

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

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

SYLLABUS

**FROM THE ACADEMIC YEAR
2023-2024**

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

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

TANSICHE 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 of print media PO 2:empower themselves with the techniques of editing PO 3:gain the knowledge related to various avenues of broadcast media PO 4:be trained enough to excel in news writing PO 5:become ethically responsible communicators PO 6: acquire the ability to develop an adequate competency in the knowledge of media PO 7: be able to critically analyze and assess the way in which media examine the real world to understand the current events. PO 8: become empowered individuals to be employed in various positions in TV, Radio, Newspaper, Magazine and New media industry</p>
Programme Specific Outcomes:	<p>Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student shall:</p> <p>PSO 1: acquire the understanding of team work in media industry PSO 2: have an understanding of legal issues related to journalism PSO 3: become ethically committed journalists PSO 4: acquire employability for Journalism PSO 5: be equipped with skills of communication</p>

	PO 1	PO2	PO3	PO4	PO5
PSO 1	3	3	3	3	3
PSO 2	3	3	3	3	3
PSO3	3	3	3	3	3
PSO 4	3	3	3	3	3
PSO 5	3	3	3	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 the essential skills to make them employable
		<ul style="list-style-type: none"> ➤ Training on language and communication skills enable the students gain knowledge and exposure in the competitive world.
		<ul style="list-style-type: none"> ➤ Discipline centric skill will improve the Technical know-how 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 interdisciplinary nature ➤ Emerging topics in higher education/industry/communication network/health sector etc. are in

		ducedwith hands-on-training.
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IV	Elective Papers	<ul style="list-style-type: none"> ➤ Exposure to industry models students into solutions 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 intangible 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 idea 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 Transferable Skill	

Credit Distribution for UG Programmes

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	6	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	5	4.3 Core Course – CC VII Core Industry Module	5	5	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	5	4.4 Core Course – CC VIII	5	5	5. 4.Core Course –/ Project with viva-voce CC -XII	4	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	3	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	2	2	3.6 Skill Enhancement Course SEC-4, (Entrepreneurial Skill)	1	1	4.6 Skill Enhancement Course SEC-6	2	2	5.6 Elective VI Generic/ Discipline Specific	3	4	6.6 Extension Activity	1	-
1.7 Skill Enhancement -(Foundation Course)	2	2	2.7 Skill Enhancement Course –SEC-3	2	2	3.7 Skill Enhancement Course SEC-5	2	2	4.7 Skill Enhancement Course SEC-7	2	2	5.7 Value Education	2	2	6.7 Professional Competency Skill	2	2
						3.8 E.V.S.	-	1	4.8 E.V.S	2	1	5.8 Summer Internship /Industrial Training	2				
	23	30		23	30		22	30		25	30		26	30		21	30
Total – 140 Credits																	

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	6
Part-3	Core Courses & Elective Courses including laboratory [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-2	2	2
	Skill Enhancement Course -SEC-3 (Discipline / Subject Specific)	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 [in Total]	13	14
Part-4	Skill Enhancement Course -SEC-4 (Entrepreneurial Based)	1	1
	Skill Enhancement Course -SEC-5 (Discipline / Subject Specific)	2	2
	E.V.S	-	1
		22	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 [in Total]	13	13
Part-4	Skill Enhancement Course -SEC-6 (Discipline / Subject Specific)	2	2
	Skill Enhancement Course -SEC-7 (Discipline / Subject Specific)	2	2
	E.V.S	2	1
		25	30

**Third Year
Semester-V**

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based	22	28
Part-4	Value Education	2	2
	Internship / Industrial Visit / Field Visit	2	-
		26	30

Semester-VI

Part	List of Courses	Credit	No. of Hours
Part-3	Core Courses including Project / Elective Based & LAB	18	28
Part-4	Extension Activity	1	-
	Professional Competency Skill	2	2
		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	22	18	92
Part IV	4	4	3	6	4	1	22
Part V	-	-	-	-	-	2	2
Total	23	23	22	25	26	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	72
	Elective Courses :Generic / Discipline Specific (3 Credits)	8	24
Total			120
Part IV	Skill Enhancement Course (2 or 1 Credits)	7	13
	Professional Competency Skill Enhancement Course	1	2
	EVS (2 Credits)	1	2
	Value Education (2 Credits)	1	2
Part IV Credits			19
Part V	Extension Activity (NSS / NCC / Physical Education)		1
Total Credits for the UG Programme			140

Eligibility: 10+2passinanygroupfromtheBoardofHigher SecondaryExamination,Government ofTamil Nadu.Thosecandidates 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 spread 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	6
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	2	2
	Skill Enhancement Course SEC-3Journalistic skills	2	2
TOTAL		23	30

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: (Awaiting for further guidelines from TANSCHÉ)

Internal : ___ marks (For project report / Record notebook

External : ___ marks (Viva Voce Examination)

3. For industrial internship: (Awaiting for further guidelines from TANSCHÉ)

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										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.										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										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										12
Total										75	

Course Outcomes

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

CO 1: recall the skills of fundamentals of Mass Communication

CO 2: remember the various avenues of different types of Communication

CO 3: acquire the skills needed to handle the various avenues of Mass Media

CO 4: utilize the knowledge of theories of Mass Communication while handling the mass media

CO 5: apply the knowledge of the various Mass Media audiences in his /her profession in media

References with e links

1. Denis McQuail, Mass Communication theory, 1997., Sage Publication, New Delhi.
2. Understanding Mass Communication, Melvin.L. DeFluer, Publishers Distributors, Delhi.
3. Understanding of Media : The Extension of Man, Marshall McLuhan.
4. Abhaychawla, Introduction to Mass communication, Pearson publications, 2021.
5. Keval 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-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
	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										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										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.,										15
IV	Organizational structure of a newspaper industry: Editorial Section,										15

	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.	
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	15
	Total	75

Course Outcomes:

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

- 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

1. Parathasarathy, Basic Journalism
2. Mridulamenon, Basics of Journalism, Kaniska publications, 2020.
3. VirbalaAggarwal, 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. MøllerBitsch (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-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
	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										12
II	Communalism & Secularism: Uniform Civil Code – Linguistic Division of State – Weaker Sections – Regionalism – Reservations Issues – Issues Related to Education.										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.										12
V	Political Issues: After Independence - Various political movements: Principles, Bases, Policies & Outcomes – Religion and caste based politics.										12
Total										60	

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–SocialHistoryofIndia,MohanPublications,Chennai
2. Dr.G.Venkatesan–HistoryofContemporaryIndia,JJPublications,Madurai
3. KL.Khurana–ModernIndia1761toPresentDay,LakshmiNarayan Agarwal Publications, Agra.
4. S.B.Battacherjee–EncyclopaediaofIndianEventsandDates,SterlingPublicationPvt., 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.ShashikalaGurpur - <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-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
	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.,	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 ZiegenBalg 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	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	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- SudhesaMithran, India, Navasakthi etc.,- Christian, Dravidian, Communist movements and Tamil journalism	12
	Total	60

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

CO 1: remember the origin of Journalism

CO 2: demonstrate the growth of journalism

CO 3: apply the important aspects of evolution of Indian Journalism

CO 4: analyze the formative factors of Tamil Journalism

CO 5: evaluate the important milestones of the history of international Journalism

References and e- book links

1. NadigKrishnamoorthy, Indian Journalism
2. D.S. Metha, Mass Communication and Journalism in India
3. S. Nagarajan, A History of Press in India
4. RangasamyParthasarathy, 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. TamillthaliyalChuvadugal, Sambanthan. Ma. Su, TamilarPathippagam, Chennai, 1990.
10. AurabindoMazumdar, Indian Press and Freedom Struggle 1937- 42, Orient Longman, Hydrabad,1993
11. Handbook of journalism and mass communication, Virbalaaggarwal& 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=INB8BgAA_QBAJ&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.										6
II	Essentials of good writing, Techniques of effective writing: Vocabulary Building: Antonyms, Synonyms, Homophones, Word formation (Prefixes and Suffixes) – Technical Jargons – Spelling										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.										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. Kidwaisher in Shervani, Writing skills methods and practices, Viva books/originals 2019
3. Terry O' Brien, Modern writing skills,
4. Vocabulary by Michael McCarthy and Felicity O'Dell.
5. Raymond Williams-Intermediate English Grammar.
6. Rivers, William and W. Alison, Writing for the media.
7. Robert Cunnings, 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-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 - SKILL ENHANCEMENT FOUNDATION

COURSE

Subject Code	Subject Name	Category	L	T	P	S	Credits	Inst. Hours	Marks		
									CIA	External	Total
	PRESENTATION SKILLS	Skill Enhancement 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										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										6
V	Communication skills: Facilitation skills – teams, groups and meetings – Effective speaking – question types										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 ThichNhatHanh (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-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
	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										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										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 - conducting an interview –writing the report										14

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	16
Total		75

Course Outcomes

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

CO 1. remember the roles and responsibilities of a reporter.

CO 2. demonstrate the fundamental structure of news.

CO 3. apply the techniques needed for specialized reporting

CO 4. analyse the skills of art, culture and sports reporting

CO 5. evaluate the various avenues of different types of reporting for media

References and e books links

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. AmbrishSaxena, 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.										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.										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-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	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.										12
II	Fundamentals of Windows: Introduction to Windows. Working in Windows. Desktop operations. Windows explorer. Manipulation of files and folders. Windows accessories.										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. Onlinejournalism.										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, Cambridge University.
4. Page Maker, Vishnu Priya Singh, Meenakshi Singh, sian Publishers.
5. Multi Media: An Introduction, John Villamil – Casanova, Louis Molina, Macmillan Publishing.
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										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										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										12
Total										60	

Course Outcomes

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

- CO 1. remember the features of mass media.
- CO 2. demonstrate the types of journals
- CO 3. apply the techniques needed for producing radio news
- CO 4. analyse the contents of television and film
- CO 5. evaluate the various angles of impact of media on society

References and E book links:

1. Mass Communication and Society – David Clark & William Blankenburg
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	-	-	-	2	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.	6
II	Growth of various theories of Human Rights: Nature's Theory –various philosophical thinkers	6
III	Human Rights Development: International and National – UNESCO Declaration of Human Rights – Human Rights violations in India and other nations	6

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 Ebook links

1. Raja Muthirulandi - Human Rights
2. Mrs. ThilagavathyParamasivam - 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 Dudge, 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/Dudge-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-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
	JOURNALISTIC SKILLS	SEC-3	2	-	-	-	2	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–Newsvalues, Structure of a news story.	6
II	Element of news story: 5Ws&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	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.NataszaKorolczuk. 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-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