

ManonmaniamSundaranar University Tirunelveli – 12
B.A., Journalism and Mass Communication (CBCS)
(Effective from the academic year 2020-2021)

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.

Scheme of Examinations

Sem.	Pt. I/II/ III/IV /V	Su b No .	Subject Status	Subject Title	Hrs. / W ee k	L Hrs./ Wee k	T Hrs./ Week	P Hrs./ Week	Cre dits
I	I	1	Language	Tamil/Other Language	6	6	0	0	4
	II	2	Language	Communicative English	6	6	0	0	4
	III	3	Core – 1	History of Journalism in India	4	4	0	0	4
	III	4	Core – 2	Fundamentals of Journalism	4	4	0	0	4
	III	5	Add on Major (Mandatory)	Professional English for Arts and Social Sciences - I	4	4	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
I I	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	4	4	0	0	4
	III	11	Add on Major (Mandatory)	Professional English for Arts and Social Sciences - II	4	4	0	0	4
	III	11	Allied - II	Basic Computer Application for Media	3	3	0	0	3
	IV	12	Common	Value Based Education / சமூக ஒழுக்கங்களும் பண்பாட்டு விழுமியங்களும் / Social Harmony	2	2	0	0	2

L: Lectures;
T: Tutorials;
P: Practical;
C: Credits

1.Theory Internal: 25 marks External: 75 marks

2. Separate passing minimum is prescribed for Internal and External

The passing minimum for University Examinations shall be 40% out of 100 marks including internal and external, and scoring 40% in the external (30 marks) out of 75 is mandatory.

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, *TamilIthaliyalChuvadugal*, TamilarPathippagam, Chennai, 1990.
5. AurabindoMazumdar, *Indian Press and Freedom Struggle 1937-42*, Orient Longman, Hyderabad, 1993

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 GoyalSa , New Delhi.
3. Parathasarathy Basic Journalism
4. Lynette Sheridan Burns, Understanding Journalism
5. Helen Sissols Practical Journalism How to Write News

Basic Writing Skills

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'Carthy and 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.

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

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 mailmerge.

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. Onlinejournalism.

UNIT V

PageMaker, Interfacing, Working with text, Page setup, Printing; Formating 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, BPBPublications
2. Elements of Computer Science, SatishRamaswami, Rajesh Ramaswami, Ashish PublishingHomes.
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.