

**MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI**

UG COURSES – AFFILIATED COLLEGES

B.A Journalism & Mass Communication

(Choice Based Credit System)

(with effect from the academic year 2017-2018 onwards)

Sem.	Pt. I/II/ III/IV / V	Sub No.	Subject Status	Subject Title	Hrs./ Week	L Hrs./ Week	T Hrs./ Week	P Hrs./ Week	Cre- dits
I	I	1	Language	Tamil/Other Language	6	6	0	0	4
	II	2	Language	English	6	6	0	0	4
	III	3	Core – 1	History of Journalism in India	6	6	0	0	4
	III	4	Core – 2	Fundamentals of Journalism	6	6	0	0	4
	III	5	Allied - I	Basic Writing Skills	4	4	0	0	3
	IV	6	Common	Environmental Studies	2	2	0	0	2
II	I	7	Language	Tamil/Other Language	6	6	0	0	4
	II	8	Language	English	6	6	0	0	4
	III	9	Core – 3	News Reporting	5	5	0	0	4
	III	10	Core – 4	News Editing	5	5	0	0	4
	III	11	Allied - II	Basic Computer Application for Media	4	4	0	0	3
	IV	12	Common	Value Based Education/Social Harmony	2	2	0	0	2
				Field Work	2	0	0	0	2

III	I	13	Language	Tamil/Other Language	6	6	0	0	4
	II	14	Language	English	6	6	0	0	4
	III	15	Core – 5	Introduction to Mass Communication	6	6	0	0	4
	III	16	Allied - III	Print Production	4	4	0	0	3
	III	17	Skilled Based – Core I	Designing and Pagination	4	4	0	0	4
	IV	18	Non – Major Elective - I	Human Rights Reporting	2	2	0	0	3
				Field Work	2	0	0	0	2
IV	I	19	Language	Tamil/Other Language	6	6	0	0	4
	II	20	Language	English	6	6	0	0	4
	III	21	Core – 6	Advertising and Public Relations	6	6	0	0	4
	III	22	Allied - IV	Broadcast Journalism	4	4	0	0	3
	III	23	Skilled Based – Core - II	Basic Photography	4	4	0	0	4
	IV	24	Non – Major Elective - II	Freelance Journalism	2	2	0	0	2
	V		Extension Activity	NCC,NSS,YRC,YWC	0	0	0	2	1
				Field Work	2	0	0	0	2

V	III	25	Core – 7	Indian Constitution and Media Laws	6	6	0	0	4
	III	26	Core – 8	Media Culture and Society	6	6	0	0	4
	III	27	Core – 9	Radio Journalism	6	6	0	0	4
	III	28	Major Elective – I	Online Journalism/Magazine Journalism	5	3	0	0	4
	III	29	Major Elective – II	Business Journalism/Sports Journalism	5	3	0	0	4
	IV	30	Skilled Based Common – I	Computers for Digital Era	2	2	0	0	2
VI	III	31	Core – 10	Tamil Journalism	5	5	0	0	4
	III	32	Core – 11	Specialized Reporting	4	4	0	0	4
	III	33	Core – 12	Development Journalism	4	4	0	0	4
	III	34	Core – 13	Media Management	4	4	0	0	4
	IV	35	Major Elective - III	Science Journalism/Technical Communication	5	5	0	0	4
		36	Project	Project(Group)	8	0	0	0	8
Total									**

* 10 hours of practicals.

** 140 credits (excluding “Yoga” & “Computers for Digital Era”)

L: Lectures;

T: Tutorials;

P: Practical;

Part V	Extension Activities			1 Credit
Total number of Courses		: 34		
Total number of hours		: 180		
Total number of credits		: 140		
1. Theory	Internal	25 marks	External	75 marks
2.	Separate passing minimum is prescribed for Internal and External			

The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks) the passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)

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Semester-I/Ppr.no.3/ Core-1

History of Journalism in India

UNIT I

The invention of writing- function of writing-early forms of writing materials-manuscripts-print-
Early printing in China, Arab and Europe

UNIT II

Gutenberg age-The incunabula-Bible printing-William Coxtton and his press- Modern publishing
from 19th century to present-Joseph Pulitzer and new journalism

UNIT III

Coming of print in India- Early printing presses in India-various types of printing presses-
Christian missionaries and printing-Book publishing.

UNIT IV

Early newspapers in India-The nationalist movement and the Emergence of journalism-
Important newspapers in Indian print history *Bengal gazette-Kesari*, etc.

UNIT V

The Beginnings of the Tamil press-Formative factors in the growth of Tamil press-Freedom
movement and Tamil press-Towards a popular press

Books for Reference

1. K.C. Sharma, *Journalism In India: History, Growth and Development*, Regal Publications, New Delhi, 2007.
2. Kesavan, B.S. *History of Printing and Publishing in India*, Volume I, India: National Book Trust, 1997.
3. Muniruddin, *History of Journalism*, Anmol Publications, New Delhi, 2005.
4. Sambanthan. Ma. Su, *TamiI Ithaliyal Chuvadugal*, Tamilar Pathippagam, Chennai, 1990.
5. Aurabindo Mazumdar, *Indian Press and Freedom Struggle 1937-42*, Orient Longman, Hyderabad, 1993

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Semester-I/Ppr.no.4/ Core-2

Fundamentals of Journalism

UNIT I

Journalism: Nature, Scope, Functions. Role of Press in Democracy, Principles of Journalism.

UNIT II

Kinds of Journalism- Newspapers, Periodicals and Specialized Magazines. New Journalism, Development Journalism, Community Journalism.

UNIT III

Press in India: A brief review of the evolution of Indian Press- with special reference to J.A.Hickey, Raja Ram Mohan Roy, James Silk. Buckingham, M.K.Gandhi, S.Sadanand, and B.G.Horniman.

UNIT IV

Tamil Journalism: Origin, growth and development of Journalism in Tamilnadu. Major Newspapers and magazines of Tamilnadu.

UNIT V

Review of Newspaper and Periodical Contents. Photo-Journalism. Uses of Cartoons, Comic strips. News Agencies. Professional Press Organizations.

Books for Reference

1. Arthur Asa Berger, Essentials of Mass Communication Theory, Sage Publications, Inc
2. Defleur M. L. Everette, Dannis, understanding, Mass-Communication Goyal Sa , New Delhi.
3. Parathasarathy Basic Journalism
4. Lynette Sheridan Burns, Understanding Journalism
5. Helen Sissols Practical Journalism How to Write News

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Semester-I/Ppr.no.5/ Allied -1

Basic Writing Skills (Theory)

UNIT I

Meaning, importance and elements of language, Elements of language, Meaning and importance of language of communication

UNIT II

General rules of grammar: Tamil and English, Exceptions in mass media writing, tenses etc. Essentials of good writing, Techniques of effective writing

UNIT III

Types of sentences, their structure and use, Words and their use redundancies-words and phrases

UNIT IV

Use of adjectives and adverbs, Negatives and double negatives transitional devices
Methods of paraphrasing, attribution, and quoting

UNIT V

Essay Writing, Report writing, Focus on Reading, Writing, Listening and Speaking Skills (RWLS) Note- making and note taking skills.

Books for Reference

1. John Eastwood, Oxford practice Grammar
2. Kehha Bourke, The Grammar Lab.
3. Vocabulary by Michael Ma'Carthyand Felicity O'Dell.
4. Raymond Williams - Intermediate English Grammar.
5. Rivers, William and W. Alison, Writing for the media.
6. Robert Cuning, Techniques of media writing.

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Semester-II/Ppr.no.9/ Core -3

News Reporting

UNIT I

Qualities and responsibilities of a reporter; definition of news; news and views; news determinants: proximity, prominence, oddity, conflict, controversy, timeliness and human interest; reporting terminology

UNIT II

Basic structure of news; chronological versus inverted pyramid formats: strengths and limitations; 5Ws and 1H ingredients; types of leads; hard news, soft news and infotainment.

UNIT III

News Sources - handout, news conference, meet-the-press, international news agencies, Indian news agencies, internet, other media and beat - unexpected news sources.

UNIT IV

Interviewing-pre-interview homework, interviewing and writing interview-based reports.

UNIT V

Types of Reporting- basics of covering accidents, deaths, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment; investigative reporting. Reporting science and environment.

Books for Reference

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. Joan Clayton, Interviewing for Journalists, London: Piatkus Publishers, 1994
5. Straubhaar Larose, Media Now, New York: Thomson Wadsworth, 2004

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Semester-II/Ppr.no.10/ Core -4

News Editing

UNIT I

Newsroom Operation - qualities and responsibilities of a sub-editor – organizational structure of an editorial department: editor, managing editor, associate editor, news editor, assistant editor, chief sub-editors and sub-editors- news processing; desk operation; editing terminology; readers' editor/ombudsman.

UNIT II

Fundamentals of Editing – copy tasting; editing for verbal clarity and correctness; editing to save space; editing for accuracy, objectivity, consistency, fairness, taste and legal propriety; style book.

UNIT 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.

UNIT IV

Headlining - headline functions – headline language. Types of headlines - banner, skyline, kicker, deck, strapline, label, editorial and feature headlines; captions and catchwords; traditional and modern headline styles.

UNIT V

Editorials - editorial page versus news pages: editorials, middles, features, columns and letters to the editor; types of editorials; qualities and responsibilities of a leader writer.

Books for Reference

1. Bruce Westley, News Editing, Boston: Houghton Mifflin Company, 1972
2. Floyd Baskette and Jack Sissors, The Art of Editing, New York: Macmillan Publishing Co, 1986
3. Sunil Saxena, Headline Writing, New Delhi: Sage Publications, 2006
4. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers, 2007
5. Carl Sessions Stepp, Writing as Craft and Magic, New York: Oxford University Press, 2007

Basic of Computer Application for media

UNIT I

Fundamentals of Computers and Windows, History of computers. Computer hardware. Central Processing Unit. Input devices. Output devices. Storage devices. Communication devices. Accessories. Computer software. Introduction to Windows. Working in Windows. Desktop operations. Windows explorer. Manipulation of files and folders. Windows accessories.

UNIT II

Word processor basics. New blank document and toolbars. Manipulation of the first document. Editing the document. Designing and redesigning the document. Working with graphs, pictures, audio, and video in documents. Records and mail merge.

UNIT III

Introduction to PowerPoint. Starting PowerPoint. AutoContent 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.

UNIT 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.

UNIT V

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.

Books for Reference

1. Learning to Use the Internet, Ernest Ackermann, BPB Publications
2. Elements of Computer Science, Satish Ramaswami, Rajesh Ramaswami, Ashish Publishing Homes.
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, Macuillan Publishing.

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Semester-II/ Field work

FIELD WORK

Students shall visit a newspaper organisation along with the HoD / faculty in-charge to have an idea on its structure and functions. The student should come up with a report about the visit and submit it for valuation.