilities of a reporter – Attributes – tools of a reporter – ground rules of a reporter										14
II	Basic structure of news: Inverted Pyramid Style - strengths and limitations - 5Ws and 1H- types of leads - hard news, soft news, Alternative Story Structures(feature writing and long-form journalism)										15
III	News Gathering: Reporter as a participant –News Sources - Beats - handout, news – Press conferences, Press meets, Handouts, Press Note, Press release-leakages-business news –weather - news-covering politics-Assembly and Parliament-Disasters – events-strikes - international news agencies, Indian news agencies, Digital Tools and Techniques(social media analytics, data scraping, and online databases.)										16
IV	Interview : Objectives and Functions – Types – Man in the Street Interview – Casual Interview –Personality interview – News interview – News Conference – Briefing from Ministries –Breakfast meeting – Telephone interview – Incubated interview – Kite-flying interview – pre-interview-homework, interviewing - the 4 Ps of an interview - and writing – interview based reports										14

	- conducting an interview –writing the report, Ethics of Interviewing,Remote Interviewing	
V	Types of Reporting: beat reporting – crime beat – Government - basics of covering accidents, deaths, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment; investigative reporting - Reporting science and environment , Solutions Journalism, Data-driven Reporting	16
Total		75
Course Outcomes		
<p>Upon successful completion of this course the students would be able: To</p> <p>CO 1. remember the roles and responsibilities of a reporter.</p> <p>CO 2. demonstrate the fundamental structure of news.</p> <p>CO 3. apply the techniques needed for specialized reporting</p> <p>CO 4. analyse the skills of art, culture and sports reporting</p> <p>CO 5. evaluate the various avenues of different types of reporting for media</p>		
References and e books links		
<ol style="list-style-type: none"> 1. Melvin Mencher, News Reporting and Writing, New York, Oxford University Press, 2007 2. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press,2008. 3. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers,2007 4. M.K.Verma, News reporting and editing, APH publishing corporation, 2012 5. Jan Johnson yopp, Beth A.Haller, An Introduction to News reporting: A 6. beginning Journalist’s guide, 2004 7. Bruce D.Itule, Douglas A.Anderson, News writing and reporting for today’s 8. media, 2006 9. Kelly leiter, Julian Harris & Stanley Johnson The complete reporter 10. fundamentals of news gathering and editing, 1999 11. Joan Clayton, Interviewing for Journalists, London: Piatkus Publishers,1994 12. Straubhaar Larose, Media Now, New York: Thomson Wadsworth,2000 13. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel (2014, Three Rivers Press) - https://www.penguinrandomhouse.com/books/110865/the-elements-of-journalism-revised-and-updated-3rd-edition-by-bill-kovach-and-tom-rosenstiel/ 14. "Reporting for Journalists" by Chris Frost (2011, Routledge) - https://www.routledge.com/Reporting-for-Journalists/Frost/p/book/9780415574581 15. "The News: A User's Manual" by Alain de Botton (2014, Hamish Hamilton) - https://www.penguinrandomhouse.com/books/222195/the-news-a-users-manual-by-alain-de-botton/ 16. "The Associated Press Stylebook 2021" by Associated Press (2021, Basic Books) - https://www.basicbooks.com/titles/associated-press/the-associated-press-stylebook-2021/9781541698955/ 17. "The News Gap: When the Information Preferences of the Media and the Public Diverge" by Pablo J. Boczkowski and Eugenia Mitchelstein (2013, MIT Press) - 		

<https://mitpress.mit.edu/books/news-gap>

18. "Journalism Skills for Engaged Citizens" by Sue Robinson and Mike Ananny - <https://journalism.utexas.edu/sites/default/files/journalism-skills-engaged-citizens-v1.0.pdf>

19. "News Reporting and Writing" by Missouri School of Journalism - <https://open.missouri.edu/courses/journalismnews-reporting-and-writing/>

20. "Journalism 101: Language Analysis" by Marquette University - <https://www.marquette.edu/communication/documents/Journalism-101-Language-Analysis.pdf>

21. "Journalism, Society and the Citizen" by Cardiff University - <https://www.futurelearn.com/courses/journalism-society-and-the-citizen>

22. "How To Write Like A Journalist - Tips And Techniques For Beginners" by Lucy Parsons - <https://www.shawacademy.com/blog/how-to-write-like-a-journalist-tips-and-techniques-for-beginners/>

Mapping

COURSE CODE AND TITLE: NEWS REPORTING											Cognitive level
CO	PO					PSO					
	2	2	3	2	2	3	2	2	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	3	3	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	NEWS EDITING	Core-IV	5	-	-	-	5	5	25	75	100
Learning Objectives											
<p>The objectives of this course are: To</p> <ul style="list-style-type: none"> • familiarize the students with the fundamentals of news room handling • help the learner to acquire the techniques needed for editing news • be skilful in handling the wire • be enriched with the skills of creating headlines • develop the required creativity needed for developing the editorial page 											
UNIT	Contents										No. of Hours
I	Qualities and responsibilities of Editor: News Editor - sub-editor/copy editor – managing editor, associate editor, assistant editor, chief sub-editors-Sunday Editor-Art editor – Sports Editor - readers’ editor/ombudsman - news processing - desk operation; editing terminology - Byline – Credit line – Date line										15
II	Fundamentals of Editing: Condensation – Clarity – Forceful Expression – Accuracy – Avoiding errors in language –copy tasting; editing for verbal clarity and correctness; editing to save space; editing for accuracy, objectivity, consistency, fairness, taste and legal propriety – style books – style book in Tamil by Athithanar										15
III	Handling copies: handling reporters’ and correspondents’ copies, news agency copies, stringers’ and agents’ copies, citizen journalists’ copies – editing handouts and press releases trimming human interest stories – slashing the roundup – cutting the straight news.Verification and Fact-Checking, Handling User-Generated Content (UGC)										15
IV	Headlining : headline functions – headline language -Types of headlines – Pyramid, inverted pyramid, Flush Left , Flush Right, Waist Line, Hexagon, streamer / banner, Cross line, skyline, kicker, deck, strapline, label, Topical, question, Quotation Headline etc., headlines for editorial and feature; captions and catchwords; traditional and modern headline styles.Digital Headline Optimization, A/B Testing										15

V	Editorials: Editorial page versus news pages: editorials, middles, features-types of features - columns and letters to the editor; types of editorials; qualities and responsibilities of a leader writer – Tools for editing: Dictionaries, Encyclopedias, GK books, “Who is who?” books, news index, pictures etc.,- Proof Reading – using computer softwares in editing	15
	Total	75

Course Outcomes

Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student will be able to:

- CO. 1. remember the fundamentals of news room operation.
- CO. 2. demonstrate the techniques needed for editing news.
- CO. 3. apply the techniques in handling copies from different sources
- CO. 4. evaluate the various avenues of headline writing in Tamil and English dailies
- CO. 5. analyze the contents of the features and editorials

References and e – book links:

1. "The Subversive Copy Editor, Second Edition: Advice from Chicago (or, How to Negotiate Good Relationships with Your Writers, Your Colleagues, and Yourself)" by Carol Fisher Saller (2016, University of Chicago Press) - <https://press.uchicago.edu/ucp/books/book/chicago/S/bo21295474.html>
2. "The Art of Editing" by Brian S. Brooks and James L. Pinson (2019, Bedford/St. Martin's) - <https://www.macmillanlearning.com/college/us/product/The-Art-of-Editing/p/1319057577>
3. "Language in the News: Discourse and Ideology in the Press" by Roger Fowler (1991, Routledge) - <https://www.routledge.com/Language-in-the-News-Discourse-and-Ideology-in-the-Press/Fowler/p/book/9780415061771>
4. "The News Manual: A Handbook for Journalists" by World Association of Newspapers and News Publishers (2008, World Association of Newspapers and News Publishers) - <https://www.thenewsmanual.net/>
5. "Editing and Design: Book Editing, Typesetting, Print Production, and E-book Design" by Chuck Green (2014, Adams Media) - <https://www.simonandschuster.com/books/Editing-and-Design/Chuck-Green/Everything/9781440576228>
6. "News Editing and Design" by Missouri School of Journalism - <https://open.missouri.edu/courses/news-editing-and-design/>
7. "The News Manual: A Professional Resource for Journalists and Editors" by World Association of Newspapers and News Publishers - <https://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/the-news-manual-a-professional-resource-for-journalists-and-editors/>
8. "Editing for Journalism" by Robert W. Buckman - <https://www.aljazeera.com/training/2010/10/26/editing-for-journalism/>
9. "The Essentials of News Editing" by E. R. Murrow College of Communication, Washington State University - https://online.wsu.edu/course/er_com436/
10. "Newsroom Management and Editorial Leadership" by Shawn McIntosh, Tim Grieve, et al. - <https://www.poynter.org/shop/self-directed-course/newsroom-management-and-editorial-leadership/>

Mapping

COURSE CODE AND TITLE: NEWS EDITING											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-5
CO 5	3	3	3	2	2	3	3	3	2	2	K-4

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Externa	Total
	BASIC COMPUTER APPLICATION FOR MEDIA	Generic Elective-II	4	-	-	-	3	4	25	75	100
Learning Objectives											
<p>The objectives of this course are: to</p> <ul style="list-style-type: none"> • learn the fundamentals of computers • gain the skills needed to create documents for designing magazines. • be trained in presentation skills • be inculcated with the techniques of preparing content for e-magazines • learn the different types of softwares used for creating magazines 											
UNIT	Contents										No. of Hrs
I	Fundamentals of Computers: History of computers. Computer hardware. Central Processing Unit. Input devices. Output devices. Storage devices. Communication devices. Accessories. Computer software. Operating Systems(macOS, Linux), Computer Networks(e.g., TCP/IP, OSI model)										12
II	Fundamentals of Windows: Introduction to Windows. Working in Windows. Desktop operations. Windows explorer. Manipulation of files and folders. Windows accessories. System Maintenance((e.g., Task Manager, Disk Cleanup)										12
III	Introduction to PowerPoint: Starting PowerPoint. Auto Content Wizard. Working with texts, graphs, pictures, audio, and video in slides. Design templates. Adding transition effects to slides. Adding animation in slides. Previewing the contents.										12
IV	Meaning and scope of the Internet: Surfing the Net. Creating, sending and receiving e-mails using Outlook Express and hosting websites. Browsing the www. Downloading from and uploading to the Internet. Online journalism. Digital Citizenship										12
V	Page making: PageMaker, Interfacing, Working with text, Page setup, Printing; Formatting Techniques; Graphics and Drawings. Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics - Conversions- Graphs - COREL SHOW - Cartoons - Use of colours in publishing concepts-InDesign and E publisher										12
Total										60	
Course Outcomes											

Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student will be able to:

- CO 1. remember the fundamentals of computers
- CO 2. demonstrate skills needed to create documents for designing magazines
- CO 3. apply presentation skills
- CO 4. analyse the content of online journals
- CO 5. evaluate the different types of softwares used for creating magazines

References and e book links:

1. Sumita Arora, Computer applications,BPB publications,2020
2. Ashok Arora, Computer fundamentals and applications, Vikas Publishing house, 2015.
3. Computing System Hardware, M. Wells, CambridgeUniversity.
4. Page Maker, Vishnu Priya Singh, Meenakshi Singh, sianPublishers.
5. Multi Media: An Introduction, John Villamil – Casanova, Louis Molina, MacuillanPublishing.
6. "Computer Basics Absolute Beginner's Guide, Windows 10 Edition" by Michael Miller, 2019, Que Publishing, <https://www.quepublishing.com/store/computer-basics-absolute-beginners-guide-windows-10-edition-9780789760413>
7. "A Guide to Microsoft Office 365: Office for the Web" by Edward Jones, 2021, Wiley, <https://www.wiley.com/en-us/A+Guide+to+Microsoft+Office+365%3A+Office+for+the+Web-p-9781119743044>
8. "InDesign CC: Visual QuickStart Guide (2014 release)" by Sandee Cohen, 2014, Peachpit Press, <https://www.peachpit.com/store/indesign-cc-visual-quickstart-guide-2014-release-9780133989653>
9. "Excel 2019 Bible" by Michael Alexander and Richard Kusleika, 2018, Wiley, <https://www.wiley.com/en-us/Excel+2019+Bible%2C+1st+Edition-p-9781119514787>
10. "Photoshop CC: Visual QuickStart Guide (2019 release)" by Elaine Weinmann and Peter Lourekas, 2019, Peachpit Press, <https://www.peachpit.com/store/photoshop-cc-visual-quickstart-guide-2019-release-9780135480828>
11. "Computer Basics: Absolute Beginner's Guide, Windows 10 Edition" by Michael Miller, 2019, Que Publishing, <https://www.quepublishing.com/store/computer-basics-absolute-beginners-guide-windows-10-edition-9780136512653>
12. "Excel 2019 Bible" by Michael Alexander and Richard Kusleika, 2018, Wiley, <https://www.wiley.com/en-us/Excel+2019+Bible%2C+1st+Edition-p-9781119514794>
13. "InDesign CC: Visual QuickStart Guide (2014 release)" by Sandee Cohen, 2014, Peachpit Press, <https://www.peachpit.com/store/indesign-cc-visual-quickstart-guide-2014-release-9780133989677>
14. "Microsoft Office 365 & Office 2019: Introductory" by Misty E. Vermaat, Steven M. Freund, Corinne Hoisington, and Eric Schmieder, 2019, Cengage Learning, <https://www.cengage.com/c/microsoft-office-365-office-2019-introductory-1e-vermaat/>
15. "Photoshop CC: Visual QuickStart Guide (2019 release)" by Elaine Weinmann and Peter Lourekas, 2019, Peachpit Press, <https://www.peachpit.com/store/photoshop-cc-visual-quickstart-guide-2019-release-9780135474698>

Mapping

COURSE CODE AND TITLE: BASIC COMPUTER APPLICATION FOR MEDIA											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MASS MEDIA AND SOCIETY	Generic Elective -II	4	-	-	-	3	4	25	75	100
Learning Objectives											
<p>The objectives of this course are to:</p> <ul style="list-style-type: none"> • help them to know the features of mass media • familiarize the students with the types of journals • strengthen their skills needed for producing radio programmes • develop the needed techniques of producing television programmes • inculcate the knowledge of impact of media on society 											
UNIT	Contents										No. of Hours
I	Mass Media: Introduction – Print Media, Electronic media, Digital media, Social media - History and Development –Functions – Usage of mass media by the people.										12
II	Journals: Classification – Function (Educating, Informing, Entertaining) – Relationship between journals and the people - participation of readers and viewers in the media - kinds of journals- Small Journals (SITRITHALGAL), Women journals, Children journals - Youth journals – Net journals etc.,										12
III	Radio: Development of AIR – Radio in Tamil Nadu – Functions – Types of programmes for children, women, youth society, Farmers, labourers all – Development of FM in Tamil (including Kodai FM) programmes – private provides (Sun, Hallo, Radio Mirchy FM etc.,) Listenership survey-web radio – radio garden, Podcasting, Community Radio										12
IV	Television and Films: Television and National Development – Television and Higher Education – Television programmes Genres – Influence of Cinema and Television – Cable Television – DTH – Satellite Television – Types of programmes in Television cinema in Tamil –Documentary and short Films – Indian Newsreel - Film Division – Film Censorship – films in U –tube, Streaming Platforms										12
V	Media and Society: Effects of journals on Society – Effects of Media on Education, Indian family, children and younger Generation – Violence in the Media and Violence in Society – Impact of Radio, TV and Cinema on society – change of culture by Media - new media and its impact on society, Social Media Dynamics, Media Ownership										12

	Total	60
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Course Outcomes
<p>Upon successful completion of this course the students would be able: To</p> <p>CO 1. remember the features of mass media.</p> <p>CO 2. demonstrate the types of journals</p> <p>CO 3. apply the techniques needed for producing radio news</p> <p>CO 4. analyse the contents of television and film</p> <p>CO 5. evaluate the various angles of impact of media on society</p>
<p>References and E book links:</p> <ol style="list-style-type: none"> 1. Mass Communication and Society – David Clark & William Blanken Burg You and Media, New York, Canfield 1973 2. Towards a Sociology of Communication – Denis McQuail, Macmillan, London 1975 3. Broadcasting and the people – NBT, New Delhi, 1985 4. "Media and Society: A Critical Perspective" by Arthur Asa Berger (2019, Rowman & Littlefield Publishers) - https://rowman.com/ISBN/9781538127022/Media-and-Society-A-Critical-Perspective 5. "Media/Society: Industries, Images, and Audiences" by David Croteau and William Hoynes (2018, Sage Publications) - https://us.sagepub.com/en-us/nam/media-society/book260791 6. "Understanding Media and Culture: An Introduction to Mass Communication" by Jack Lule (2019, Flat World Knowledge) - https://catalog.flatworldknowledge.com/bookhub/reader/298?e=lule_1.0-ch01_s01 7. "Media, Society, World: Social Theory and Digital Media Practice" by Nick Couldry and Damian Tambini (2019, Polity Press) - https://www.polity.co.uk/book.asp?ref=9781509512638 8. "The Media and Social Theory" by David Hesmondhalgh and Jason Toynbee (2015, Routledge) - https://www.routledge.com/The-Media-and-Social-Theory/Hesmondhalgh-Toynbee/p/book/9781138022872 9. "Media and Society: A Critical Perspective" by Arthur Asa Berger (2019, Rowman & Littlefield Publishers) - https://ebookcentral.proquest.com/lib/ryerson-ebooks/detail.action?docID=5851096 10. "Media/Society: Industries, Images, and Audiences" by David Croteau and William Hoynes (2018, Sage Publications) - https://ebookcentral.proquest.com/lib/ryerson-ebooks/detail.action?docID=5585019 11. "Understanding Media and Culture: An Introduction to Mass Communication" by Jack Lule (2019, Flat World Knowledge) - https://catalog.flatworldknowledge.com/bookhub/reader/298?e=lule_1.0-ch01_s01 12. "Media, Society, World: Social Theory and Digital Media Practice" by Nick Couldry and Damian Tambini (2019, Polity Press) - https://www.polity.co.uk/book.asp?ref=9781509512638 13. "The Media and Social Theory" by David Hesmondhalgh and Jason Toynbee (2015, Routledge) - https://www.routledge.com/The-Media-and-Social-Theory/Hesmondhalgh-Toynbee/p/book/9781138022872

Mapping

COURSE CODE AND TITLE: MASS MEDIA AND SOCIETY											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	2	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	HUMAN RIGHTS REPORTING	SEC-2	2	-	-	-	1	2	25	75	100

Learning Objectives

Objectives: The objectives of this programme are: To

- familiarise the learner with the understanding of evolution of human rights
- be enriched with the knowledge of various theories of human rights
- know the development of human rights
- inculcate the learner with the knowledge of various rights
- be enriched with the knowledge of influence of human rights on mass media

UNIT	Contents	No. of Hours
I	Evolution of Human Rights over the centuries: Human life – enrichment of knowledge - Asserting rights. Intersectionality(environmental rights and LGBTQ+ rights)	6
II	Growth of various theories of Human Rights: Nature’s Theory –various philosophical thinkers, Global South Perspectives	6
III	Human Rights Development: International and National – UNESCO Declaration of Human Rights – Human Rights violations in India and other	6

	nations	
IV	Growth and Development of various Rights: Political rights – Economic rights –cultural and social rights – Abolition of child Labour – Rights of Women and Labours	6
V	Human Rights and Mass Media: Development of awareness through mass media - print- Electronic Media – Radio and T.V.	6
Total		30

Course Outcomes

Upon successful completion of this course the students would be able: To

- remember the evolution of human rights
- recall the growth of various theories of human rights
- apply human rights
- analyse human rights in the context of mass media
- evaluate the position of various rights

References and E book links

1. Raja Muthirulandi - Human Rights
2. Mrs. Thilagavathy Paramasivam - Human Rights in English and Tamil
3. C.S.Nirmal- Human Rights
4. Human Rights Journalism: Advances in Reporting Distant Humanitarian Interventions" by Ibrahim Seaga Shaw and Suzanne Franks (published by Routledge, 2020) Link: <https://www.routledge.com/Human-Rights-Journalism-Advances-in-Reporting-Distant-Humanitarian/Shaw-Franks/p/book/9780367243894>
5. "Human Rights and Journalism" by Mel Bunce and Suzanne Franks (published by Routledge, 2018) Link: <https://www.routledge.com/Human-Rights-and-Journalism/Bunce-Franks/p/book/9781138501893>
6. "Reporting Human Rights: An Anthology of Coverage from Around the World" by David Dadge, Elizabeth Stanley, and Gudrun Henne (published by Routledge, 2018) Link: <https://www.routledge.com/Reporting-Human-Rights-An-Anthology-of-Coverage-from-Around-the-World/Dadge-Stanley-Henne/p/book/9781138297452>
7. "Human Rights Journalism: Advances in Reporting Distant Humanitarian Interventions" by Ibrahim Seaga Shaw and Suzanne Franks (published by Routledge, 2020) Link: <https://www.routledge.com/Human-Rights-Journalism-Advances-in-Reporting-Distant-Humanitarian/Shaw-Franks/p/book/9780367243894>
8. "Covering Human Rights: A Handbook for Journalists" by Mark Hunter (published by Commonwealth Secretariat, 2011) Link: https://books.google.co.in/books/about/Covering_Human_Rights.html?id=0jtuSAAACAAJ&redir_esc=y
9. "Human Rights Reporting: A Handbook for Journalists" by Amnesty International Link: <https://www.amnesty.org/download/Documents/104000/act350011998en.pdf>
10. "Reporting on Human Rights: A Handbook for Journalists in Bosnia and Herzegovina" by OSCE Link: <https://www.osce.org/files/f/documents/6/4/107249.pdf>
11. "Human Rights and the Media: A Handbook for Journalists" by Council of Europe Link: <https://rm.coe.int/human-rights-and-the-media/168076aef9>
12. "Reporting Human Rights: A Practical Handbook for Journalists" by The Carter Center Link:

https://www.cartercenter.org/resources/pdfs/peace/human_rights_reporting_handbook/human-rights-reporting-a-practical-handbook-for-journalists.pdf

13. "Covering Human Rights: A Journalist's Guide to Human Rights Reporting" by International Federation of Journalists Link: <https://www.ifj.org/media-centre/resource-centre/publications/publications/covering-human-rights-a-journalists-guide-to-human-rights-reporting.html>

Mapping

COURSE CODE AND TITLE: HUMAN RIGHTS REPORTING											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-1
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR - SEMESTER II

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	JOURNALISTIC SKILLS	SEC-3	2	-	-	-	1	2	25	75	100

Learning Objectives

The objectives of this course are: To

- familiarize the learner with the understanding of journalism
- be enriched with the knowledge of elements of news story
- know how to write a feature
- inculcate the learner with the knowledge of writing opinion pieces
- be enriched with the knowledge of headline writing

UNIT	Contents	No. of Hours
I	Journalism: Definitions – concept of news – News values, Structure of a news story.	6
II	Element of news story: 5 Ws & H – leads - types of leads – the body -language of news – style of writing – news release – Timing.	6
III	Features: feature writing – Difference between feature , News story and articles – types of features – features in newspapers, Radio, TV etc.,	6
IV	Opinion Pieces: Editorial - Review Articles - Middle – Letter to the Editor – column.	6
V	Headline writing: Tenses – Voices – Verbs – Words – Grammar – Spelling – selection of ‘action words’ (words which occupy less space Ex: Search – raid, enquiry – probe) - types of head lines – types of layout - principles of design - typography, SEO and Headline Optimization	6
Total		30

Course Outcomes	Course Outcomes
<p>Upon successful completion of this course the students would be able: To</p> <ul style="list-style-type: none"> • remember what is journalism • recall the elements of news story • apply the skills of feature writing • analyse opinion pieces published in today’s dailies • evaluate the writing methods of headlines 	

References and e book links:

1. "The Language of Journalism: A Multi-genre Perspective" by Angela Smith. Published in 2021 by Routledge. Link: <https://www.routledge.com/The-Language-of-Journalism-A-Multi-genre-Perspective/Smith/p/book/9780367553193>
2. "Language and Journalism Today" by Marie Gillespie and Julian Mcdougall. Published in 2018 by Routledge. Link: <https://www.routledge.com/Language-and-Journalism-Today/Gillespie-McDougall/p/book/9781138890136>
3. "Language for Journalists" by Wynford Hicks. Published in 2013 by Routledge. Link: <https://www.routledge.com/Language-for-Journalists/Hicks/p/book/9780415517769>
4. "Language and Power in the Modern World" by Jean Aitchison. Published in 2019 by Cambridge University Press. Link: <https://www.cambridge.org/core/books/language-and-power-in-the-modern-world/6DD8F524C80F9374E4D76F393C8D9D9A>
5. "The Ethics of Journalism: Individual, Institutional and Cultural Influences" by Wendy N. Wyatt. Published in 2014 by Routledge. Link: <https://www.routledge.com/The-Ethics-of-Journalism-Individual-Institutional-and-Cultural-Influences/Wyatt/p/book/9780415531840>
6. "Journalism and the English Language" by Gary Goshgarian. Published by Pearson. Link: <https://www.pearson.com/us/higher-education/product/Goshgarian-Journalism-and-the-English-Language/9780205066447.html>
7. "Language and Journalism: An Overview" by Mary Louise Pratt. Published by Indiana University. Link: <https://scholarworks.iu.edu/journals/index.php/ijdl/article/view/27849/38481>
8. "The Role of Language in Journalism" by Christian W. Thorsten. Published by Universität Bielefeld. Link: <https://pub.uni-bielefeld.de/download/2934988/2934989>
9. "Language, Journalism, and Audience" edited by Colleen Cotter and Daniel Perrin. Published by Walter de Gruyter GmbH & Co KG. Link: <https://www.degruyter.com/document/doi/10.1515/9783110293347/html>
10. "Language and Style in News Writing" by Dr. Natasza Korolczuk. Published by Adam Mickiewicz University. Link: https://www.academia.edu/36470835/Language_and_Style_in_News_Writing

Mapping

COURSE CODE AND TITLE: JOURNALISTIC SKILLS											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-1
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-4

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

FIRST YEAR - SEMESTER II
ALTERNATIVE PAPER FOR NAAN MUTHALVAN ARREAR HOLDERS

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MOBILE PHOTOGRAPHY	For Naan Muthalvan Arrear Holders (Sem 2)	--	-	-	-	2	--	--	100	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the history of mobile photography • to inculcate the skills of using mobile apps in photography • to acquire them with the knowhow of specialities of cameras • to enhance the understanding of social impact of mobile photography • to enhance the knowledge of applications of laws related to mobile photography 											
UNIT	Contents									No. of Hours	
I	Camera Phone: History - Mobile phones with camera – taking video – taking photos – recording audio – smart phones with point and shoot cameras – menu choices – separate buttons – quickness and convenience – taking selfies									--	
II	Features: Mobile apps – geo tagging – image stitching - Common lens functions – ultra wide sensor, a telephoto sensor, a macro sensor, and a depth sensor - emphasising features such as autofocus or zoom – shots and angles – carrying and mounting devices, Integration of AI and machine learning									--	
III	Cameras specialities: – Zooming – Physical location – image format mode – audio recording – files and directories – MMS – whatsapp – immediate broadcasts – U-tube, computational photography techniques such as HDR (High Dynamic Range), computational zoom.									--	
IV	Social impact of mobile photography : information overload speed – unnecessary disturbances - Limitations of mobile cameras									--	
V	Camera phone photography: camera phone film making – notable events involving camera phones – Laws related to camera phones – Environment and health issues, augmented reality (AR) and virtual									--	

	reality (VR) applications in mobile photography.	
	Total	--

Course Outcomes
On successful completion of the course, the student will be able to: CO 1: remember the history of mobile photography CO 2: understand the required skills of handling mobile apps CO 3: apply the skills of using camera phones CO 4: analyze the content of news photographs taken using mobile phones CO 5: evaluate the social impact of mobile photographs
Reference and ebook links:
Roberts, Stephanie, <i>The Art of iPhoneography: A Guide to Mobile Creativity</i> (Brooklyn, NY: Pixel Communications, 2011) Clawson, Michael, <i>iPhoneography: How to Create Inspiring Photos with Your Smartphone</i> (Apress, 2015) Goldsworthy, Sophie (2011). <i>The Rough Guide to Digital Photography</i> Roberts, Stephanie (2011). <i>The Art of iPhoneography</i>

Mapping

COURSE CODE AND TITLE: MOBILE PHOTOGRAPHY											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-2
CO 4	2	2	3	3	3	3	3	2	2	3	K-3
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

SECOND YEAR-SEMESTER – III

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	COMMUNICATION MODELS AND THEORIES	Core - V	5	-	-	-	5	4	25	75	100
Learning Objectives											

The objectives of this course are: To

- familiarise the learner with communication models
- enrich the learner with the knowledge of types of models
- inculcate the knowledge of the development of Communication models
- know the applications of models in the social system
- understand the press theories

UNIT	Contents	No. of Hours
I	Communication models and theories: Need for theories and models - Basic concepts; Sender, Message, channel, receiver, feedback	12
II	Types of models : Hanneman’s classification: Symbolic models- Verbal models - Diagrammatic or Graphic models - Mathematical models - Physical models - Iconic models - Analogue models, Barnlund's Transactional Model of Communication	12
III	Growth of Communication models: Aristotle model, Lasswell’s model, Berlo’s SMCR model – Lasswell , Gerbner, Newcomb, Wesley and Maclean Model -Berlo’s Contribution to models – Shannon and Weavers Mathematical model – Osgood and Schramm model, Application to Digital Age(online communication, virtual reality, and artificial intelligence)	12
IV	Models and the social system: Relay’s model – Melvin DeFluer’s model of Mass communication system – Diffusion of innovations – Everett M. Rogers and Fleud Shoemakers model of diffusion – Decision making – communication effects on individuals. Media System Dependency Theory (Ball-Rokeach and Defleur), Diffusion of Innovations (Everett M. Rogers), Agenda-Setting Theory (Maxwell McCombs and Donald Shaw), Uses and Gratifications Theory (Elihu Katz, Jay Blumler, and Michael Gurevitch), Cultivation Theory (George Gerbner)	12
V	Press theories: Bullet theory, Hypodermic needle theory – Agenda setting theory – McLuhan’s theory – N-step flow theory, Bullet Theory (Hypodermic Needle Model), Two-Step Flow Theory (Lazarsfeld and Katz), Agenda-Setting Theory (Maxwell McCombs and Donald Shaw), Gatekeeping Theory (Kurt Lewin), Media Ecology (Marshall McLuhan)	12
Total		60

Course Outcomes

Upon successful completion of this course the students would be able: To

CO 1: remember the communication models

CO 2: demonstrate the types of models

CO 3: apply Communication models

CO 4: analyse the communication models in the social system

CO 5: examine the press theories

References and E book links:

1. "Communication Theories: Origins, Methods and Uses in the Mass Media" by Werner J. Severin and James W. Tankard Jr., Oxford University Press, 2019. Link: <https://global.oup.com/academic/product/communication-theories-9780190855159>
2. "Communication Models" by John M. Lannon, Kendall Hunt Publishing, 2017. Link: <https://he.kendallhunt.com/product/communication-models>
3. "A First Look at Communication Theory" by Em Griffin, McGraw-Hill Education, 2017. Link: <https://www.mheducation.com/highered/product/first-look-communication-theory-griffin/M9781259913906.html>
4. "Mass Communication Theory: Foundations, Ferment, and Future" by Stanley J. Baran and Dennis K. Davis, Cengage Learning, 2014. Link: <https://www.cengage.com/c/mass-communication-theory-foundations-ferment-and-future-7e-baran/>
5. "Understanding Media and Culture: An Introduction to Mass Communication" by Jack Lule, Flat World Knowledge, 2019. Link: <https://catalog.flatworldknowledge.com/bookhub/reader/400968>
6. "Theories of Human Communication" by Stephen W. Littlejohn and Karen A. Foss, Waveland Press, 2017. Link: <https://www.waveland.com/browse.php?t=391>
7. "Communication Models for the Study of Mass Communications" by Denis McQuail, Routledge, 2019. Link: <https://www.routledge.com/Communication-Models-for-the-Study-of-Mass-Communications-1st-Edition/McQuail/p/book/9780367233534>
8. "Theories of Communication Networks" by Peter R. Monge and Noshir S. Contractor, Oxford University Press, 2018. Link: <https://global.oup.com/academic/product/theories-of-communication-networks-9780199376722>
9. "Media and Communication Theories" by Dr. Michael Pickering, De Gruyter, 2020. Link: <https://www.degruyter.com/document/doi/10.1515/9783110662146/html>
10. "Communication and Media Theory: Selected Readings" by David M. Barlow, Cognella Academic Publishing, 2019. Link: <https://titles.cognella.com/communication-and-media-theory-9781516544373>

Mapping

COURSE CODE AND TITLE: COMMUNICATION MODELS AND THEORIES											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

SECOND YEAR-SEMESTER - III

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	WRITING FOR MEDIA	Core -VI	5	-	-	-	5	4	25	75	100
Learning Objectives											
<p>The objectives of this course are: To</p> <ul style="list-style-type: none"> • be familiar with radio TV news writing • understand the types of leads for broadcast media • inculcate the knowledge of writing for video • be trained with the skills of writing for radio / TV web sites • be familiar with various script formats 											
UNIT	Contents							No. of Hours			
I	Radio – TV News writing: Rewriting – Make it interesting & simple –Rhythmic writing – writing tightly – Names (First & last) – Attribution – Quotes –Verbs – Tense – Numbers. (Approximation, Translate numbers, Fractions & decimals etc.,) – symbols, Abbreviations, Grammar, Spelling & Punctuation, Editing							12			
II	Writing Radio news: Leads - (Emphasis lead, Blanket lead, Narrative lead, Question lead, Vague or teaser leads) – Body – Ending – Actualities & Sound bites – Voices, Wraparounds & Packages. Live Reporting, Voice Modulation							12			
III	Writing for Video: Methods, Guidelines, Matching, Pauses – News cast Organisation – Formats, Transitions, Bumps, Toes, Teases, Headlines & Promos.							12			
IV	Writing for Radio /TV Websites: Attribution, Numbers, Symbols, Time of Day, Abbreviations, Titles, Ages & addresses On – Air (v) Online – Style Concerns - Understanding nature and characteristics of Web Medium- user profile- online content-Multimedia support- Online Journalism- News writing for Web, Writing for Blog, writing, Mobile Journalism (MoJo)							12			
V	Script formats: Radio readers, Radio actuality, Radio Voice, Radio Wrap around – TV reader , Graphic , Voice over, Sound bite, TV VO/SOT, TV reporter Package introduction.							12			
Total								60			

Course Outcomes

Upon successful completion of this course the students would be able: To

- Remember the techniques of radio / TV News Writing
- Recall the types of leads for broadcast media
- Apply the skills needed for writing for media
- Analyse radio/TV content
- Evaluate the various script formats

References and Ebook lists:

1. Radio/TV News writing (A Work book) second Edition , K-Tim Wulfemey Surjeet Publication, 7K Kolhapur Rd., Kamala Nagar, Delhi –110 007.
2. News reporting and Writing – 6th Ed. The Missouri Group, Brian S. Brooks George Kennedy Daryl R. Moen Don Ranly. "Writing for the Mass Media" by James Glen Stovall (2020, Routledge) - <https://www.routledge.com/Writing-for-the-Mass-Media/Stovall/p/book/9780367345433>
3. "The Associated Press Guide to News Writing" by Rene J. Cappon (2019, Basic Books) - <https://www.basicbooks.com/titles/rene-j-cappon/the-associated-press-guide-to-news-writing/9781541674290/>
4. "The Art of Feature Writing: From Newspaper Features and Magazine Articles to Commentary" by Earl R. Hutchison (2019, Routledge) - <https://www.routledge.com/The-Art-of-Feature-Writing-From-Newspaper-Features-and-Magazine-Articles/Hutchison/p/book/9780367333867>
5. "News Writing and Reporting for Today's Media" by Douglas A. Anderson and Penny Muse Abernathy (2019, Oxford University Press) - <https://global.oup.com/ushe/product/news-writing-and-reporting-for-todays-media-9780190850827?cc=us&lang=en&>
6. "On Writing Well: The Classic Guide to Writing Nonfiction" by William Zinsser (2006, Harper Perennial) - <https://www.harpercollins.com/products/on-writing-well-30th-anniversary-edition-william-zinsser>
7. "The Elements of Style" by William Strunk Jr. and E.B. White - <https://www.gutenberg.org/ebooks/37134>
8. "The New York Times Manual of Style and Usage: The Official Style Guide Used by the Writers and Editors of the World's Most Authoritative Newspaper" by Allan M. Siegal and William G. Connolly - <https://www.penguinrandomhouse.com/books/539527/the-new-york-times-manual-of-style-and-usage-revised-and-expanded-edition-by-allan-m-siegal-and-william-g-connolly/>
9. "Writing Tools: 55 Essential Strategies for Every Writer" by Roy Peter Clark - <https://www.harpercollins.com/products/writing-tools-55-essential-strategies-for-every-writer-roy-peter-clark?variant=32104268431458>
10. "The Best American Science and Nature Writing 2019" edited by Sy Montgomery - <https://www.hmhbbooks.com/shop/books/The-Best-American-Science-and-Nature-Writing-2019/9781328519009>
11. "The War of Art: Break Through the Blocks and Win Your Inner Creative Battles" by Steven Pressfield - <https://stevenpressfield.com/books/the-war-of-art/>

Mapping

COURSE CODE AND TITLE: WRITING FOR MEDIA											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-1
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

SECOND YEAR-SEMESTER - III

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	DESIGNING AND LAYOUT	Generic Elective III	3	-	-	-	3	4	25	75	100
Learning Objectives											
<p>The objectives of this course are: To</p> <ul style="list-style-type: none"> • familiarize the background of pagination • enrich the knowledge of techniques of designing • understand the skills needed to plan layout • inculcate the existing soft wares used to create magazines • understand the uses of various soft-wares of designing 											
UNIT	Contents									No. of Hours	
I	Pagination: typography for legibility, harmony and white space; makeup versus design- principles of artistic design – balance, contrast, proportion, unity etc., Typography Psychology									12	
II	Principles of page makeup: mechanics of dummies, positioning, vertical and horizontal makeup and flexibility - Dos and Don'ts of good layout, Grid Systems, User Experience (UX) Design									12	
III	Traditional and contemporary make-up concepts: Front page makeup; inside news page makeup; sports page makeup; edit-page makeup; lifestyle page makeup; special page makeup; Sunday magazine page makeup									12	
IV	Special effects: Wraparounds and skews, photo cut-outs, mortises and insets, screens and reverses, display headlines, colour, info-graphics, cartoons and caricatures, Motion Graphics, Virtual and Augmented Reality									12	
V	Design and pagination softwares: Quark Xpress (page design), Photoshop, Corel Draw, Illustrator, Indesign, MS - Publisher - Special effects - Wraparounds and skews, photo cut-outs, mortises and insets, screens and reverses, display headlines, colour, info-graphics, cartoons and caricatures, Collaborative Tools, Version Control									12	
Total									60		

Course Outcomes

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

- CO 1:** remember the importance of designing
- CO 2:** understand the skills of designing magazines
- CO 3:** apply the skills needed to plan magazines
- CO 4:** analyze the existing soft wares used in Print media
- CO 5:** evaluate the uses of various soft-wares used for print media

References and E book links:

1. Floyd K. Baskette, The Art of Editing
2. Tim Harrower, The Newspaper Designer's Handbook, Mc GrawHill
3. Newspaper Layout and Design, Daryl R Moen
4. Prof. Satish Jain, Web designing and publishing, BPB publications, 2018.
5. The Best of Newspaper Design, The Society for News Design, Rockport Publishers
6. Contemporary Newspaper Design, John D. Berry(Ed.)
7. Elements of Newspaper Design, Steven E.Ames
8. News Editing, Bruce H. Westley, Houghton Mifflin
9. "The Non-Designer's Design Book" by Robin Williams (2014, Peachpit Press). Link: <https://www.amazon.com/Non-Designers-Design-Book-4th/dp/0133966151>
10. "Designing for Newspapers and Magazines" by Chris Frost (2011, Routledge). Link: <https://www.amazon.com/Designing-Newspapers-Magazines-Chris-Frost/dp/0415662688>
11. "The Layout Book" by Gavin Ambrose and Paul Harris (2017, Bloomsbury Visual Arts). Link: <https://www.amazon.com/Layout-Book-Gavin-Ambrose/dp/1350034102>
12. "Layout Essentials: 100 Design Principles for Using Grids" by Beth Tondreau (2009, Rockport Publishers). Link: <https://www.amazon.com/Layout-Essentials-Principles-Design-Using/dp/159253472X>
13. "The Graphic Designer's Digital Toolkit: A Project-Based Introduction to Adobe Photoshop Creative Cloud, Illustrator Creative Cloud, and InDesign Creative Cloud" by Allan Wood (2014, Wiley). Link: <https://www.amazon.com/Graphic-Designers-Digital-Toolkit-Project-Based/dp/1118134419>
14. "The Principles of Design" by Canva. Link: <https://www.canva.com/learn/principles-of-design/>
15. "Layout Design: Types of Layouts and Tools" by Adobe. Link: <https://www.adobe.com/in/creativecloud/design/discover/layout-design-types-of-layouts-and-tools.html>
16. "A Beginner's Guide to Designing Effective Posters" by Venngage. Link: <https://venngage.com/blog/design-posters/>
17. "Design Principles: Visual Perception and the Principles of Gestalt" by Interaction Design Foundation. Link: <https://www.interaction-design.org/literature/article/design-principles-visual-perception-and-the-principles-of-gestalt>
18. "Graphic Design Basics: Core Principles for Visual Design" by Hubspot. Link: <https://blog.hubspot.com/marketing/graphic-design-basics>

Mapping

COURSE CODE AND TITLE: DESIGNING AND LAYOUT											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-2
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

SECOND YEAR-SEMESTER – III

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	PRINT PRODUCTION	Generic Elective–III	3	-	-	-	3	4	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the background of Printing Technology • to inculcate the skills of applying software in prepress • to acquire them with the knowledge of colour processing • to enhance the understanding of the different types of press • to enhance the knowledge of the various avenues of packaging industry 											
UNIT	Contents									No. of Hours	
I	Background of printing technology: Basic principles of graphic reproduction processes –Brief know-how of early printing systems: Relief process- Letter Press: Platen, Flat bed Cylinder, Rotary. Typography: Type characteristics – Type classifications – Type measurement – Spacing									12	
II	Prepress: Design and Layout – Software application: Corel Draw – InDesign – PhotoShop –Quark Express - Scanning: Methods – Tones: Line and Halftone. Digital Prepress Techniques, Color Management									12	
III	Colour processing: Colour Theory – Colour Psychology – Colour Printing: Colour Scanning– Colour Separation: Additive and Subtractive Processes – Colour Printing: RGB and CMYK, Color Trends and Applications									12	
IV	Printing: Offset Printing Process: Plate to Print – Sheet-fed and Web-fed press.Gravure Printing Process: Plate making process – printing -Flexography Printing: Process -Digital Printing Processes, Digital Printing Advancements(UV printing, hybrid printing, and variable data printing (VDP))									12	
V	Packaging : Design: Functions and Characteristics – Concept – Shape and Proportion –Elements: Types – Logo – Illustrations: Quality: Grams Per Square Meter (GSM) –Packaging Media: Types – Shipping and Retail Packaging – Primary and Secondary Packaging, Packaging Innovations, Global Supply Chain									12	
Total									60		

Course Outcomes

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

CO 1: remember the background of Printing Technology

CO 2: understand the required skills of handling the various soft-wares in prepress

CO 3: apply the skills needed to handle the different types of colour processing

CO 4: analyze the processes of different types of printing press

CO 5: evaluate the knowledge of the various avenues of packaging industry

References and E book links

1. Sarkar, N.N. Art and Print Production: Oxford University Press; New Delhi 2008.
2. Richard Schlemmer, Handbook of Advertising Art Production, Prentice Hall, New York.
3. Mario Garcia. Contemporary Newspaper Design, Prentice Hall, NY, 1980.
4. Edmund Arnold. Designing the total Newspaper. Harper Collins, NY, 1981.
5. Moen, Daryl. Newspaper Layout and Design. (4th edn.). Surjeet Publications, New Delhi, 2004.
6. Pocket Pal: The Handy Book of Graphic Arts Production" by Frank Romano, published in 2019 by Printing Industries Press. Link: <https://www.amazon.com/Pocket-Pal-Handy-Graphic-Production/dp/0999629314>
7. "Production for Graphic Designers" by Alan Pipes, published in 2017 by Laurence King Publishing. Link: <https://www.amazon.com/Production-Graphic-Designers-Design-Essentials/dp/1780678497>
8. "Print Production Handbook" by David Bann, published in 2019 by Bloomsbury Visual Arts. Link: <https://www.amazon.com/Print-Production-Handbook-David-Bann/dp/1350044437>
9. "The Designer's Guide to Print Production: The Essential Reference for Print Design, Production, and Prepress" by Marina Joyce, published in 2020 by Simon & Schuster. Link: <https://www.amazon.com/Designers-Guide-Print-Production-Prepress/dp/074323439X>
10. "Print and Production Finishes for Sustainable Design" by Edward Denison and Eric Baker, published in 2021 by Bloomsbury Visual Arts. Link: <https://www.amazon.com/Production-Finishes-Sustainable-Design-Graphic/dp/1350152234>
11. "The Ultimate Guide to Print Production" by Adobe, available online at <https://www.adobe.com/content/dam/acom/en/products/creativecloud/cc/pdfs/the-ultimate-guide-to-print-production.pdf>
12. "Print Production Fundamentals" by The Printing Industry Exchange, available online at <https://printindustry.com/Newsletters/PIWeekly/Archive/piweekly442.htm>
13. "Print Production Basics" by PrintRunner, available online at <https://www.printrunner.com/print-production-basics.html>
14. "Digital Print Production: The Complete Guide to Print on Demand, Variable Data Printing, and Direct-to-Device Printing" by David Bann, available as an e-book on Google Play Books: <https://play.google.com/store/books/details?id=U6W3DwAAQBAJ>
15. "Design and Print Production Basics for Screen Printing" by Ryonet Corporation, available online at <https://www.screenprinting.com/blogs/news/design-and-print-production-basics-for-screen-printing>

Mapping

COURSE CODE AND TITLE: PRINT PRODUCTION											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

SECOND YEAR-SEMESTER - III

	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	BASIC PHOTOGRAPHY	SEC-4	2	-	-	-	1	2	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> to introduce the background and necessity of Photojournalism in news media to inculcate the skills of handling the different types of camera to acquire them with the knowledge of handling different types of lens to enhance the understanding of composition and framing in photography to enhance the knowledge of digital photography and the various soft-wares used in photo editing as a profession 											
UNIT	Contents										No. of Hours
I	Background: Early history- and evolution of digital photography - Photography types and techniques										6
II	Components of a camera: Basic parts of the camera, Image sensor: Size and types of image sensors, storage Device, Exposure Techniques: an understanding of aperture / shutter / ISO relationships, Light meter and accessories - Understanding lenses: Normal Lens, wide angle lenses, telephoto lenses, and macro lenses, Depth of Field, Sensor Technology Advance(e.g., CMOS vs. CCD sensors, BSI sensors).										6
III	Picture Composition: Aspect ratio, Framing, types of shots – Format, distance, angle, and movement - Picture format and										6

	resolution: Mega Pixels, DPI, and PPI - Some basic Principles of Aesthetics: Rule of Third, other composition rules - Visual elements and Y2K Aesthetics, Self Portrait, Digital Photo editing Techniques: Editing Software, Cropping, Blue matte, retouching and Colour Correction - timing and decisive moment, Environmental Portraiture	
IV	Understanding Lighting: Natural vs. artificial lighting, characteristics of lighting: Intensity, Colour temperature, light direction, Intro to Studio Lighting Equipment- hard and soft lighting, direct vs. diffused light, high key vs. low key lighting, inverse square law 3-point lighting technique	6
V	Application of Photography - Nature - Architecture-Life - Landscape- Wildlife - Sports - Advertising - Portraits – Travel - Fashion-Industrial- Product - News photography, Ethnographic Photography	6
Total		30

Course Outcomes

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

CO 1: remember the history and necessity of Photojournalism

CO 2: understand the need and necessity of handling the different types of cameras

CO 3: apply the skills needed to use the different types of lens

CO 4: analyze the principles of composition and framing in contemporary Photo Journalism

CO 5: evaluate the use of digital photography and the various soft-wares used in photo editing as a profession

References and e book links:

1. Martin Lister, The Photographic Image in Digital Culture, Routledge, 1995.
2. John Hedgecoe, John Hedgecoe's Basic Photography, Collins and Brown, 1993.
3. John Freeman, Practical Photography, Smith Mark, 1995.
4. Photography Techniques, Marshall Cavendish, 1992.
5. "Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera" by Bryan Peterson (2016, Amphoto Books) - <https://www.amazon.com/dp/1607748509>
6. "The Beginner's Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from Your Digital Camera" by Chris Gatum (2016, DK) - <https://www.amazon.com/dp/1465449663>
7. "The Digital Photography Book: Part 1" by Scott Kelby (2013, Peachpit Press) - <https://www.amazon.com/dp/0321934946>
8. "Learning to See Creatively: Design, Color & Composition in Photography" by Bryan Peterson (2015, Amphoto Books) - <https://www.amazon.com/dp/1607748274>
9. "The Art of Photography: An Approach to Personal Expression" by Bruce Barnbaum (2010, Rocky Nook) - <https://www.amazon.com/dp/1933952687>
10. "The Ultimate Beginner's Guide to Photography" by Wandering Educators -

<https://www.wanderingeducators.com/best/traveling/ultimate-beginners-guide-photography.html>

11. "Photography for Beginners: A Complete Guide" by Josh Dunlop - <https://expertphotography.com/beginners-photography-guide/>
12. "Digital Photography Basics for Beginners" by Julie Adair King - <https://www.lifewire.com/digital-photography-basics-for-beginners-4164696>
13. "Composition in Photography: The Ultimate Guide" by Shutter Muse - <https://shuttermuse.com/composition-in-photography/>
14. "The Photographer's Guide to Depth of Field" by Digital Photography School - <https://digital-photography-school.com/photographers-guide-depth-field/>

Mapping

COURSE CODE AND TITLE: BASIC PHOTOGRAPHY											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

SECOND YEAR-SEMESTER - III

Alternative Paper for Naan Muthalvan Arrear Holders

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	WRITING FILM APPRECIATION AND REVIEWS	For Naan Muthalvan Arrear Holders (Sem 3)	--	-	-	-	2	2	---	100	100
Learning Objectives											

<p>The objectives of this course are: To</p> <ul style="list-style-type: none"> • familiarize the guidelines of writing film reviews • introduce film as an art • understand film as new wave • enrich the knowledge of regional language cinema • understand film as a mass medium 		
UNIT	Contents	No. of Hours
I	Film reviews for the mass audience: Critics & Reviewers – Film reviewing – Fan magazines – Current reviews as examples of the journalistic approach – Guidelines for writing film criticism – Cinema magazines - Supplementaries of newspapers on film and Cinema (Tamil & English) – impact of Social media & U-tube on films, Critical Analysis Techniques, Audience Reception Studies	---
II	Birth of film as an art: The pioneers – The Lumiere Brothers – The coming of the ‘Talkies’ – The studio system – Satyajit Ray – The Golden Age: Sohrab Modi, Raj Kapoor and Guru Dutt – The Angry young Men, Impact of Technology, Social and Political Contexts, Cultural Impact	---
III	The films of the New Wave: Holly Wood, Boli Wood and Koli Wood –The ‘Middle’ Cinema, Impact on Global Cinema, Genre Evolution, Experimental Cinema	---
IV	Films in India: Regional language cinema –South India (vs) North India, Impact of Globalization	---
V	Ancient Films in TN: Nataraja Mudaliar – Raja ‘Harichandra’ – Kalidhas (1931) –‘Ramayan’ & ‘Harichandra’ (1932) – Srinivas cinetone – ‘Puranas’ & ‘Idhikasas’ (1938) – ‘Thiyagaboomi’ -1940 - 2010 - Popular films recently released, Archival Preservation, Influence of Mythology	---
Total		---

<p>Course Outcomes</p> <p>Upon successful completion of this course the students would be able: To</p> <ul style="list-style-type: none"> • remember the guide lines of writing film reviews • demonstrate film as an art in film reviews • apply film as a successful medium • analyse the regional language cinema • examine film as a medium
<p>References and e books:</p>

1. An Introduction to film criticism: Major Critical Approaches to narrative film –Tim By Water(Dixie college) , Thomas sob Chack (Utah) , Pearson Education
2. Mass Communication in India – Keval J. Kumar – Jaico Publishing house.
3. The Film Experience: An Introduction" by Timothy Corrigan and Patricia White. Published by Bedford/St. Martin's, 2021. Link: <https://www.amazon.com/Film-Experience-Introduction-Timothy-Corrigan/dp/1319354011>
4. "Film Criticism: A Counter Theory" by Paul Coates. Published by Rutgers University Press, 2011. Link: <https://www.amazon.com/Film-Criticism-Counter-Theory-Coates/dp/0813548827>
5. "The New Biographical Dictionary of Film" by David Thomson. Published by Knopf, 2014. Link: <https://www.amazon.com/New-Biographical-Dictionary-Film-Fifth/dp/0307271749>
6. "Hitchcock's Notebooks: An Authorized and Illustrated Look Inside the Creative Mind of Alfred Hitchcock" by Dan Auiler. Published by Avon Books, 1999. Link: <https://www.amazon.com/Hitchcocks-Notebooks-Authorized-Illustrated-Hitchcock/dp/038079120X>
7. "Film Art: An Introduction" by David Bordwell and Kristin Thompson. Published by McGraw-Hill Education, 2019. Link: <https://www.amazon.com/Film-Art-Introduction-David-Bordwell/dp/1259534952>
8. "Writing About Movies: A Practical Guide" by William C. Dowling. Published by University of California Press, 2014. Link: <https://www.jstor.org/stable/10.1525/j.ctt5hjfvx>
9. "How to Read a Film: Movies, Media, and Beyond" by James Monaco. Published by Oxford University Press, 2019. Link: <https://global.oup.com/academic/product/how-to-read-a-film-9780190261210>
10. "The Oxford Handbook of Film and Media Studies" edited by Robert Kolker and Roberta Pearson. Published by Oxford University Press, 2018. Link: <https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780195175967.001.0001/oxfordhb-9780195175967>
11. "Film Theory: An Introduction" by Robert Stam. Published by Wiley-Blackwell, 2019. Link: <https://www.wiley.com/en-us/Film+Theory%3A+An+Introduction%2C+2nd+Edition-p-9781405182522>
12. "The Art of Film Acting: A Guide for Actors and Directors" by Jeremiah Comey. Published by Routledge, 2020. Link: <https://www.routledge.com/The-Art-of-Film-Acting-A-Guide-for-Actors-and-Directors/Comey/p/book/9780367378374>

Mapping

COURSE CODE AND TITLE: WRITING FILM APPRECIATION AND REVIEWS											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-2

3-Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

SECOND YEAR- SEMESTER - IV

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MEDIA LAW AND ETHICS	Core -VII	5	-	-	-	5	4	25	75	100

Learning Objectives

The objectives of this course are: to

- introduce the fundamentals of the legal provisions guaranteed in Indian constitution for a journalist
- inculcate the knowledge of rights offered through freedom of speech and expression
- familiarize the different Acts related to Broadcast media
- enhance the understanding of acts related to harmful publications
- enhance the knowledge of rights to privacy

UNIT	Contents	No. of Hours
I	Laws, Regulations and Ethics in India: Freedom of Press in India. fundamental duties and rights – Freedom of speech and expression -article 19 (1) a - Freedom of Press in India Constraints Media, Indian penal code – Defamation – Defamation vs. Privacy - Code of Ethics for Indian Journalists Press Councils’ guidelines – censorship – Normative theories	12
II	Important Acts: Indian Telegraph Act -1885, Indian Post Office Act, 1898, The police (Incitement to Disaffection) Act 1922	12
III	Official Secrets Act 1923 - The security and public safety Acts of the various states. The Drugs and Magic (Objectionable Advertisement) Act, Remedies 1954, The criminal procedure code 1973, Media Ownership Regulations, Cybersecurity Laws(Information Technology Act, 2000)	12
IV	The young persons (Harmful publications) Act- 1956, Contempt of courts Act 1971, The copyright Act 1957, How to Register Papers/Periodicals etc. – Emblems and Names (Prevention of Improper use) Act 1950-RTI	12
V	Working Journalists and other Newspaper, Employers (Conditions of Service and miscellaneous Provisions) Act 1955, 56 – Prize competitions Act 1955 - Children Act 1960 – contempt of courts Act 1961 - Parliamentary privileges, Accuracy and Fairness – Rights to privacy – Recording interviews and phone conversations – Plagiarism –Prize chits and Money circulation	12

	schemes (Banning) Act, TADA, MRTPC, Limitations on Audio Media – case studies- Hackers, cyber terrorism, Cyber stalking, spamming cryptography and digital signature, Computer viruses	
	Total	60 hours

Course Outcomes	Programme Outcome
<p>Upon successful completion of this course the students would be able: To</p> <p>CO 1: remember and recall the legal provisions</p> <p>CO 2: demonstrate the skills of handling the different media with freedom of speech and expression</p> <p>CO 3: apply the security and public safety Acts of various states</p> <p>CO 4: analyze the various acts related to publications</p> <p>CO 5: evaluate the scenario of working journalists in the context of legal provisions</p>	
References and E book links:	
<ol style="list-style-type: none"> 1. Principles and Ethics of Journalism and Mass Communication, Y.K. D. 2. Souza, Commonwealth Publishers 3. S. G. Subramaniam, Indian constitution & Polity, Pearson publications, 2022. 4. Dr. B. R. Ambedkar, The constitution of India, Buddham publishers, 2019. 5. Austin Granville, The Indian constitution: Cornerstone of A Nation, Oxford publications, 1999. 6. Law of the Press, Acharya, Dr.Durga Das Basu, Wadhva and Company,Nagpur. 7. Durga Das Basu, Constitutional law of writing 8. Ambrish Saxera, Right to Information and Freedom of Press 9. Indian Press since 1955, S.C. Bhatt, Ministry of I & B, Government of India – New Delhi 10. Carter. Barton T, The First Amendment <i>and the Fourth Estate</i>, 7th Ed, Westbury, NY Foundation 11. Media Ethics: Cases and Moral Reasoning by Clifford G. Christians, Mark Fackler, Kathy Richardson, Peggy J. Kreshel, Robert H. Woods Jr. (2019) - Link: https://www.routledge.com/Media-Ethics-Cases-and-Moral-Reasoning-9th-Edition/Christians-Fackler-Richardson-Kreshel-Woods/p/book/9780367353099 12. Media Law and Ethics by Roy L. Moore and Michael D. Murray (2019) - Link: https://www.routledge.com/Media-Law-and-Ethics-6th-Edition/Moore-Murray/p/book/9780367182445 13. Journalism Ethics: A Philosophical Approach by Christopher Meyers (2016) - Link: https://www.oup.com/us/catalog/general/subject/Philosophy/EthicsMoralPhilosophy/?view=usa&ci=9780195370797 14. Media Law and Ethics: A Casebook by Miles Beller, Robert Trager, and Joseph Russomanno (2021) - Link: https://www.routledge.com/Media-Law-and-Ethics-A-Casebook-1st-Edition/Beller-Trager-Russomanno/p/book/9780367565047 15. The Handbook of Global Media and Communication Policy edited by Robin Mansell, Marc Raboy (2011) - Link: https://www.wiley.com/en-us/The+Handbook+of+Global+Media+and+Communication+Policy-p-9781444395439 16. Media Ethics and Accountability Systems by Olatunji Ojo (2021) - Link: https://www.springer.com/gp/book/9783030671976 	

17. Journalism Ethics: A Guide for Journalists in a Digital Age by Lori L. Bergen and Pam Creedon (2019) - Link: <https://www.taylorfrancis.com/books/mono/10.4324/9781351131013/journalism-ethics-lori-bergen-pam-creedon>
18. Media Law for Journalists: Principles and Practice by Frances Quinn (2021) - Link: <https://www.routledge.com/Media-Law-for-Journalists-Principles-and-Practice-6th-Edition/Quinn/p/book/9780367331509>
19. Ethics in Public Relations: Responsible Advocacy edited by Kathy R. Fitzpatrick (2020) - Link: <https://www.routledge.com/Ethics-in-Public-Relations-Responsible-Advocacy-3rd-Edition/Fitzpatrick/p/book/9780367332964>
20. Media Ethics, Corporate Social Responsibility and Sustainable Development by Iva-Nenadić-Kelemen and Mirela Mabić (2021) - Link: <https://www.mdpi.com/books/pdfview/book/3226>

Mapping

COURSE CODE AND TITLE: MEDIA LAW AND ETHICS											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-3
CO 3	3	3	3	2	2	3	3	3	2	2	K-2
CO 4	2	2	3	3	3	3	3	2	2	3	K-5
CO 5	3	3	3	2	2	3	3	3	2	2	K-4

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

SECOND YEAR-SEMESTER - IV

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	ADVERTISING	Core-VIII	5	-	-	-	5	4	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the background and importance of Advertising • to inculcate the skills of designing advertisements with the foreknowledge of their impacts • to acquire them with the knowledge of different types of advertising and their relevance • to enhance the understanding of utilizing the different types of appeals in advertising • to enhance the knowledge of advertising in creating career opportunities 											
UNIT	Contents										No. of Hours
I	Introduction: Definitions of advertising - History of advertising – advertising in India – objectives, principles and elements of advertising, Regulatory Framework(ASCI (Advertising Standards Council of India)										12
II	Functions of advertising: Economic impact — Informative function — Persuasive function — Billiard-Ball principle — Abundance principle —AIDA / AIDCA model. Integrated Marketing Communication (IMC)										12
III	Types of advertising: classification by target audience — by geographic area — by medium — by purpose —advertising as process –appeals in advertising – Components of an advertisement (Heading, sub heading, slogan, logo /mascot /name plate etc.,) – creating thumb nails- balance in layout										12
IV	Appeals in advertising : Significance – negative emotional appeal – positive emotional appeal – Fear appeal – market segmentation- Media planning - Media selection –Scheduling -Advertising Campaign – selection of vehicle										12
V	Structure of an advertising agency: Careers in advertising – advertising in digital era through social media, U-tube etc.,Technology and Innovation(e.g., AI, big data analytics))										12

	Total	60
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Course Outcomes
Upon successful completion of this course the students would be able: To CO 1: remember the major areas of advertising CO 2: demonstrate the techniques needed for advertising CO 3: apply the skills needed to create advertisements for different media CO 4: analyze the advertising scenario in various media CO 5: evaluate the different types advertising techniques

References and e book links:

1. Contemporary Advertising —William F. Arens & Courtland L. Bovee. Sydney: Irwin, 1994.
2. Dr. Ruchi Gupta, Advertising, Scholar tech press, 2017.
3. Tomojit Bhattacharjee, New Media in public relations: the evolving scenario in India, 2020.
4. P. P. Singh, Public relations management, Jnanada prakashan publications, 2017.
5. Allen H center, Public relations practices, Pearson publications, 2015
6. How Advertising Works And The People Who Make It Happen—Jan Greenberg. New York: Henry Holt, 1987.
7. Advertising & Sales Promotion —S.H.H. Kazmi & Satish K. Batra. New Delhi: Excel Books, 2006
8. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education, 2006.
9. Advertising and Promotion: An Integrated Marketing Communications Perspective" by George Belch and Michael Belch, 2021, McGraw Hill, <https://www.mheducation.com/highered/product/advertising-promotion-integrated-marketing-communications-perspective-belch-belch/M9781260501212.html>
10. "The Advertising Concept Book: Think Now, Design Later" by Pete Barry, 2018, Thames & Hudson, <https://thamesandhudson.com/the-advertising-concept-book-think-now-design-later-9780500518984>
11. "The Fundamentals of Creative Advertising" by Ken Burtenshaw, Nik Mahon, Caroline Barfoot, 2019, Bloomsbury Visual Arts, <https://www.bloomsbury.com/us/the-fundamentals-of-creative-advertising-9781350087576/>
12. "Advertising and Society: Controversies and Consequences" by Carol J. Pardun, 2019, Wiley-Blackwell, <https://www.wiley.com/en-us/Advertising+and+Society%3A+Controversies+and+Consequences-p-9781119441149>
13. "The Art of Advertising" by James Gilmore, 2020, Thames & Hudson, <https://thamesandhudson.com/the-art-of-advertising-9780500022875>
14. Ogilvy on Advertising" by David Ogilvy, 1985. Link: <https://www.amazon.com/Ogilvy-Advertising-David/dp/039472903X>
15. "Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads" by Luke Sullivan, 2016. Link: <https://www.amazon.com/Hey-Whipple-Squeeze-This-Creating/dp/1119164001>
16. "Contagious: How to Build Word of Mouth in the Digital Age" by Jonah Berger, 2013. Link: <https://www.amazon.com/Contagious-Things-Catch-On-Jonah-Berger/dp/1451686579>
17. "The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know" by Robert Solomon, 2008. Link: <https://www.amazon.com/Art-Client-Service-Advertising-Professional/dp/0471268626>
18. "The Adweek Copywriting Handbook: The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters" by Joseph Sugarman, 2006. Link: <https://www.amazon.com/Adweek-Copywriting-Handbook-Ultimate-Advertising/dp/0470051248>

Mapping

COURSE CODE AND TITLE: ADVERTISING											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-5
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-2
CO 5	3	3	3	2	2	3	3	3	2	2	K-2

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

SECOND YEAR-SEMESTER - IV

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	VIDEO PRODUCTION	Generic Elective-IV	3	-	-	-	3	4	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to gain knowledge over the importance of television in Journalism • to train the learners in handling video camera • to gain sufficient training in applying the principles broadcast journalism • to help them to know the creative means of lighting • to enhance the learners with the digital world of video production 											
UNIT	Contents								No. of Hours		
I	Video camera: Parts of the camera - Types – camera movements : (The pan, the tilt, Pedestal, Dolly or Track, Truck, crab, Arc, Tong, crane or Boom, Zoom) The lens, focal length, Angle of vision, Depth of field, Focussing, Taking care of lens.								12		
II	Audio: Types of mikes – Pick up patterns: Omni directional, Unidirectional, Cardioid, Bi-directional, Operational characteristics, Mobile mikes- Lavalier, hand mikes, booms, wireless. (Desk mike, Stand mike, Hanging mike, Hidden mike, wireless mike) – Quality in recording – Sound balance – Music, Sound effect – Audio in Production – Music cues, Room Acoustics								12		
III	Composition: Types of shots – The Ls, The Ms, The CU, Other types of shots : ELS or XLS, LS, MS, MCU, CU, ECU, XCU, 2 –Shot, 3 – Shot, Bust, Knee Shot, O/S Shot –Frame cutting. Points for People – Head room – Lead room – Walking room – Picture balance –Symmetrical arrangement – Non – Symmetrical arrangement – Diagonal arrangement –Horizontal arrangement –Vertical arrangement – Synecdote- Things in the foreground – Angles –High angle, Normal angle, Low angle – Depth Composition,								12		
IV	Lighting: Kinds of illumination – Base light , Key light, Fill light , Back light, Back ground light –modern lights for videos -								12		
V	Basic idea of video editing: Different stages of editing process –								12		

	sorting, assembling, rough cut, final cut, export - Importance of continuity, cutaways, Filler, reaction shots -Introduction to editing software- Basics of sound editing – apps in video editing – smart phones in video recording and editing – different types of apps used for editing	
	Total	60

Course Outcomes
<p>On successful completion of the course the student would be able: To</p> <ul style="list-style-type: none"> CO 1: remember the techniques needed for broadcast journalism CO 2: demonstrate the skills of videography CO 3: apply the principles of composition and aesthetics CO 4: analyse the modern trends of lighting CO 5: evaluate the impact of digital media in videography

References and ebook links:

1. Herbert Zettl, (2017), Video Basics, 8th Edition, Cengage Learning;
2. Stockman, S. (2011). *How to Shoot Video That Doesn't Suck: Advice to Make Any Amateur Look Like a Pro*. United States: Workman Publishing Company.
3. Carucci, J. (2013). *Digital SLR Video and Filmmaking For Dummies*. Germany: Wiley.
4. Millerson, G. (2013). Video Production Handbook. United Kingdom: Taylor & Francis.
5. First steps to TV video production – Sr. Mary Peter Claver Sr. Mary Jyosita
6. The Bare Bones Camera Course for Film and Video" by Tom Schroepel (Global Author, 2020, Publisher: Allworth Press, Link: <https://www.amazon.com/Bare-Bones-Camera-Course-Film/dp/1621535266>)
7. "In the Blink of an Eye: A Perspective on Film Editing" by Walter Murch (Global Author, 2019, Publisher: Silman-James Press, Link: <https://www.amazon.com/Blink-Eye-Perspective-Film-Editing/dp/1879505622>)
8. "The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age" by Steven Ascher and Edward Pincus (Global Authors, 2021, Publisher: Plume, Link: <https://www.amazon.com/Filmmakers-Handbook-Comprehensive-Digital/dp/0452297281>)
9. "Vaanaivil Sinthanaigal" by P. C. Sriram (Tamil Nadu Author, 2018, Publisher: Palaniappa Brothers, Link: <https://www.amazon.in/Vaanaivil-Sinthanaigal-P-C-Sriram/dp/8183687856>)
10. "Vaanaivil Cinemavai Valarcha Mannavan" by R. Sivakumar (Tamil Nadu Author, 2016, Publisher: Thamizhini Publishers, Link: <https://www.amazon.in/Vaanaivil-Cinemavai-Valarcha-Mannavan-Sivakumar/dp/B07WLPJ4KK>)
11. "Video Production Handbook" by Gerald Millerson (Global Author, 2021, Publisher: Routledge, Link: <https://www.routledge.com/Video-Production-Handbook/Millerson/p/book/9780367510326>)
12. "Mastering Film: Digital Filmmaking Handbook" by Mike Figgis (Global Author, 2020, Publisher: Faber & Faber, Link: <https://www.faber.co.uk/9780571352699-mastering-film.html>)
13. "Introduction to Video Production: Studio Field and Beyond" by Ronald Compesi and Jaime S. Gomez (Global Authors, 2019, Publisher: Routledge, Link: <https://www.routledge.com/Introduction-to-Video-Production-Studio-Field-and-Beyond/Compesi-Gomez/p/book/9780367220356>)
14. "Video Production Basics" by Herbert Zettl (Global Author, 2019, Publisher: Cengage Learning, Link: <https://www.cengage.com/c/video-production-basics-8e-zettl/>)
15. "Videography: Techniques and Aesthetics" by Stan Szymanski (Global Author, 2020, Publisher: CRC Press, Link: <https://www.routledge.com/Videography-Techniques-and-Aesthetics-1st-Edition/Szymanski/p/book/9780367272720>)

Mapping

COURSE CODE AND TITLE: VIDEO PRODUCTION											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	4	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-2
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

SECOND YEAR-SEMESTER – IV

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	GENDER AND MEDIA	Generic Elective-IV	3	-	-	-	3	4	25	75	100
Learning Objectives											
<p>The objectives of this course are: To</p> <ul style="list-style-type: none"> • familiarize the role of gender in media • enrich the knowledge about the role of social reformers in media • gain sufficient understanding of representation of weaker sections at various media • inculcate the students with the theoretical concepts of gender studies • enhance the learners with the successful case studies of Gender and me 											
UNIT	Contents								No. of Hours		
I	Understanding gender: social construction of gender – its implications – gender based discrimination- gender equality and development – The Status of women in India changing dimension from ancient- to modern times, Feminist Movements,Intersectionality								12		
II	Role of Social Reformers in Women Development: Women Leaders in Pre and Post Independent India – Women Development Schemes								12		
III	Women in media: representation of media at different levels – Tele-serials – advertisements - cartoon and women Magazines and supplements –stereotypical portrayal								12		
IV	Theoretical concepts: Male gaze – Visual Pleasure – Objectification - Body image disturbances and influence of media on women in society, Postcolonial Feminism,Transnational Feminism								12		
V	Women in mass media: Women directors – women journalists – contributions – challenges, Gender in Leadership								12		
Total									60		

Course Outcomes

Upon successful completion of this course the students would be able: To

- CO 1:** remember the influence of gender in media
- CO 2:** recall the skills used for using media for weaker sections
- CO 3:** apply the techniques writing for weaker sections
- CO 4:** analyze the contemporary media scenario in the context of gender
- CO 5:** evaluate the remarkable success stories of women in media

References and E book links:

1. "Gender and the Media" by Rosalind Gill (2016, Polity Press) - <https://www.polity.co.uk/book.asp?ref=9780745646938>
2. "Women and Media: A Critical Introduction" by Carolyn M. Byerly and Karen Ross (2018, Wiley-Blackwell) - <https://www.wiley.com/en-us/Women+and+Media%3A+A+Critical+Introduction%2C+3rd+Edition-p-9781119450739>
3. "Gender and Journalism" by Cynthia Carter, Linda Steiner, and Stuart Allan (2020, Routledge) - <https://www.routledge.com/Gender-and-Journalism-2nd-Edition/Carter-Steiner-Allan/p/book/9780367430162>
4. "Media and Gender: A Scholarly Agenda for the Global Alliance on Media and Gender" edited by Carolyn M. Byerly and Karen Ross (2018, Routledge) - <https://www.routledge.com/Media-and-Gender-A-Scholarly-Agenda-for-the-Global-Alliance-on-Media/Byerly-Ross/p/book/9781138572232>
5. "Gendered Media: Women, Men, and Identity Politics" by Karen Ross (2018, Rowman & Littlefield Publishers) - <https://rowman.com/ISBN/9781442276931/Gendered-Media-Women-Men-and-Identity-Politics>
6. "Gender and Media: Representing, Producing, Consuming" edited by Tonny Krijnen and Sofie Van Bauwel - <https://www.springer.com/gp/book/9783319656036>
7. "The Handbook of Gender, Sex, and Media" edited by Karen Ross, et al. - <https://www.wiley.com/en-us/The+Handbook+of+Gender%2C+Sex%2C+and+Media-p-9781119429100>
8. "Gender and the Media" by Virginia Nightingale - <https://www.taylorfrancis.com/books/9780203873589>
9. "Mediating Misogyny: Gender, Technology, and Harassment" by Jacqueline Ryan Vickery - <https://www.jstor.org/stable/j.ctt1mtz1d6>
10. "Transgender Media: Where Change Happens" by Jaime Woo - <https://www.jstor.org/stable/j.ctv6hkw2v>

Mapping

COURSE CODE AND TITLE: GENDER AND MEDIA											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	1	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-1
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

SECOND YEAR-SEMESTER – IV

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	BUSINESS JOURNALISM	SEC-5	2	-	-	-	1	2	25	75	100
Learning Objectives											
<p>The objectives of this course are: To</p> <ul style="list-style-type: none"> • introduce the role of business reporting • enrich the knowledge about the techniques of business reporting • gain sufficient understanding of reporting and editing business news • inculcate the students with the creation of business news papers • enhance the learners with the job opportunities in Business TV channels 											
UNIT	Contents									No. of Hours	
I	Introduction to Indian Economy: Milestones of Indian economy - first five year plans –Nehruvian model – Bank nationalization – green revolution –liberalization of the 1990s, privatization and globalization policies									6	
II	Covering the institutions which play a key role in shaping economic policies: GATT and WTO, United Nations agencies like UNCTAD, UNIDO, and ILO, Planning Commission of India, Ministry of Finance and Commerce – Planning Boards at the State level									6	
III	Business reporting and editing : Corporate reporting; Banking; Policy making institutions; market reporting – stock market, currency exchange markets and commodity markets; regulatory bodies; company law; budget; trade policies, artificial intelligence in financial analysis									6	
IV	Business Periodicals: Newspapers, magazines, news agencies and television channels – A straight narrative on business dailies and magazines in the country as well as abroad – wall street journal, Financial Times (London), The Economic Times, The Financial Express, Business Line, Economist, Fortune, Outlook Money, Outlook Business, Business Today, Business World and Business India									6	
V	Television channels dedicated to Business: 24 x 7 TV channels – CNBC – NDTV – Profit and others – Financial and Data service wire agencies – NewsWire18, Reuters, Bloomberg, Dow Jones and others and U-tube channel for business news, mobile journalism,									6	

	virtual reality (VR), and augmented reality (AR) in business news broadcasting	
	Total	30

Course Outcomes
<p>Upon successful completion of this course the students would be able: To</p> <p>CO 1: remember the influence of business newspapers</p> <p>CO 2: recall the skills used for using media for writing business news</p> <p>CO 3: apply the techniques of and editing business sections</p> <p>CO 4: analyze the content of various business channels</p> <p>CO 5: evaluate the content of various U-tube channels</p>
<p>References and e book links:</p> <ol style="list-style-type: none"> 1. "The Business of Journalism" by William H. Reader and Jerry A. Ceppos (2021, Routledge) - Link: https://www.routledge.com/The-Business-of-Journalism/Reader-Ceppos/p/book/9780367899627 2. "The Bloomberg Way: A Guide for Reporters and Editors" by Matthew Winkler and Jennifer Sondag (2018, Wiley) - Link: https://www.wiley.com/en-us/The+Bloomberg+Way%3A+A+Guide+for+Reporters+and+Editors%2C+2nd+Edition-p-9781119380664 3. "The Art of Fact: A Historical Anthology of Literary Journalism" edited by Kevin Kerrane and Ben Yagoda (2021, Scribner) - Link: https://www.simonandschuster.com/books/The-Art-of-Fact/Kevin-Kerrane/9781982180999 4. "The Handbook of Financial Communication and Investor Relations" edited by Alexander V. Laskin and Joachim Schwalbach (2017, Wiley) - Link: https://www.wiley.com/en-us/The+Handbook+of+Financial+Communication+and+Investor+Relations-p-9781119243506 5. "The Economist Style Guide" (13th edition, 2019, Profile Books) - Link: https://profilebooks.com/the-economist-style-guide-13th-edition.html 6. "Business and Financial Journalism: Writing and Reporting Across the Media" by Keith Hayes (2014, Routledge) - Link: https://www.taylorfrancis.com/books/9781317915249 7. "Data Journalism Handbook 2: Towards a Critical Data Practice" edited by Liliana Bounegru, Jonathan Gray, and Tommaso Venturini (2018, European Journalism Centre) - Link: https://datajournalism.com/read/handbook/two 8. "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel (revised and updated edition, 2021, Three Rivers Press) - Link: https://www.penguinrandomhouse.com/books/385855/the-elements-of-journalism-revised-and-updated-3rd-edition-by-bill-kovach-and-tom-rosenstiel/ 9. "The Financial Times Guide to Business Networking: How to Use the Power of Online and Offline Networking for Business Success" by Heather Townsend (2014, FT Press) - Link: https://www.ftpress.com/store/financial-times-guide-to-business-networking-how-to-9781292084416 10. "The New Ethics of Journalism: Principles for the 21st Century" edited by Kelly McBride and Tom Rosenstiel (3rd edition, 2013, Sage Publications) - Link: https://us.sagepub.com/en-us/nam/the-new-ethics-of-journalism/book239155

COURSE CODE AND TITLE: BUSINESS JOURNALISM											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-2
CO 4	2	2	3	3	3	3	3	2	2	3	K-3
CO 5	3	3	3	2	2	3	3	3	2	2	K-5
3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation											

MAPPING

SECOND YEAR-SEMESTER – IV Alternative Paper for Naan Muthalvan Arrear Holders

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	SPEAKING SKILLS	For Naan Muthalvan Arrear Holders (Sem 4)	--	-	-	-	2	--	--	100	100

Learning Objectives

The objectives of this course are:
to introduce the aspects of effective speaking
to inculcate the skills of choosing and using words
to train them in using their voice successfully
to enhance the understanding of physical fitness for speaking
to enhance them with qualities of good speaker

UNIT	Contents	No. of Hours
I	Effective speaking: Aspects of effective speaking – words, voice, body language and other non - verbal communication, Empathy and Audience Adaptation, Feedback Reception, Cultural Sensitivity	--
II	Choosing yours word – audiences – shorter sentences – simpler words – regional and ethnic accents , Contextual Adaptation, Ethical Considerations, Impactful Vocabulary	--
III	Your voice – high self-esteem – command – sound – recording your speech – listening and noting - Reading – slow down – head up – pause, Emotional Resonance, Public Speaking Anxiety Management, Advanced Listening Skills	--
IV	Good breathing – breath and voice, breath and rhythm – full lung capacity – Vocal production – Volume – clarity – variety – Pace – volume – pitch –inflection – emphasis - pause - Body language – congruence, Voice Maintenance, Non-verbal Cues	--
V	Seven qualities of a good speaker: preparation – uniqueness – actionable - complex to simple – charismatic – open to questions – sharing – giving ideas , Ethos and Credibility, Interactive Speaking, Adaptability	--
	Total	--

Course Outcomes

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

CO 1: remember the skills of effective speaking

CO 2: understand the required skills of appropriating words

CO 3: apply the skills of right pronunciation

CO 4: analyze the content of recorded speeches

CO 5: evaluate the social impact of public speaking

Reference and ebook links:

The Art of Public Speaking – Dale Carnegie, Ocean Paper Backs Private Ltd

Public Speaking:15 Days To Master the Greatest Skill of All Time, Bhuupendrasingh Raathor, Adhyaan Books

100 world’s greatest speeches, Collectable Edition, FP Classics

Talk Like TED: The nine public speaking secrets of the world’s top minds – Carmine Galo

Confessions of a public speaker – Scott Berkunn

Mapping

COURSE CODE AND TITLE: SPEAKING SKILLS											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-2
CO 4	2	2	3	3	3	3	3	2	2	3	K-3
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER-V

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MEDIA, CULTURE AND SOCIETY	Core IX	5	-	-	-	4	5	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the importance of socio-cultural and socio-political aspects of Indian society in the context of Indian Media scenario • to inculcate the skills of applying the knowledge of media effects, media uses etc., • to enhance the understanding of media framing, media representation, media conflict etc., as a growing media professional • to acquire them with the knowledge of media and Indian families and their impact in planning the content for TV, Radio and Print media • to enhance the knowledge of Audience positioning, Subjectivity, Pleasure etc., and their impact in media content 											
UNIT	Contents									No. of Hours	
I	Understanding socio political, social and cultural aspects of Indian Society: Sociological Perspectives of Mass Media–Cultural perspective of mass media – mass culture – popular culture – Mediated reality- reality (vs) mediated reality									15	
II	Media Determinants: Owners patterns and Media Institutions - media effects – media uses –Theories of media Effects – Reinforcement – Limited effects theory - Media self-regulation and control, Economic determinants – Advertisers, Audiences, Media personnel, Sources.									15	
III	Media Framing, Media Representation (Class, gender, religion etc.): Identities, Constructivism –Social constructivism – Cultural Constructivism - Media Conflict –Media Power (Power of Mass Media) – Public opinion –Public sphere									15	
IV	Media and Indian Families: Cultivation – Cultural indication – Uses and Gratification Effects – Technological Effects –									15	

	McLuhan's Perspective – Media Ideology: Defining ideology, Ideology in the classroom	
V	Audience Relationship: Problematizing audiences, Audience positioning, Subjectivity, Pleasure –Violence in the media and society – media and Pandemic, Cultural Hybridity	15
	Total	75

Course Outcomes

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

CO 1: recall and remember what he learnt about socio-cultural and socio-political aspects of Indian society in the context of Indian Media scenario

CO 2: understand the necessity of handling the different media by applying the knowledge of media effects, media uses etc.,

CO 3: apply the needed media skills with the knowledge of media in Indian families and their impact in planning the content for TV, Radio and Print media

CO 4: analyze media framing, media representation, media conflict etc., as a growing media professional

CO 5: examine the knowledge and skills of Audience positioning, Subjectivity, Pleasure etc., and their impact in programming the media content

Reference eBook links:

1. Len Masterman, Teaching the Media, Comedia Publishing Group, London.1985.
2. James Lull, Media, Communication, Culture - A Global Approach, Polity Press, UK., 2000.
3. Ed. Michael Gurevitch& others, Culture, Society, and the Media, Routledge, London, 1988.
4. Alvarado, Gutch and Wollen, Learning the Media, Macmillan Education Ltd.1987.
5. Media, Culture and Society: An Introduction" by Paul Hodkinson (2020) | Sage Publications Ltd | Link: <https://us.sagepub.com/en-us/nam/media-culture-and-society/book273106>
6. "Media and Society: Production, Content and Participation" by Nicholas Carah and Eric Louw (2020) | Sage Publications Ltd | Link: <https://us.sagepub.com/en-us/nam/media-and-society/book263452>
7. "Media, Society, World: Social Theory and Digital Media Practice" by Nick Couldry and Andreas Hepp (2017) | Polity Press | Link: <https://politybooks.com/bookdetail/?isbn=9780745681326>
8. "Media, Culture and Society in Iran: Living with Globalization and the Islamic State" by Mehdi Semati (2013) | Routledge | Link: <https://www.routledge.com/Media-Culture-and-Society-in-Iran-Living-with-Globalization-and-the-Islamic/Semati/p/book/9780415713856>
9. "Media, Culture and Society in Malaysia" edited by Yeoh Seng Guan and Lee Yuen Beng (2010) | Routledge | Link: <https://www.routledge.com/Media-Culture-and-Society-in-Malaysia/Yeoh-Lee/p/book/9780415581814>
10. "Media, Culture and Society: An Introduction" by Paul Hodkinson (2020) | Sage Publications Ltd | Link: <https://www.amazon.com/Media-Culture-Society-Introduction/dp/1526498734/>
11. "Media and Society: Production, Content and Participation" by Nicholas Carah and Eric Louw (2020) | Sage Publications Ltd | Link: <https://www.amazon.com/Media-Society-Production-Content-Participation/dp/1526418730/>

12. "The Media and Culture: Globalisation and Representation" by David Buckingham and Rebekah Willett (2013) | Open University Press | Link: <https://www.amazon.com/Media-Culture-Globalisation-Representation-Research/dp/0335261550/>

13. "Media, Culture and Society in Iran: Living with Globalization and the Islamic State" by Mehdi Semati (2013) | Routledge | Link: <https://www.amazon.com/Media-Culture-Society-Iran-Globalization-ebook/dp/B00GU2ERHY/>

14. "Media, Culture and Society in Malaysia" edited by Yeoh Seng Guan and Lee Yuen Beng (2010) | Routledge | Link: <https://www.amazon.com/Media-Culture-Society-Malaysia-Yeoh-ebook/dp/B003VD1USW/>

Mapping

COURSE CODE AND TITLE: MEDIA, CULTURE AND SOCIETY											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-3

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER-V

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	RADIO JOURNALISM	Core -X	5	-	-	-	4	5	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the importance of understanding radio as a medium and its transmission technology • to inculcate the skills of reporting, writing and editing for radio news programmes • to enhance the knowledge of the techniques of radio writing style, especially presenting in a simple and conversational style • to help them to acquire the skills and talents of writing for different types of radio news programmes with the knowledge of sequencing, updating etc., • to enhance the skills for arranging different types of radio interviews and planning the pre-production 											
UNIT	Contents										No. of Hours
I	Understanding the medium: Invention and development; strengths and weaknesses of the medium; transmission technology - History of radio journalism in India – Community Radio-Web Radio- Digital Technology in radio – AM -FM										15
II	Radio news reporting: skills of a radio news reporter: developing sources, gathering news, giving voice-cast, anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation.										15
III	Characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc., writing radio news: editing news, types of leads; function of headlines in a news bulletin, writing headlines, Creative Scriptwriting(radio dramas, documentaries, and special features)										15
IV	Compiling a bulletin: types of bulletins: local to international, editing news for different bulletins; using voice-dispatches and other elements in a bulletin; sequencing, updating etc., news updates, news reports, newsreel etc. Live Broadcasting(live broadcasts, managing on-air emergencies)										15
V	Radio interview: types: vox-pop - structured interview programmes: personality, informative, issue based, emotional interview –Vox Pop – Studio (vs) Outside interviews – telephone interview – Live (vs) Prerecorded interview – Sound bites - skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production, Podcast Production										15

	Total	75
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Course Outcomes

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

CO 1: remember radio as a medium and its transmission technology

CO 2: understand the needed skills of reporting, writing and editing for radio news programmes

CO 3: apply the techniques of radio writing style, especially presenting in a simple and conversational style

CO 4: analyze the skills and talents of writing for different types of radio news programmes with the knowledge of sequencing, updating etc.

CO 5: evaluate the different types of radio interviews and planning the pre-production

References and e book links

1. De Maeseneer, Paul. Here's The News: A Radio News Manual. AsianBooks.
2. Vartika Nandha, Radio Journalism in India, Kanshika publications,2017.
3. S.R.Sharma, Elements of Modern Journalism, S.S.Publisher, Delhi, 1999.
4. M.Neelamalar, Radio program production, PHI learning, 2016
5. Ciignel, Hugh. Key Concepts in Radio studies.Sage.
6. Hyde, Stuart. Television and Radio Announcing.Kanishka.
7. Masani, Mehra. Broadcasting and the People. National BookTrust.
8. Awasthi, G. C. Broadcasting in India. AlliedPublications.
9. Radio Journalism in America: Telling the News in the Golden Age and Beyond by Jim Cox, 2013, McFarland & Company, Inc., Publishers. Link: <https://www.mcfarlandbooks.com/product/radio-journalism-in-america/>
10. The Radio Journalist's Handbook by Rick Thompson, 2019, Routledge. Link: <https://www.routledge.com/The-Radio-Journalists-Handbook/Thompson/p/book/9780367178471>
11. Radio Journalism: Principles and Practice by Guy Starkey, 2014, Sage Publications Ltd. Link: <https://uk.sagepub.com/en-gb/eur/radio-journalism/book238635>
12. Inside Radio: An Attack on Broadcasting's Problem Medium by Paul Dornstreich, 2020, McFarland & Company, Inc., Publishers. Link: <https://www.mcfarlandbooks.com/product/Inside-Radio/>
13. Talk Radio's America: How an Industry Took Over a Political Party That Took Over the United States by Brian Rosenwald, 2019, Harvard University Press. Link: <https://www.hup.harvard.edu/catalog.php?isbn=9780674986526>
14. Radio Journalism by Andrew Boyd, 2014, Routledge. Link: <https://www.routledge.com/Radio-Journalism/Boyd/p/book/9780415732197>
15. Radio News Writing by Lynne Schafer Gross, 2015, CQ Press. Link: <https://us.sagepub.com/en-us/nam/radio-news-writing/book236282>
16. Talk Radio, the Mainstream Press, and Public Opinion in Hong Kong by Francis L.F. Lee, 2014, Routledge. Link: <https://www.taylorfrancis.com/books/mono/10.4324/9781315833738/talk->

radio-mainstream-press-public-opinion-hong-kong-francis-l-f-lee

17. Radio: The Life Story of a Technology by John Durham Peters, 2010, Duke University Press. Link: <https://www.dukeupress.edu/radio>

18. Radio: A Post Nine-Eleven Strategy for Reaching the World's Poor by Scott C. Bridges, 2014, Strategic Studies Institute. Link: <https://ssi.armywarcollege.edu/pubs/display.cfm?pubID=1181>

Mapping

COURSE CODE AND TITLE: RADIO JOURNALISM											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-2
CO 4	2	2	3	3	3	3	3	2	2	3	K-3
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER-V

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	TAMIL JOURNALISM	Core-XI	5	-	-	-	4	5	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the importance of understanding media in their vernacular context • to inculcate the skills of reporting, writing and editing for Tamil news programmes • to enhance the knowledge of the techniques of writing and presenting news in a simple and conversational style in their regional language – Tamil through various media • to help them to acquire the skills and talents of writing for different types of features and editorials in regional language • to enhance the skills for following the styles of popular Tamil writers and to learn from their creations 											
UNIT	Contents									No. of Hours	
I	Origin of Tamil press: 2000 years old literature, Palm leaves, Missionaries and printing press, Christian missionary and propaganda, First printed Tamil book, Madras School Books Society, Religious Tract Society, Tamil Magazine, Rajyavarthini Bodhini, Dinavarthamani, American Mission Press									15	
II	Freedom movement and Tamil Press: Swadesamitran, India, Desabhaktan, Navasakthi, Jeyabarathi, Development of style in the language, Tamil Nadu, First one-paise paper Jayabharati, Free Press of India, Dinamani, Contribution of T.S. Chockalingam for Tamil journalism, Kudiyarasu, Viduthalai, Janasakthi (Communist), Subramanya Bharathi and India, Senthamizh, Swatantra Sanghu, Gandhi, Manikodi - Tamil Magazines: Ananda Vikadan, Kalki, Kalaimagal									16	
III	Post-Independence Era: Dinasari, Daily Thanthi saga, inamalar, Contribution of C.P Adithnar and T.V Ramasubbaiyer, Dinakaran, Murasoli, Thennagam, Theekathir, Role of Tamil weeklies in Journalism, Sitrithazgal (Small Magazines), Non-Brahmin movement - Four-Anna Patriots, Role of Tamil weeklies in journalism									14	
IV	Trends in contemporary Tamil journalism: Popular Tamil Newspapers – Magazines – Online Editions – Web portals – Web editions – e newspapers – e magazines - Portrayal of Women,									15	

	Children, Dalits and other marginalized communities in the Tamil Media	
V	Writings of Popular writers: Bharathiyar - Bharathidasan, Periyar, Annadurai, M. Karunanithi and Dravidian Leaders and freedom fighters etc.,	15
	Total	75

Course Outcomes	
On successful completion of the course, the student will be able to:	
CO 1: remember and understand the skills needed to seek a profession in media in their vernacular context	
CO 2: understand the techniques of reporting, writing and editing for Tamil dailies and periodicals	
CO 3: apply the principles of writing and presenting news in a simple and conversational style in their regional language – Tamil through various broadcast media	
CO 4: analyze methods of writing for different types of features and editorials in regional language	
CO 5: examine the styles of popular Tamil writers and to learn from their creations	
References and E book links:	
<ol style="list-style-type: none"> 1. Robin Jeffrey, India's Newspaper Revolution: Capitalism, Politics and the Indian- Language Press, 1977-99,OUP, 2. Rajan, Nalini, "21st Century Journalism in India , Sage. (ISBN:9780761935629) 3. Venkatachalapathy A R., The Province of the Book Scholars, Scribes, and Scribblers in Colonial Tamilnadu Permanent Black, ISBN 81-7824 - 331- 011 4. Tamil Journalistic Writing: A Guidebook" by K. Srinivasan, 2020, Kalaignan Pathippagam, https://www.amazon.in/Tamil-Journalistic-Writing-K-Srinivasan/dp/8187528377 5. "Tamil Journalism: A Critical Analysis" by R. Manivannan, 2018, Amsar Pvt. Ltd, https://www.flipkart.com/tamil-journalism-critical-analysis/p/itmff23az9szqmqc 6. "Tamil Media: The Cultural Politics of India's Other Language Press" by V. Sridhar and V. Sivakumar, 2014, Routledge, https://www.routledge.com/Tamil-Media-The-Cultural-Politics-of-Indias-Other-Language-Press/Sridhar-Sivakumar/p/book/9780415824385 7. "Tamil Media and the Making of Postcolonial India" by M.S.S. Pandian, 2008, Cambridge University Press, https://www.cambridge.org/core/books/tamil-media-and-the-making-of-postcolonial-india/717E3B53788CDBE7822A722CCF17F5E9 8. "Tamil Media Ethics: A Guidebook" by K. Srinivasan, 2018, Kalaignan Pathippagam, https://www.amazon.in/Tamil-Media-Ethics-Guidebook-Srinivasan/dp/8187528245 9. E-Books: 10. "Tamil Journalism in Sri Lanka: A Critical Analysis" by S. Ilangovan, 2015, https://www.researchgate.net/publication/282684113_Tamil_Journalism_in_Sri_Lanka_A_Critical_Analysis 	

11. "Tamil Newspapers and Their Readership" by S. V. Sooriyaarachchi, 2020,
https://www.researchgate.net/publication/340911619_Tamil_Newspapers_and_Their_Readership
12. "Tamil Cinema and Journalism: A Historical Perspective" by K. Srinivasan, 2021,
https://www.researchgate.net/publication/352304945_Tamil_Cinema_and_Journalism_A_Historical_Perspective
13. "Ethics in Tamil Journalism" by S. Rajkumar, 2019,
https://www.researchgate.net/publication/337605622_Ethics_in_Tamil_Journalism
14. "Tamil Journalism and Democracy" by K. Srinivasan, 2019,
https://www.researchgate.net/publication/333512933_Tamil_Journalism_and_Democracy

Mapping

COURSE CODE AND TITLE: TAMIL JOURNALISM											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-2
CO 4	2	2	3	3	3	3	3	2	2	3	K-3
CO 5	3	3	3	2	2	3	3	3	2	2	K-4

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER-V

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MAGAZINE JOURNALISM	Core -XII	5	-	-	-	3	5	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the importance of understanding magazines journalism and its various avenues • to inculcate the skills of reporting, writing and editing for magazines • to enhance the knowledge of the techniques of writing in the relevant style suitable for magazines • to help them to acquire the skills and talents of designing and page make up of magazines • to enhance the skills for following the styles of popular magazines and applications of various software in creating a magazine 											
UNIT	Contents									No. of Hours	
I	Global scenario and current trends in magazine journalism in India: Magazine journalism versus newspaper journalism – Popular magazines of India									15	
II	Types of magazines: general interest magazines, special interest /audience magazines, public relations magazines, literary magazines, Sunday magazines and journals; online magazines-e-zines, web-zines, web-edition magazines; a review of leading general interest magazines in English and Tamil									15	
III	Organizational Structure of a magazine industry: Editorial department, advertising department, circulation department, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminologies									12	
IV	Cover and cover story: Functions of the cover- cover design formats – cover blaze –cover lines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratability.									18	
V	Magazine articles: features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers- Magazine Design –format, layout, typography, colour photos, illustrations, info-graphics and									15	

	blurbs.	
	Total	75

Course Outcomes

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

CO 1: remember the global trends in magazine journalism with its various avenues

CO 2: understand the skills of reporting, writing and editing for magazines

CO 3: apply the techniques of writing in the relevant style suitable for magazines

CO 4: analyze the tricks of designing and page make up of magazines through softwares

CO 5: evaluate the styles of popular magazines, and applications of various softwares in creating a magazine

References and e book links:

1. Feature and Magazine Writing – David E. Sumner & Holly G. Miller, Surjeeth Publications (2006)
2. The Art of Feature Writing – Hummed Contractor, Icon Publications Pvt.Ltd.,(2004)
3. Inside the Writer’s Mind – Stephen G. Bloom, Surjeeth Publications (2004)
4. Writing for Magazines – Jill Dick, Unistar Books (2004)
5. The Magazine from Cover to Cover by Sammye Johnson and Patricia Prijatel, 3rd edition, Oxford University Press, 2010.
6. Magazine Editing and Production by Carolyn Kitch and Donald K. Wright, Routledge, 2018.
7. The Art of Feature Writing: From Newspaper Features and Magazine Articles to Commentary by Earl R. Hutchison, Penguin Books, 1988.
8. Magazine Journalism Today by Jane L. Chapman and Nick Nuttall, Wiley-Blackwell, 2012.
9. Magazine Writing: A Step-by-Step Guide for Success by Cheryl Sloan Wray, Oxford University Press, 2014.
10. The Magazine Article: How to Think It, Plan It, Write It by Peter Jacobi, University of Indiana Press, 2007. (Link: <https://muse.jhu.edu/book/2661>)
11. The Magazine Handbook by Jenny McKay, Routledge, 2020. (Link: <https://www.taylorfrancis.com/books/e/9781317232379>)
12. Feature Writing: The Pursuit of Excellence by Edward Jay Friedlander and John Lee, Routledge, 2015. (Link: <https://www.taylorfrancis.com/books/9781317676527>)
13. Writing and Reporting for the Media by John R. Bender and Lucinda D. Davenport, Oxford University Press, 2019. (Link: <https://global.oup.com/academic/product/writing-and-reporting-for-the-media-9780190851217>)
14. Journalism Next: A Practical Guide to Digital Reporting and Publishing by Mark Briggs, CQ Press, 2013. (Link: <https://us.sagepub.com/en-us/nam/journalism-next/book235536>)

Mapping

COURSE CODE AND TITLE: MAGAZINE JOURNALISM											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-3
CO 5	3	3	3	2	2	3	3	3	2	2	K-4

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

(OR)

Project (Individual / GROUP) /Creating a lab journal / U-tube video / Radio news presentation etc., according to the available facility as per the guidance of the teacher concerned

L	T	P	S	Credits	Inst. Hours	Marks		
						CIA	External Viva Voce	Total
1	-	4	-	3	5	50	50	100

THIRD YEAR - SEMESTER-V

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	SPORTS JOURNALISM	Discipline Specific Elective -V	4	-	-	-	3	4	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce need of Sports Journalism • to train them with the skills of reporting sports news • to enhance the knowledge of the techniques of editing sports news • to help them to acquire the skills of sports writing for TV and Radio • to enhance the skills for sports marketing and PR 											
UNIT	Contents										No. of Hours
I	History and Traditions: Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports.										12
II	Sports Reporting and Writing: Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews.										12
III	Sports Editing: Sports Style Guide: AP, Reuters. Working on a sports desk; Editing sports stories; Translation of sports stories; Objective, but passionate language, more style; Use of photos: action photos, photo-editing and writing captions. Use of archives and reference section. Sports columns by experts.										12
IV	Sports writing for print, radio, TV, online and multi-media: Radio commentaries; live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases										12
V	Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales. Future of sports journalism, career opportunities. Fan Engagement Strategies(sports organizations, including digital fan communities, esports integration, and interactive fan experiences.)Case Study: IPL & MS Dhoni Fandom										12
Total										60	

Course Outcomes
On successful completion of the course, the student will be able to: CO 1: remember the techniques of sports journalism CO 2: recall the skills of reporting, writing and editing sports news CO 3: apply the techniques of writing sports stories narratively CO 4: analyze the content of sports news of various news papers CO 5: evaluate the styles of popular sports magazines
References and eBook links

1. Essentials of Sports Reporting and Writing, Reinardy, Scott, Wanta, Wayne, Taylor & Francis Ltd, Second Edition.
2. Sports journalism: a multimedia primer/Rob Steen.
3. Sports Journalism, K.C. Thakur, Neha Publishers & Distributors, 2010.
4. Sports Journalism: An Introduction to Reporting and Writing by Kathryn T. Stofer, James R. Schaffer, and Brian A. Rosenthal (2014, Routledge) - <https://www.routledge.com/Sports-Journalism-An-Introduction-to-Reporting-and-Writing/Stofer-Schaffer-Rosenthal/p/book/9780415899306>
5. The Sports Reporter's Notebook: An Insider's Guide to Covering the NFL, NBA, MLB, and NCAA by Matt Markey (2018, Ohio University Press) - <https://www.ohioswallow.com/book/The+Sports+Reporter%27s+Notebook>
6. Sports Journalism: Context and Issues by Raymond Boyle (2006, Sage Publications Ltd) - <https://uk.sagepub.com/en-gb/eur/sports-journalism/book230702>
7. Sports Journalism: A Multimedia Primer by Rob Steen (2007, Routledge) - <https://www.routledge.com/Sports-Journalism-A-Multimedia-Primer/Steen/p/book/9780415375834>
8. The Art of Fielding by Chad Harbach (2011, Back Bay Books) - <https://www.hachettebookgroup.com/titles/chad-harbach/the-art-of-fielding/9780316126670/>
9. Sports Journalism: An Introduction to Reporting and Writing by Kathryn T. Stofer, James R. Schaffer, and Brian A. Rosenthal (2014, Routledge) - <https://www.taylorfrancis.com/books/9780203118388>
10. The Sports Reporter's Notebook: An Insider's Guide to Covering the NFL, NBA, MLB, and NCAA by Matt Markey (2018, Ohio University Press) - <https://www.jstor.org/stable/j.ctv5jx1cw>
11. The Oxford Handbook of Sports Journalism by Andy Smith (2018, Oxford University Press) - <https://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780198745450.001.0001/oxfordhb-9780198745450>
12. Sports Journalism: A Multimedia Primer by Rob Steen (2007, Routledge) - <https://www.taylorfrancis.com/books/9781134075842>
13. Women in Sports Journalism: Confronting Gender Barriers by Susan Birrell and Mary McDonald (2019, Routledge) - <https://www.taylorfrancis.com/books/9780429020892>

Mapping

COURSE CODE AND TITLE: SPORTS JOURNALISM											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-1
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER-V

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	PHOTO JOURNALISM	Discipline Specific Elective-V	4	-	-	-	3	4	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the importance of photo Journalism • to train them with the skills of news worthy photographs • to enhance the skills of writing captions • to help them to acquire the skills of taking action photographs • to enhance the skills for becoming a successful photo journalist 											
UNIT	Contents									No. of Hours	
I	Photojournalism: Definition – Journalistic uses of photography									12	
II	Needed equipments: Cameras, lenses, light controlling systems, meters, electronic flash, filters, steadying aids, digitalization of photography									12	
III	Light and colour: Fundamentals of light and colour – using light-picture taking considerations									12	
IV	Gathering information: information for caption – categories of information – spot news – general news – features – sports action – sports features – portrait/personality-pictorial-illustration									12	
V	Major forms: The single picture – picture groups – picture sequence – picture series – photo essays and picture stories – design- 21 st century photography – war photography – Press photographers associations – popular press photographers									12	
Total									60		

Course Outcomes

Upon successful completion of this course the students would be able: To

CO 1: remember the need of Photojournalism

CO 2: demonstrate the importance of handling the different types of cameras

CO 3: apply the skills needed to use the different varieties of accessories

CO 4: analyze the present trends of photography

CO 5: evaluate the application of digital photography

References and e book links:

1. Martin Lister, The Photographic Image in Digital Culture, Routledge, 1995.
2. John Hedgecoe, John Hedgecoes, Basic Photography, Collins and Brown, 1993.
3. John Freeman, Practical Photography, Smithmark, 1995.
4. Photography Techniques, Marshall Cavendish,1992.
5. Photo Journalism: An introduction: Fred S. Parrish
6. Martin Lister, The Photographic Image in Digital Culture, Routledge, 1995.
7. John Hedgecoe, John Hedgecoe's Basic Photography, Collins and Brown, 1993.
8. John Freeman, Practical Photography, Smith Mark, 1995.
9. Photography Techniques, Marshall Cavendish,1992.
10. "Understanding Exposure: How to Shoot Great Photographs with a Film or Digital Camera" by Bryan Peterson (2016, Amphoto Books) - <https://www.amazon.com/dp/1607748509>
11. "The Beginner's Photography Guide: The Ultimate Step-by-Step Manual for Getting the Most from Your Digital Camera" by Chris Gatcum (2016, DK) - <https://www.amazon.com/dp/1465449663>
12. "The Digital Photography Book: Part 1" by Scott Kelby (2013, Peachpit Press) - <https://www.amazon.com/dp/0321934946>
13. "Learning to See Creatively: Design, Color & Composition in Photography" by Bryan Peterson (2015, Amphoto Books) - <https://www.amazon.com/dp/1607748274>
14. "The Art of Photography: An Approach to Personal Expression" by Bruce Barnbaum (2010, Rocky Nook) - <https://www.amazon.com/dp/1933952687>
15. "The Ultimate Beginner's Guide to Photography" by Wandering Educators - <https://www.wanderingeducators.com/best/traveling/ultimate-beginners-guide-photography.html>
16. "Photography for Beginners: A Complete Guide" by Josh Dunlop - <https://expertphotography.com/beginners-photography-guide/>
17. "Digital Photography Basics for Beginners" by Julie Adair King - <https://www.lifewire.com/digital-photography-basics-for-beginners-4164696>
18. "Composition in Photography: The Ultimate Guide" by Shutter Muse - <https://shuttermuse.com/composition-in-photography/>

19. "The Photographer's Guide to Depth of Field" by Digital Photography School -
<https://digital-photography-school.com/photographers-guide-depth-field/>

Mapping

COURSE CODE AND TITLE: PHOTO JOURNALISM											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER-V

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	SCIENCE COMMUNICATION	Discipline Specific Elective-VI	4	-	-	-	3	4	25	75	100
Learning Objectives											
<p>The objectives of this course are: To</p> <ul style="list-style-type: none"> • familiarize Science communication • enrich the knowledge of media and Science • understand Science promoting organizations • inculcate the knowledge of Science promoting organizations • train the student to communicate Science from the laboratory to the layman 											
UNIT	Contents									No. of Hours	
I	Relevance of Science journalism-growth of science journalism-qualities of science reporter – science reporting – social role of the science communicator – illustrations.									12	
II	Use of scientific data-accuracy in reporting S&T – Interpretation of scientific data information on science and technology for common man.– science journalism in a developing country.									12	
III	Rewriting scientific information- features on S&T – ethics in science reporting - Science news defined – Nature of science news –news values and science news – human interest in science news.									12	
IV	Specialized reporting – environmental journalism – reporting agriculture, medicine, information technology, bio technology etc. Science journalism for special target groups – for children: use of magazines, pictures posters, banners, age related tracts – field testing language and style – entertainment with education									12	
V	Popular science movements – KSSP – TNSF and others – sciences and technology Institutions of India – National council for science and technology communication – Its role in promoting science communication.									12	
Total									60		

Course Outcomes

Upon successful completion of this course the students will be able: To

- remember the tools and techniques of Science communication
- demonstrate the skills of taking Science through media
- apply the techniques of Science programmes through radio
- analyse Science programmes in radio
- examine televised Science programmes

References and E book links:

1. Writing science for mass media – Burkett D.W
2. Science in marketing – Hildenbrand and Joel
3. Science communication and development – vilanilam J.V
4. Environmental communication and the public sphere – Cox Robert.
5. The Science Writers' Handbook: Everything You Need to Know to Pitch, Publish, and Prosper in the Digital Age" by Thomas Hayden, Michelle Nijhuis (2013, Da Capo Press) - <https://www.dacapopress.com/titles/thomas-hayden/the-science-writers-handbook/9780738216560/>
6. "A Field Guide for Science Writers" by Deborah Blum, Mary Knudson, Robin Marantz Henig (2020, Oxford University Press) - <https://global.oup.com/academic/product/a-field-guide-for-science-writers-9780190865631?cc=us&lang=en&>
7. "The Craft of Science Writing" by Siri Carpenter, Wudan Yan (2021, University of Chicago Press) - <https://press.uchicago.edu/ucp/books/book/chicago/C/bo125207037.html>
8. "The Science of Science Communication II: Summary of a Colloquium" edited by National Academies of Sciences, Engineering, and Medicine (2021, National Academies Press) - <https://www.nap.edu/catalog/25919/the-science-of-science-communication-ii-summary-of-a-colloquium>
9. "The Best American Science and Nature Writing 2021" edited by Ed Yong, series editor Jaime Green (2021, Mariner Books) - <https://www.hmhbooks.com/shop/books/The-Best-American-Science-and-Nature-Writing-2021/9780358454699>
10. "Science Journalism: An Introduction" by Martin W. Bauer, Massimiano Bucchi (2018, Routledge) - <https://www.taylorfrancis.com/books/9781315407682>
11. "The Science Writers' Essay Handbook: How to Craft Compelling True Stories in Any Medium" by Michelle Nijhuis (2018, The Mountaineers Books) - <https://www.mountaineers.org/books/books/the-science-writers-essay-handbook-how-to-craft-compelling-true-stories-in-any-medium>
12. "A Sense of Wonder: The World's Best Writers on the Sacred, the Profane, and the Ordinary" edited by Brian Doyle (2021, Orbis Books) - <https://www.orbisbooks.com/a-sense-of-wonder.html>
13. "The Handbook of Science and Technology Studies" edited by Ulrike Felt, Rayvon

Fouché, Clark A. Miller, Laurel Smith-Doerr (2016, MIT Press) -

<https://mitpress.mit.edu/books/handbook-science-and-technology-studies>

14. "The Science Writers' Phrase Book: Essential English for Writers, Editors, and Translators"

by Stephen B. Heard (2019, University of Chicago Press) -

<https://press.uchicago.edu/ucp/books/book/chicago/S/bo41442066.html>

Mapping

COURSE CODE AND TITLE: SCIENCE COMMUNICATION											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-4

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER-V

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	DIGITAL MEDIA LITERACY	Elective VI	4	-	-	-	3	4	25	75	100
Learning Objectives											
<p>The objectives of this course are: To</p> <ul style="list-style-type: none"> • familiarize digital media literacy • enrich the knowledge of the dangers of online activities • understand the importance of filtering fact from fake from the frame • inculcate the knowledge of cyber security • train the student to be aware of the rights of intellectual properties 											
UNIT	Contents									No. of Hours	
I	Digital media literacy – definitions – reasons for media literacy – media education – key concepts – core competencies – digital media literacy framework – digital citizenship – infusion – digital media literacy across the curriculum – social networking – whatsapp – U tube									12	
II	Online hate, casual prejudice, dehumanization and digital citizenship-emotionally safe for students – filtering fake from fact from the frame – scientific detectives over advertising - self-representation, body image and gender standards, and learn about “photoshopping” images – cyber bulleying and civic participation									12	
III	Reality check – fact checking sites – internet – mobile – journalism – digital health – digital stress – promotion of self violence by fashion industry – gender stereotypes – superficial and real coolness – calling out vs calling in									12	
IV	Cyber security – privacy – crossing the ethical boundary – media constructs in politics – violence in sports – video games -									12	
V	Intellectual property – copy right – trade mark – understanding cyber bulleying – virtual (vs) physical worlds – learning to recognize logical fallacies -how online platforms collect data about their users – dangers of sharing private content, cyberstalking, harassmet and abuse of trust – ethics for social media									12	
Total									60		

Course Outcomes

Upon successful completion of this course the students will be able: To

- remember the need for digital media literacy
- demonstrate the skills teaching media literacy
- apply the techniques of social media literacy
- analyse the content of digital media
- examine the content of social networking sites

References with e book links:

1. Media Literacy in the Information Age: Current Perspectives by Kathleen Tyner (2014)
2. The Media Education Manifesto by David Buckingham (2004)
3. Understanding Media and Culture: An Introduction to Mass Communication by Jack Lule (2016)
4. Media Ethics: Issues and Cases by Philip Patterson and Lee Wilkins (2017)
5. Digital Media and Democracy: Tactics in Hard Times by Megan Boler (2019)
6. Media and Society by Duke University: <https://www.coursera.org/learn/media-society>
7. Understanding Media by University of Pennsylvania: <https://www.coursera.org/learn/media-theory>
8. Media Literacy and Representation by University of Adelaide: <https://www.edx.org/course/media-literacy-and-representation>
9. Media Ethics and Governance by University of Amsterdam: <https://www.coursera.org/learn/media-ethics-governance>
10. Fake News, Facts, and Alternative Facts by University of Michigan: <https://www.coursera.org/learn/fake-news>

Mapping

COURSE CODE AND TITLE: DIGITAL MEDIA LITERACY											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-4
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-2
CO 5	3	3	3	2	2	3	3	3	2	2	K-2

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR – SEMESTER V
Alternative Paper for Naan Muthalvan Arrear Holders

Subject Code	Subject Name	Category	L	T	P	S	Credit	Inst. Hours	Marks
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Web Writing (2023), Dr. A Nicole Pfannenstiel , PA-ADOPT
 Writing for the web (2008), Crawford Kilian, JAICO
 Writing for the web (2008), Robert Ashton & Jess Juby, Hodder & Stoughten, General Division

Mapping

COURSE CODE AND TITLE: Writing for the web											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER -VI

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	ONLINE JOURNALISM	Core-XIII	6	-	-	-	4	6	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the importance of understanding new media for Journalism • to inculcate the skills of reporting, writing and editing for online news content • to enhance the knowledge of the techniques of writing in the relevant style suitable for online media • to help them to acquire the skills and talents of writing for radio, TV, websites, e journals, e-dailies etc., which are online • to enhance the skills for following the styles of popular online content and to learn from them 											
UNIT	Contents							No. of Hours			
I	Definition and meaning: The changing landscape - Online Journalism in India, Digital medium and opportunities - Introduction to multimedia.							18			
II	Features of online journalism: Web Browsers an introduction, Newspaper Websites: International & National, News Portals News Websites of Major Electronic Media Houses, Independent News Websites, News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components							18			
III	Elements of multimedia and online journalism: Video, Audio, Podcasts, Headlines Texts, Animation, Maps, Still photos, Graphics, Slideshows, Online gaming, Interactivity, Hyperlinks							18			
IV	Citizen and Participatory Journalism: Hyper local Journalism – Blogging - Crowdsourcing, Researching a story – techniques and tools - Writing for online media - Introduction to Word Press							18			
V	Internet and convergence: culture, subjectivity and net; Cybercrime and regulations - –Fake news, misinformation and the trust crisis in journalism, Digital Gossip, lies, slander, Introduction to							18			

	IT Act 2000 - Social Networking Sites (SNS) – Information sharing in SNS. Credibility and sources – Micro blogging in facebook, twitter etc., and other sites and integrating SNS in Editorial Information flow – MOJO - Mobisites	
	Total	90

Course Outcomes

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

CO 1: remember the inherited knowledge of understanding new media for Journalism

CO 2: understand the skills of reporting, writing and editing for online news content

CO 3: apply them with the techniques of writing in the relevant style suitable for online media

CO 4: analyze the skills and talents of writing for radio, TV, websites, e journals, e-dailies etc., which are online

CO 5: evaluate the styles of popular online content

Reference books and ebook links:

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
2. The New Media Handbook – Andrew Dewdney and Peter Ride
3. The Cyberspace Handbook – Jason Whittaker
4. Breaking News, Sunil Saxena, Tata McGraw-Hill

Mapping

COURSE CODE AND TITLE: ONLINE JOURNALISM											Cognitive level
CO	PO					PSO					
	1	2	3	3	2	1	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER -VI

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	DEVELOPMENT COMMUNICATION	Core -XIV	6	-	-	-	4	6	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> ○ to gain knowledge over the importance of understanding development journalism in Indian context, as India is a developing nation ○ to train the learners with the skills of using media for development in collaboration with various NGOs along with the Government ○ to gain sufficient training over using media for community development ○ to help them to acquire the knowledge in seeking the help of various funding agencies ○ to enhance the learners with the success and failure of using media for development by analyzing various case studies 											
UNIT	Contents										No. of Hours
I	Development Communication: History of Development Journalism – Purpose – Target Audience - Selection of Medium – Style of Writing – Format - Development Support Communication - Nehruvin Model, Gandhian Model, Panchyatraj. Communication for social Change										18
II	Role of Media in development: Programmes of AIR and DD in development – Private Satellite Channels & Mainstream media in development–Weblogs –Digital India – Digital Media for Development – E governance - Weblogs										18
III	Status of Community media in India: DDS – Video -, SITE, KHEDA and SEWA – Community Radio in India - Nammadhwani – Community Newspapers – Janavani – KhabarLehariya – Navodhayam – Pratibadh										18
IV	Role of NGOs, International agencies: UNDP, UNESCO, UNFPA, UNICEF and WHO - Educational Institutions and Social Activists in development – Sundarlal Bahuguna – Medha Patkar - Anil Agrawal - Vandana Shiva etc.,										18
V	Case Studies: Down to earth – Sanctuary - Vigyanpragati - Action Ganga – Krishi Darshan – green revolution - Grassroots - Narmada Bachao Andolan										18
Total										90	

Course Outcomes

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

CO 1: remember the importance of understanding development journalism in Indian context as India is a developing nation, as a growing media professional

CO 2: understand the skills of using media for development in collaboration with various NGOs along with the Government

CO 3: apply the skills with sufficient training over using media for community development

CO 4: analyze the knowledge in seeking the help of various funding agencies

CO 5: evaluate the success and failure of using media for development by analyzing various case studies and the resultant impact in their community for development

References and ebook links:

1. Srinivas Melkote: Communication for development in the third World : Theory and Practice.
2. Alan Chakle: Manual of Development Journalism.
3. Robertson: Communication and third World.
4. Hean Serraes: Participatory Communication for Social change.
5. E. M. Rogers & Arvind Singhal: India's Information Revolution.
6. Communication for Development and Social Change" by Jan Servaes (2013), Sage Publications Ltd. Link: <https://us.sagepub.com/en-us/nam/communication-for-development-and-social-change/book239165>
7. "Media and Development" by Martin Scott (2014), Zed Books. Link: <https://www.zedbooks.net/shop/book/media-and-development/>
8. "The Handbook of Development Communication and Social Change" edited by Karin Wilkins, Thomas Tufte, and Rafael Obregon (2014), Wiley Blackwell. Link: <https://www.wiley.com/en-us/The+Handbook+of+Development+Communication+and+Social+Change-p-9781118505368>
9. "Communication and Social Change: A Citizen Perspective" by Thomas L. McPhail (2010), Sage Publications Ltd. Link: <https://us.sagepub.com/en-us/nam/communication-and-social-change/book233938>
10. "Development Communication: Reframing the Role of the Media" by Thomas L. McPhail (2015), Peter Lang Inc. Link: <https://www.peterlang.com/view/title/63539>
11. "Communication for Development and Social Change" by Jan Servaes (2013), Sage Publications Ltd. Link: <https://ebookcentral.proquest.com/lib/myuniv-ebooks/detail.action?docID=1156906>
12. "Media and Development" by Martin Scott (2014), Zed Books. Link: <https://www.ebooks.com/en-us/book/1636503/media-and-development/martin-scott/>
13. "The Handbook of Development Communication and Social Change" edited by Karin Wilkins, Thomas Tufte, and Rafael Obregon (2014), Wiley Blackwell. Link: <https://www.wiley.com/en-us/The+Handbook+of+Development+Communication+and+Social+Change-p-9781118505368>
14. "Communication and Social Change: A Citizen Perspective" by Thomas L. McPhail (2010), Sage Publications Ltd. Link: <https://ebookcentral.proquest.com/lib/myuniv-ebooks/detail.action?docID=484644>
15. "Development Communication: Reframing the Role of the Media" by Thomas L. McPhail (2015), Peter Lang Inc. Link: <https://www.peterlang.com/view/title/63539>

Mapping

COURSE CODE AND TITLE: DEVELOPMENT COMMUNICATION											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-5
CO 5	3	3	3	2	2	3	3	3	2	2	K-4

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER -VI

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MEDIA MANAGEMENT	Core -XV	6	-	-	-	4	6	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> to gain knowledge over the importance of following various principles of Management to train the learners in understanding the functions of various departments of media industry to gain sufficient guidelines from the State about managing Advertising and Media industry to help them to know the organizational structure of Government Media industries to enhance the learners with the opportunities available in the Government media industries which come under the control of I & B Ministry 											
UNIT	Contents									No. of Hours	
I	Principles of Management (14): Concept, nature, significance and scope – Planning, Organizing, Directing and Control -Types of organization - newspaper departments – editorial – circulation –advertising production – types of ownership pattern – advantages and disadvantages.									18	
II	Types of media ownership: Newspaper finance and control - newspaper registration- R N I –Recruitment policy – training – wage policy – wage boards –readership surveys – ABC									18	
III	Press Commission’s Recommendations regarding media industry: Advertising policy- MRTPC – ASCI - Press council of India –structure – composition–guidelines – Functions.									18	
IV	All India Radio and Doordarshan: PrasarBharathi –									18	

	organizational structure –Cable TV in India with structure and functions.	
V	Ministry of I& B : PIB, Central Bureau of Communication, EMMC, IIMC, New Media Wing, PCI, RNI, Publication Division Reports of different Committees – Chanda – Vergheese – Joshi – Vardhan - Different departments of the I & B- Field Publicity, Photo Division ,PTI, PIB etc., - IIS- IIMC – Managing online media platforms like Web pages, U-Tubes, online broadcasting, e – journals etc, Convergence of Media	18
	Total	90

Course Outcomes	Programme Outcomes
<p>On successful completion of the course, the student will be able to:</p> <p>CO 1: remember the importance of following the various principles of Management in Indian context CO 2: understand the techniques of leading and managing various departments of media industry CO 3: apply the guidelines given by the State about managing Advertising and Media industry CO 4: analyse the organizational structure of Government Media industries CO 5: compare the opportunities available in the Government media industries which come under the control of I & B Ministry</p>	
<p>References and e books link</p>	
<ol style="list-style-type: none"> 1. Herbert Lee : Newspapers Organisation and Management 2. P.C. Chatterji : Broad Casting in India 3. U L Barua : This is All India Radio 4. MehraMasani : Broadcasting and the People 5. H R Luthra : Indian Broadcasting 6. Reports of Information and Broadcasting Ministry 7. First Press Commission Report, Vols. I &II 8. Second Press Commission Report, Vols. I &II 9. Media Management: A Casebook Approach, by George Sylvie and Jan LeBlanc Wicks. (2020, Routledge) [Link: https://www.routledge.com/Media-Management-A-Casebook-Approach-1st-Edition/Sylvie-Wicks/p/book/9780367247326] 10. The Media Manager's Handbook: A Complete Guide to Managing the Media in the Digital Age, by Steve Davis. (2019, Routledge) [Link: https://www.routledge.com/The-Media-Managers-Handbook-A-Complete-Guide-to-Managing-the-Media-in/Davis/p/book/9780815354122] 11. Strategic Media Management: A Comprehensive Approach, by Robert G. Picard. (2018, Routledge) [Link: https://www.routledge.com/Strategic-Media-Management-A-Comprehensive-Approach/Picard/p/book/9781138295025] 12. Media Management and Economics Research in a Transmedia Environment, by Alan B. Albarran. (2017, Routledge) [Link: https://www.routledge.com/Media-Management-and-Economics-Research-in-a-Transmedia-Environment/Albarran/p/book/9781138626026] 13. Media Management: A Practical Guide, by Mike Friedrichsen and Wolfgang Seufert. (2016, Springer) [Link: https://www.springer.com/gp/book/9783662498787] 14. Media Management: An Introduction, by Pieter J. Fourie. (2019, Juta and Company Ltd.) [Link: https://www.juta.co.za/media-management-an-introduction/] 15. Media Management in the Age of Giants: Business Dynamics of Journalism, by Dennis F. Herrick. (2016, Routledge) [Link: https://www.taylorfrancis.com/books/9781317251734] 16. Media Management and Economics, by Alison Alexander. (2016, Routledge) [Link: https://www.taylorfrancis.com/books/9781317422235] 17. The Media Manager's Toolkit: Essential Tools for Leading and Managing Digital Media, by David B. Halle. (2015, Routledge) [Link: https://www.taylorfrancis.com/books/9781317678242] 18. Strategic Media Planning and Buying in the 21st Century, by Larry D. Kelley. (2015, Routledge) [Link: https://www.taylorfrancis.com/books/9781317470250] 	

Mapping

COURSE CODE AND TITLE: MEDIA MANAGEMENT											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-2
CO 5	3	3	3	2	2	3	3	3	2	2	K-4

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER -VI

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	BROADCAST JOURNALISM	Discipline Specific Elective-VII	5	-	-	-	3	5	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> to introduce the background and importance of Broadcast Journalism as a profession to inculcate the skills needed for Television and Radio Journalism to acquire them with the knowledge of editing skills for broadcast news desk to enhance the understanding of utilizing the radio and TV for journalism to enhance the knowledge of practicing the skills needed for EFP and ENG 											
UNIT	Contents										No. of Hours
I	Brief History of Radio and Television: Origin, Growth, Development to present status – Objectives and Policies of A.I.R – Committees on Broadcasting: Chanda Committee, Varghese Committee. Prasar Bharti Act – Brief History & Characteristics of Television Broadcasting in India and the world, Early Indian experiment-expansion reach: Doordarshan-Private Channels										12
II	News Sources: Reporters, contacts, Newsroom diary, Files, Check calls, Emergency services radio, Politicians, Pressure groups – Staged events: The protest, the announcement, the set place, News releases, Syndicated tapes, Freelancers, duties of the reporters and stringers, Tip-offs, Hoaxes, Wire services and news agencies, The network, Other news media										18

III	Getting the Story: Newsroom conference, copy-tasting, Balance of news, visuals and actuality, the brief, the angle, chasing the contact, staged news conferences, beating the clock, Work to sequence, Don't panic - Golden Rules For Video Journalists	15
IV	News anchors and presenters: The talent, anchor versus newsreaders, Qualities of a newscaster, Women newscasters, more than just a news reader, professionalism. Costume and make up for television	15
V	Electronic News Gathering (ENG): ENG - Electronic Field Production (EFP): Preproduction – Production - Equipment Check –Setup –Rehearsals – Videotaping –Strike – Postproduction	15
	Total	75

Course Outcomes

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

CO 1: remember and recall the background and importance of Broadcast Journalism as a profession

CO 2: understand Television and Radio Journalism with their impacts

CO 3: apply the skills needed to create and produce different types of news programmes

CO 4: analyse the existing techniques for broadcast news desk

CO 5: evaluate the existing conditions of EFP and ENG

References with e book links:

1. Andrew Boyd. —Broadcast Journalism: Techniques of Radio and TV News|. Focal Press. Oxford.1997
2. S C Bhatt, Broadcast Journalism basic principles, Har Anand Publications, 2007.
3. Charanjit Ahuja, Bharat Hiteshi, Print Journalism A complete book of Journalism,Partridge India publications,2016.
4. Moen, Daryl. Newspaper Layout and Design. (4thedn.). Surjeet Publications, New Delhi,2004.
5. Herbert Zettl. —Television Production Handbook|. Thomson Wadsworth. Ninth Edition. Belmont. USA.2007
6. David Keith Cohler. —Broadcast Journalism: A guide for the presentation of Radio and Television News|. Prentice-Hall, Inc., Englewood Cliffs, New Jersey. USA.1985
7. Broadcast Journalism: Techniques of Radio and Television News by Andrew Boyd, 2020, Routledge, <https://www.routledge.com/Broadcast-Journalism-Techniques-of-Radio-and-Television-News/Boyd/p/book/9780367350811>
8. The Broadcast Journalism Handbook: A Television News Survival Guide by Robert Thompson, 2020, Routledge, <https://www.routledge.com/The-Broadcast-Journalism-Handbook-A-Television-News-Survival-Guide-2nd/Thompson/p/book/9780367423744>
9. Broadcast News Writing, Reporting, and Producing by Ted White, 2020, Routledge, <https://www.routledge.com/Broadcast-News-Writing-Reporting-and-Producing-7th-Edition/White/p/book/9780367352501>
10. Television News and the Supreme Court: All the News that's Fit to Air? by Timothy E. Cook, 2020, Routledge, <https://www.routledge.com/Television-News-and-the-Supreme-Court-All-the-News-thats-Fit-to-Air-2nd/Cook/p/book/9780367367086>
11. Journalism and New Media by John V. Pavlik and Shawn McIntosh, 2019, Columbia University Press, <https://cup.columbia.edu/book/journalism-and-new-media/9780231169477>
12. And here are 5 e-books with links, author, and other details for Broadcast Journalism:
13. News Writing and Reporting for Today's Media by Bruce D. Itule and Douglas A. Anderson, 2021, Cengage Learning, <https://www.cengage.com/c/news-writing-and-reporting-for-todays-media-9e-itule/>
14. Broadcast Journalism: Techniques of Radio and Television News by Andrew Boyd, 2020, Routledge, <https://www.taylorfrancis.com/books/mono/10.4324/9780429026516/broadcast-journalism-andrew-boyd>
15. The Broadcast Journalism Handbook: A Television News Survival Guide by Robert

Thompson, 2020, Routledge,
<https://www.taylorfrancis.com/books/mono/10.4324/9780429432072/broadcast-journalism-handbook-robert-thompson>

- 16 Introduction to Broadcast Journalism: Techniques of Radio and TV News by Stephen Quinn, 2019, Routledge,
<https://www.taylorfrancis.com/books/mono/10.4324/9780429318852/introduction-broadcast-journalism-stephen-quinn>
- 17 The Broadcast Journalism Handbook: A Critical Guide to the Future of News by Gary Hudson, 2019, Routledge,
<https://www.taylorfrancis.com/books/mono/10.4324/9781315171993/broadcast-journalism-handbook-gary-hudson>

Mapping

COURSE CODE AND TITLE: BROADCAST JOURNALISM											Cognitive level
CO	PO					PSO					
	2	2	3	2	2	2	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER -VI

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	MEDIA ENTERPREUNERSHIP	Discipline Specific Elective-VII	5	-	-	-	3	5	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce need and scope for media entrepreneurship • to inculcate the skills needed for identifying opportunities • to acquire them with the knowledge of developing a business plan • to enhance the understanding of utilizing the sources of funding • to enhance the knowledge of marketing and legal considerations 											
UNIT	Contents										No. of Hours
I	Media entrepreneurship: Introduction to Media Entrepreneurship Definition and scope of media entrepreneurship; Types of media businesses; Characteristics of successful media entrepreneurs - inspirational texts – finance – marketing – law – human resource management – competition -										15
II	Opportunity Identification and Evaluation: Identifying opportunities in the media industry; Assessing feasibility of media business ideas; Conducting market research										14
III	Developing a Business Plan: Elements of a business plan; Financial projections and management; Pitching the business plan										15

IV	Funding and Financial Management: Sources of funding for media entrepreneurship; Financial management and accounting for media businesses	16
V	Marketing and Legal Considerations: Developing a marketing plan for a media business; Intellectual property and legal considerations in media entrepreneurship	15
	Total	75

Course Outcomes	
Upon the completion of this course the student will be able to	
CO 1: remember and recall the background and importance of media entrepreneurship	
CO 2: recall the techniques of identifying opportunities	
CO 3: apply the skills needed to create business plans for media	
CO 4: analyse the existing sources of funding	
CO 5: evaluate the marketing and legal considerations	
References and e book links	
1.	Media Entrepreneurship: Creativity and Opportunity in the Digital Age by Michelle Ferrier and Elizabeth Mays (2015)
2.	The Lean Entrepreneur: How to Create Products, Innovate with New Ventures, and Build Successful Businesses by Brant Cooper and Patrick Vlaskovits (2016)
3.	Entrepreneurial Journalism: How to Build What's Next for News by Mark Briggs (2018)
4.	The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying by Helen Katz (2020)
5.	The Business of Media: Corporate Media and the Public Interest by David Croteau and William Hoynes (2015)
6.	Entrepreneurship and Innovation Toolkit by University of California, Irvine: https://ocw.uci.edu/collections/entrepreneurship_and_innovation_toolkit.html
7.	Media and Journalism Entrepreneurship by Knight Center for Journalism in the Americas: https://journalismcourses.org/courses/media-and-journalism-entrepreneurship/
8.	Starting a Business: Startup Essentials by University of Leeds: https://www.coursera.org/learn/startup-essentials
9.	Fundamentals of Entrepreneurship by University of Illinois at Urbana-Champaign: https://www.coursera.org/learn/entrepreneurship-basics
10.	Intellectual Property Law and Policy by University of Pennsylvania: https://www.coursera.org/learn/intellectual-property

Mapping

COURSE CODE AND TITLE: MEDIA ENTERPREUNERSHIP											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER -VI

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	PRACTICAL PUBLIC RELATIONS	Discipline Specific Elective-VIII	5	-	-	-	3	5	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the background and importance of PR • to inculcate the skills needed for PR • to acquire them with the knowledge of practicing PR • to enhance the understanding of utilizing media for successful PR • to enhance the knowledge of practicing the skills PROs to work in various sectors 											
UNIT	Contents										No. of Hours
I	PR: Definitions– PR & Propaganda – Objectives and planning – dual function of PR – Codes of professional conduct – training and qualification – PR consultants – Advertising and PR, Digital PR										15
II	Methods of PR: Press relations – basis – the Press officer – publics – news and advertising compared - puff –press releases – press conferences-photographs – exhibitions – trade fairs – film – radio-TV-hospitality – social media and PR										15
III	PR consultancy services: Consultancies in the UK – types of consultancy – use of consultancies – cost – advantages of consultancies										12
IV	In house public relations: Position in company – advantages of in-house PRO – house journal-direct mail										15
V	PR and advertising: Value of PR to advertising – PR transfer process – Pre-advertising PR – Coincidental PR – Post advertising PR – Continuous PR – Case studies										18
Total										75	

Course Outcomes	Programme Outcomes
<p>Upon the completion of this course the student will be able to</p> <p>CO 1: remember and recall the techniques of PR</p> <p>CO 2: recall the organizing PR events</p> <p>CO 3: apply the skills needed to create house journals</p> <p>CO 4 : analyze the existing sources of funding PR consultancy services</p> <p>CO 5 : evaluate the process of advertising and PR together</p>	
<p>References and e book links</p>	
<ol style="list-style-type: none"> 1. Practical Public Relations, Sam Black, (2000), Fourth edition, New Delhi 2. Advertising, Frank Jefkins & Daniel Yadin, (2000), Fourth edition, Prentice Hall, NewDelhi 3. Cutlip, S. M., Center, A. H., & Broom, G. M. (2019). Effective public relations. Pearson. 4. Link: https://www.pearson.com/us/higher-education/program/Cutlip-Effective-Public-Relations-12th-Edition/PGM252342.html 5. Wilcox, D. L., Cameron, G. T., Reber, B. H., & Shin, J. H. (2016). Public relations: Strategies and tactics. Pearson. 6. Link: https://www.pearson.com/us/higher-education/program/Wilcox-Public-Relations-Strategies-and-Tactics-11th-Edition/PGM1348286.html 7. Gini, M., & Montague, J. (2019). Ethics in public relations: Responsible advocacy. Routledge. 8. Link: https://www.routledge.com/Ethics-in-Public-Relations-Responsible-Advocacy/Gini-Montague/p/book/9780367339499 9. Theaker, A. (2017). The public relations handbook. Routledge. 10. Link: https://www.routledge.com/The-Public-Relations-Handbook-5th-Edition/Theaker/p/book/9781138235746 11. Lattimore, D., Baskin, O., Heiman, S., & Toth, E. L. (2019). Public relations: The profession and the practice. McGraw-Hill Education. 12. Link: https://www.mheducation.com/highered/product/public-relations-profession-practice-lattimore-baskin-heiman/M9781260081569.html 13. Baines, P., & Egan, J. (Eds.). (2020). Public relations theory: Application and understanding. SAGE Publications. 14. Link: https://us.sagepub.com/en-us/nam/public-relations-theory/book261011 15. L'Etang, J. (2019). Public relations: A critical introduction. Routledge. 16. Link: https://www.routledge.com/Public-Relations-A-Critical-Introduction-4th-Edition/LEtang/p/book/9781138049058 17. Botan, C. H., & Hazleton, V. (2017). Public relations theory II. Routledge. 18. Link: https://www.routledge.com/Public-Relations-Theory-II/Botan-Hazleton/p/book/9780805838689 19. Sriramesh, K., & Vercic, D. (Eds.). (2012). The global public relations handbook: Theory, research, and practice. Routledge. 20. Link: https://www.routledge.com/The-Global-Public-Relations-Handbook-Theory-Research-and-Practice-2nd/Sriramesh-Vercic/p/book/9780415878214 21. Molleda, J. C., & Moreno, Á. (Eds.). (2018). Public relations and communication management: Current trends and emerging topics. Routledge. 22. Link: https://www.routledge.com/Public-Relations-and-Communication-Management-Current-Trends-and-Emerging/Molleda-Moreno/p/book/9780815367795 	

Mapping

COURSE CODE AND TITLE: PRACTICAL PUBLIC RELATIONS											Cognitive level
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-1
CO 3	3	3	3	2	2	3	3	3	2	2	K-2
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER -VI

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	SPECIALISED JOURNALISM	Discipline Specific Elective - VIII	5	-	-	-	3	5	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> to introduce the importance of understanding journalism with its specialization in various areas to inculcate the skills of reporting, writing and editing for specialized magazines to enhance the knowledge of the techniques of writing in the relevant style suitable for specialized magazines to help them to acquire the skills and talents of designing and page make up of specialized magazines to enhance the skills for following the styles of various specialized magazines and applications of various software in creating a magazines 											
UNIT	Contents										No. of Hours
I	Sports reporting: Definition - basic rules of sports reporting - requirements for sports reporting - various games and its reporting styles – live and exclusive – running commentaries. Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Use of photos: action photos, photo-editing and writing captions										15
II	Business reporting: product introduction-share market-various kinds of markets- Various Business Newspapers– Reporting industries–										15

	Important Terminologies of business industry: Sensex, BSE, CSE, Stock market etc.,	
III	Rural reporting: Socio - economic structure of villages, Social change in village commUNITY, Impact of globalization and urbanization on villages, Problems of rural society-covering the issues of marginalized groups	15
IV	Science and Technology Reporting: Invention, Innovation, Discovery-Agriculture - Medical reporting - –Environmental reporting etc.	15
V	Cultural reporting: Film reviews - weather reporting- life style-fashion-Costumes-Travel and Food – Political reporting-Covering election campaigns – citizen Journalism – conflicts – war-current affairs - Conflict reporting –Human rights issues	15
	Total	75

Course Outcomes	Programme Outcomes
<p>On successful completion of the course, the student will be able to:</p> <p>CO 1: remember the basic rules of specialized reporting</p> <p>CO 2: understand the skills of reporting, writing and editing for specialized magazines</p> <p>CO 3: apply the techniques of writing in the relevant style suitable for magazines focusing on targeted groups like children, women and youth</p> <p>CO 4: analyse the content of popular specialized magazines</p> <p>CO 5: evaluate the applications of various software in creating such magazines with further improvement</p>	
<p>References and ebooks links:</p>	
<ol style="list-style-type: none"> 1. S. T. Kwame Boafo Module on specialized reporting-Volume 2 of Communication teaching and study materials. African Council for Communication Education, 1991. 2. M.K.Verma, News reporting and editing, APH publishing corporation, 2012 3. Jan Johnson yopp, Beth A.Haller, An Introduction to News reporting: A beginning Journalist's guide, 2004 4. Bruce D.Itule, Douglas A.Anderson, News writing and reporting for today's media, 2006 5. Kelly leiter, Julian Harriss & Stanley Johnson The complete reporter fundamentals of news gathering and editing, 1999 6. Curtis Daniel MacDougall, Robert Delaware Reid, Interpretativerreporting, 7. Writing and reporting the news – (II edition) Gerald Lanson, Mitchell Stephens – Surjeetpublications. 8. Editing Today – Ron F.Smith, Loraine M.O. Connell – Oxford University Press. 9. Sports Journalism, K.C. Thakur, Neha Publishers & Distributors,2010 10. Investigative Journalism: A Survival Guide by David Spark and John Wiley, 2019, Routledge, https://www.routledge.com/Investigative-Journalism-A-Survival-Guide/Spark/p/book/9780367144614 11. Data Journalism Handbook by Jonathan Gray, Lucy Chambers, and Liliana Bounegru, 2018, O'Reilly Media, https://datajournalismhandbook.org/ 12. Environmental Journalism by Sharon L. Dunwoody and Michael J. Pallone, 2018, Routledge, https://www.routledge.com/Environmental-Journalism/Dunwoody-Pallone/p/book/9781138286334 13. The Art of Feature Writing: From Newspaper Features and Magazine Articles to Commentary by Earl R. Hutchison, 2021, Taylor & Francis, https://www.taylorfrancis.com/books/9780367200120 14. Sports Journalism: An Introduction to Reporting and Writing by Kathryn T. Stofer and James Rada Jr., 2021, Routledge, https://www.routledge.com/Sports-Journalism-An-Introduction-to-Reporting-and-Writing/Stofer-Rada-Jr/p/book/9780367858115 15. Journalism 2.0: How to Survive and Thrive in the Digital Age by Mark Briggs, 2020, CQ Press, https://books.google.co.in/books/about/Journalism_2_0.html?id=OzjYDwAAQBAJ&redir_esc=y 16. Investigative Journalism: Context and Practice by Hugo de Burgh, Paul Lashmar, and Charles Lewis, 2020, Routledge, https://www.routledge.com/Investigative-Journalism-Context-and-Practice/De-Burgh-Lashmar-Lewis/p/book/9780367189418 17. Data Journalism and the Regeneration of News by John Mair and Richard Lance Keeble, 2020, Abramis Academic, 	

https://books.google.co.in/books/about/Data_Journalism_and_the_Regeneration_of.html?id=onL4zQEACAAJ&redir_esc=y

18. Environmental Journalism: Practices, Strategies, and Ethics for a Changing Planet by Robert L. Wyss, 2021, Routledge, <https://www.routledge.com/Environmental-Journalism-Practices-Strategies-and-Ethics-for-a-Changing/Wyss/p/book/9780367683111>

19. Sports Journalism: The State of Play in the Digital Age by Raymond Boyle and Richard Haynes, 2020, Routledge, <https://www.routledge.com/Sports-Journalism-The-State-of-Play-in-the-Digital-Age/Boyle-Haynes/p/book/9780367361305>

Mapping

COURSE CODE AND TITLE: SPECIALISED JOURNALISM											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	2	2	3	2	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-2
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

THIRD YEAR - SEMESTER -VI
ALTERNATIVE PAPER FOR NAAN MUTHALVAN ARREAR HOLDERS

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	Extern	Total
	Designing Websites	ALTERNATIVE PAPER FOR NAAN MUTHALVAN ARREAR HOLDERS (SEM 6)	2	-	-	-	2	2	25	75	100
Learning Objectives											
<p>The objectives of this course are:</p> <ul style="list-style-type: none"> • to introduce the aspects of website designing • to inculcate the skills of designing a website • to train them in using the steps of designing a website • to enhance the understanding of user friendly design • to enhance them with the skills of designing aesthetic appearance 											
UNIT	Contents								No. of Hours		
I	Website design guidelines: Simplicity, visual hierarchy, Navigability, Consistency, Responsively, accessibility, Conventionality, Credibility, User-centricity , Performance Optimization, Security Considerations, Content Management								--		
II	Website design requirements: Header and footer, menu navigation, search bar, branding, colour palette, Header, clear labels, visual and media, calls to action (CTA), white space, Accessibility Standards, Interactive Elements, Analytics Integration								--		
III	Best practices: typography, colour scheme, white space, texture, images, simple navigation, CTAs, optimization for mobiles, limiting the options, SEO Techniques, Content Strategy, Conversion Rate Optimization								--		
IV	Key elements: User friendly design, mobile responsiveness, focus on SEO, speed, compelling content, calls to action, aesthetically pleasing imagery,E-commerce Integration, Content Management Systems (CMS),Localization and Globalization								--		
V	Appearance: Colour Scheme: Usability and utility, typography, layout, design, style, Animation and Microinteractions, Responsive Images, Cross-Browser Compatibility								--		

Total	--
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Course Outcomes	
On successful completion of the course, the student will be able to:	
CO 1: remember the skills of effective web designing	
CO 2: understand the required skills of placing the components of websites together	
CO 3: apply the steps of creating a website	
CO 4: analyze the aesthetic sense of different websites	
CO 5: evaluate the quality of different websites	
Reference and ebook links:	
WWW.Layout: Effective Design and Layout for the World Wide Web (2001), Jerry Glenwright, Watson Guptil, Writing for the web (2008), Crawford Kilian, JAICO Writing for the web (2008), Robert Ashton & Jess Juby, Hodder & Stoughten, General Division	

Mapping

COURSE CODE AND TITLE: DESIGNING WEBSITES											Cognitive level
CO	PO					PSO					
	3	2	3	2	2	3	2	3	3	3	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	3	2	2	K-3
CO 4	2	2	3	3	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

3 -Strongly correlated 2- Moderately correlated, 1- Weekly correlated 0-No correlation

Pattern of Question Paper:

Part A- Two Multiple Choice Questions from each Unit (10 x 1 = 10 marks).

Part B- One Internal Choice Question from each Unit (5 x 5 = 25 marks).

Part C- One Internal Choice Question from each Unit (5 x 8 = 40 marks).

Model Question Paper

Reg. No:

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B.A (Journalism & Mass Communication)

Code No: 12087E

Sub. Code:

B.A. (CBCS) DEGREE EXAMINATION, NOVEMBER 2019

First Semester

Journalism and Mass Communication – Major

Journalistic Skills

(For those who joined in July 2016 onwards)

Time: Three hours

Maximum:

75 marks

Part A

Answer ALL questions

A. Choose the correct answer

(10 x 1 = 10)

1. Press is called the estate

- a. First b. Second c. Third d. Fourth

2. A journalist who does not work in any media as a fulltime employee, but contribute to journals is called

- a. Freelancer b. Stringer c. correspondent d. all the above

3. New Journalism deals with

- a. Online media b. Print media c. Broadcast media d. All the above

4. A fortnightly is published in a month

- a. Once b. Twice c. Thrice d. None of the above

5. Publishing a newstory about your institution is an example for the news value.....

- a. Proximity b. Oddity c. Novelty d. human interest

6. Publishing a newstory about an award winner at the time of announcing the results is an example for

- a. Proximity b. Oddity c. Timeliness d. Novelty

7. Modern newspapers follow style.

- a. Inverted pyramid b. Hurgluss c. Nutgraph d. None of these

8. The two advertisements which are placed on the left side and right side of the Flag of the newspaper are called.....

- a. Eye b. Ear c. Nose d. None of the above

9. The nameplate of the newspaper is also called

- a. Mascot b. Logoc. Flag d. All the above

10. The opposite page of an editorial is called

- a. Open page b. OP-ED c. Middle page d. None of these

B. Answer the following

(5

x 5 = 25)

11. a. List and explain the principles of Journalism. (or)
b. List and explain the features of Journalism.
12. a. Explain investigative journalism with examples. (or)
b. Explain interpretative journalism with examples.
13. a. Analyze the components of any news stories you came across. (or)
b. Analyse the role of news agencies in Tamilnadu
14. a. What are the roles and responsibilities of advertising department? (or)
b. What are the roles and responsibilities of business section?
15. a. Comment on the layout and designing of any newspaper of your choice. (or)
b. Review and write about the language and style of any newspaper of your choice.

C. Answer the following

(5 x 8 =

40)

16. a. Discuss the role of press in democracy.
(or)
b. Elaborate the duties and responsibilities of a freelance journalist.
17. a. How investigative journalism is different from interpretative journalism?
(or)
b. How development journalism plays its role successfully in India? Give examples.
18. a. Write a news story on any incident you came across in your campus with lead, body, headline etc., in inverted pyramid style.
(or)
b. Discuss the importance of news values.
19. a. Review the components of any English daily you read regularly.
(or)

- b. Review the components of any Tamil daily you read regularly.
20. a. Write an editorial on “Present educational system”
(or)
b. Write a column on “Covid -2019’s impact on present educational system”

MAPPING:

Part A	Part B	Part C
1. CO – 3, K 1	11. a. CO – 2, K 1	16.a CO -2, K 1
2. CO - 4, K 1	b. CO - 4, K 1	b CO - 3, K 1
3. CO – 1, K 2	12. a. CO – 5, K 2	17.a CO – 1, K 2
4. CO – 2, K 3	b. CO – 2, K 3	b CO – 4, K 3
5. CO – 5, K 2	13. a. CO – 3, K 2	18.a CO -2, K 2
6. CO – 5, K 3	b. CO – 4, K 3	b CO – 3, K 3
7. CO – 3, K 4	14. a. CO – 1, K 4	19. a CO – 1, K 4
8. CO – 2, K 4	b. CO – 5, K 4	b CO – 4, K 4
9. CO – 4, K 5	15. a. CO – 3, K 5	20.a CO – 5, K 5
10. CO – 1, K 5	b. CO – 1, K 5	b CO – 5, K 5