

MANONMANIUM SUNDARANAR UNIVERSITY, TIRUNELVELI- 12

UG COURSES – AFFILIATED COLLEGES

B.A (JOURNALISM AND MASS COMMUNICATION)

Learning Outcomes-based Curriculum Framework

(LOCF) for Undergraduate Programme

(Choice Based Credit System)

(With effect from the academic year 2021-2022 onwards)

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 to the society!

PREAMBLE: The focus underlying the learning outcomes-based approach to curriculum planning is that higher education qualifications such as B.A (Journalism & Mass communication) are awarded on the basis of observed and demonstrable achievement of

outcomes (in terms of knowledge, understanding skills, attitudes and values) and academic excellence expected from a graduate of B.A. in Journalism and Mass communication. The learning outcomes specify what exactly a learner is expected to know, understand and able to practice after successfully completing Mass communication & Journalism degree programme of study.

The present curriculum of B.A (Journalism & Mass Communication) is revised with certain changes in the already existing syllabus with the modified course outcomes.

The course content along with the Course Outcomes for the above mentioned courses and for those courses for which the content remains the same, the course outcomes have been modified, and their content passed in the previous Academic Council Meetings / Board of Studies are presented.

The expected learning outcomes are very important in present day context, as it is generally observed that graduates of professional programmes such as Mass communication & Journalism are mostly not employable in view of M & E Industry. Therefore, higher education degrees must formulate qualification descriptors, learning outcomes and course learning outcomes which will help in curriculum planning and development in the form of design and delivery. The overall formulation of the professional degree programme must equip learner to have competencies to provide deliverables to the human capital hungry industry.

PROGRAMME EDUCATIONAL OBJECTIVES (PEOs): The BA (Journalism and Mass Communication) programme will enable the learner to

PEO 1: impart the basic knowledge of Journalism and Mass Communication and the related avenues of this area.

PEO 2: develop the student into skillful, competitive and responsible professional for media industry

PEO 3: empower learners by soft skills, life skills and journalistic skills.

PEO 4: impart media literacy and competency with new media technologies

PEO 5: inculcate the student with values, ethics and legal knowledge of Indian and global media scenario

PROGRAMME OUTCOMES (POs): Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student shall:

PO 1: gain knowledge of Journalism and Mass Communication and the related avenues.

PO 2: acquire the knowledge related to various avenues of Journalism and Mass Communication and their impact

PO 3: be skillful enough to excel in professional techniques of Media industry

PO 4: shall empower themselves by journalistic, communicative and professional skills

PO 5: shall become socially responsible leaders with global media vision.

PROGRAMME SPECIFIC OUTCOMES (PSOs): Upon completion of this undergraduate programme (BA) in Journalism & Mass communication the student shall:

PSO 1: be equipped with skills in ICT including new media literacy

PSO 2: acquire the primary research skills, employability and incubation abilities

PSO 3: become ethically committed media professionals and entrepreneurs adhering to the human values

PSO 4: have an understanding of acquiring knowledge throughout life

PSO 5: acquire the understanding of importance of cooperation and teamwork

Manonmaniam Sundaranar University, Tirunelveli – 12

B.A., Journalism and Mass Communication (CBCS)

(Effective from the academic year -2021-2022 onwards)

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

Duration of the course:

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

Course Profile (Semester I, II, III, IV, V & VI)

Sem.	Pt. I/II/ III/IV / V	Sub No.	Subject Status	Subject Title	Hrs./W eek	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	4	4	0	0	4
	III	4	Core – 2	Fundamentals of Journalism	5	5	0	0	4
	III	5	Core (common)	Professional English	4	4	0	0	4
	III	5	Allied - I	Basic Writing Skills	3	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	4	4	0	0	4
	III	11	Core (common)	Professional English	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/Social Harmony	2	2	0	0	2

Sem.	Pt. I/II/ III/IV / V	Sub No.	Subject Status	Subject Title	Hrs./ Week	L Hrs./ Week	T Hrs./ Week	P Hrs./ Week	Credits
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	4	4	0	0	4
	III	16	Core- 6	Writing for Media	5	5	0	0	4
	III	17	Allied - III	Print Production	3	3	0	0	3
	III	18	Skilled Based –Core I	Designing and pagination	4	4	0	0	4
	IV	19	Non – Major Elective - I	Human Rights Reporting	2	2	0	0	2
	IV	20	Common	Yoga	2*	2*	0	0	2
IV	I	21	Language	Tamil/Other Language	6	6	0	0	4
	II	22	Language	English	6	6	0	0	4
	III	23	Core – 6	Advertising and Public Relations	5	5	0	0	4
	III	24	Allied - IV	Broadcast Journalism	3	3	0	0	3
	III	25	Skilled Based-Core- II	Basic Photography	5	5	0	0	4
	IV	26	Non-Major Elective- II	Photo Journalism	2	2	0	0	2
		27	Common -4	Computers for Digital Era	2*	2	0	0	2
	V	28	Extension Activity	NCC,NSS,YRC,YWC	0	0	0	0	1
		29		Field Work	3	0	0	3	2

Sem.	Pt. I/II/ III/IV /V	Sub No.	Subject Status	Subject Title	Hrs./ Week	L Hrs./ Week	T Hrs./ Week	P Hrs./ Week	Credits
V	III	30	Core – 7	Indian Constitution and Media Law	6	6	0	0	4
	III	31	Core – 8	Media Culture and Society	6	6	0	0	4
	III	32	Core – 9	Radio Journalism	4	4	0	0	4
	III	33	Core – 10	Tamil Journalism	4	4	0	0	4
	III	34	Major Elective –I	Online Journalism/Magazine Journalism	4	4	0	0	4
	IV	35	Skilled Based Common – I	Personality Development / Effective Communication/Youth Leadership	2	2	0	0	2
				Mini Project-I	4	0	0	4	4
VI	III	36	Core – 11	Specialized Reporting	6	6	0	0	4
	III	37	Core – 12	Development Journalism	4	4	0	0	4
	III	38	Core – 13	Media Management	4	4	0	0	4
	III	39	Core – 14	Gender and Media	4	4	0	0	4
	IV	40	Major Elective -III	Science Journalism/ Basics of Videography	4	4	0	0	4
			41		Major Project(Group)-I	8	0	0	8
Total					180				151+4

*11 hours of practical classes. * 151 credits (excluding -Yoga & -Computers for Digital Era)

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

Part V Extension Activities 1 credit

Total number of Courses 34
Total number of hours 180
Total number of credits 151

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 (Major & Mini) and fieldwork:

Internal : 50 marks (For project report / Record notebook
External : 50 marks (Viva Voce Examination)

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.

CORE 1 - HISTORY OF JOURNALISM IN INDIA

COURSE OBJECTIVES:

The objectives of this course “**Core 1 - History of Journalism**” are:

1. to introduce the early forms of writing to the learners
2. to inculcate the background of origin of Journalism
3. to help them to acquire the knowledge of important aspects of the evolution of Indian press
4. to enhance understanding of the emergence of Tamil journalism
5. to enhance the knowledge of the historical development of modern journalism

COURSE CONTENT:

CORE 1 - HISTORY OF JOURNALISM IN INDIA

L	T	P	C
4	0	0	4

UNIT I

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

12 L

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

12 L

UNIT III

Press in India: A brief review of the evolution of Indian Press - Early printing presses in India- with special reference to J.A.Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M.K.Gandhi, S.Sadanand, and B.G.Horniman -Christian missionaries and printing – Contribution of Ziegen Balg and William Carey – Vernacular Press

12 L

UNIT IV

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

12 L

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 – Press before and after independence- Sudhesa Mithran, India, Navasakthi etc.,

12 L

Books for Reference

1. K.C. Sharma, *Journalism In India: History, Growth and Development*, Regal Publications, New Delhi, 2007.
2. Jagdish vachani, *History of media and Journalism*, Kaniska publications, 2019.
3. Santanu Banerjee, *History of Journalism in India*,
4. S.R.Sharma, *Elements of Modern Journalism*, S.S.Publisher, Delhi, 1999.
5. G.N.S.Raghavan, *The Press in India: A new history*, Gyan publishing house, 1995.
6. Kesavan, B.S. *History of Printing and Publishing in India*, Volume I, India: National BookTrust, 1997.
7. Muniruddin, *History of Journalism*, Anmol Publications, New Delhi, 2005.
8. Sambanthan. Ma. Su, *TamilthaliyalChuvadugal*, TamilarPathippagam, Chennai, 1990.
9. Aurabindo Mazumdar, *Indian Press and Freedom Struggle 1937-42*, Orient Longman, Hyderabad, 1993
10. Virbala aggarwal & V.S. Gupta *Handbook of journalism and mass communication*, concept publishing, 2012

COURSE OUTCOMES:

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

CO 1: remember the basics of Journalism

CO 2: demonstrate the history of journalism

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

CO 4: analyze the background of Tamil Journalism

CO 5: evaluate the important avenues of the history of global Journalism

MAPPING:

COURSE CODE AND TITLE: HISTORY OF JOURNALISM IN INDIA (.....)											
CO / PO	PO					PSO					Cognitive level
	1	2	3	4	5	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

CORE -2 FUNDAMENTALS OF JOURNALISM

COURSE OBJECTIVES:

The objectives of this course “Core 2 – Fundamentals of Journalism” are: To

1. introduce the fundamentals of Journalism to the learners
2. inculcate the technical skills of different types of Journalism

3. help them to apply the important aspects of news values
4. enhance the understanding of the organizational structure of newspaper industry
5. enhance them with the skills of reviewing the content of newspapers and periodicals

COURSE CONTENT:

CORE -2 FUNDAMENTALS OF JOURNALISM

L	T	P	C
4	0	0	4

UNIT 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 12 L

UNIT 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 12 L

UNIT III

News – Definitions – News values / Elements of News – proximity, prominence, oddity, conflict,
controversy, timeliness and human interest etc., - Components of News –News Agencies – News Gathering
- Professional Press Organizations. 12 L

UNIT IV

Structure of a news – Inverted Pyramid Style – lead – body – headline etc., - Organizational structure of a
newspaper industry: Editorial Section, Business Section, Mechanical Section, Promotion Section, Data
Processing Department, Advertising Department – Administrative Department. 12 L

UNIT V

Review of Newspaper and Periodical Contents - Photo-Journalism – Components of a newspaper –Editorial
– Pictures – Photographs –Cutline - Uses of Cartoons, Comic strips, Gag, Panel etc., – Main Headline –
Letters to the editor 12 L

Books for Reference:

1. Parathasarathy, *Basic Journalism*
2. Bill Kovach & Tom Rosenstein, *The elements of Journalism*
3. Mridula menon, *Basics of Journalism*, Kaniska publications, 2020.
4. Upendra Verma, *Principles and issues in Modern Journalism*, Rajat publications,
5. Virbala Aggarwal, *Handbook of Journalism and Mass communication*, concept publishing, 2012.
6. Lynette Sheridan Burns, *Understanding Journalism*
7. Helen Sissols, *Practical Journalism : How to Write News?*

COURSE OUTCOMES:

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

- CO 1:** remember the fundamentals of Journalism
- CO 2:** demonstrate the technical skills of different types of Journalism
- CO 3:** to apply the important aspects of news values
- CO 4:** be enhanced with the understanding of the background of Tamil Journalism
- CO 5:** to acquire the important aspects of history of global Journalism

MAPPING:

COURSE CODE AND TITLE: FUNDAMENTALS OF JOURNALISM (.....)											
CO	PO					PSO					Cognitive Level
	1	2	3	4	5	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-2
CO 2	2	2	3	3	3	3	3	2	2	3	K-3
CO 3	3	3	3	2	2	3	3	3	2	2	K-4
CO 4	2	2	3	3	3	3	3	2	2	3	K-5
CO 5	3	3	3	2	2	3	3	3	2	2	K-6

3 - Strongly correlated, **2** - Moderately correlated,

1 - Weekly correlated, **0** - No correlation

ALLIED 1 – BASIC WRITING SKILLS**COURSE OBJECTIVES:**

The objectives of this course **“ALLIED 1 – BASIC WRITING SKILLS”** are: To

- 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.

COURSE CONTENT:**ALLIED 1 – BASIC WRITING SKILLS**

L	T	P	C
4	0	0	4

UNIT I

Meaning, importance and elements of language - General rules of grammar: Tamil and English, Exceptions in mass media writing, tenses etc.

12 L

UNIT II

Essentials of good writing, Techniques of effective writing- Vocabulary Building: Antonyms, Synonyms, Homophones, Word formation (Prefixes and Suffixes) – Technical Jargons – Spelling 12 L

UNIT 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. 12 L

UNIT IV

Use of adjectives and adverbs, Negatives and double negatives transitional devices -Methods of paraphrasing, attribution, and quoting- active voice – passive voice 12 L

UNIT V

Essay Writing, Report writing, Focus on Reading, Writing, Listening and Speaking Skills (RWLS) Note-making and note taking skills. 12 L

Books for Reference

1. John Eastwood, Oxford practice Grammar
2. Kehha Bourke, The Grammar Lab.
3. A.R. Kidwai sherin shervani, Writing skills methods and practices, Viva books/originals 2019
4. Terry O' Brien, Modern writing skills,
5. Vocabulary by Michael Ma'carthy and Felicity O'Dell.
6. Raymond Williams - Intermediate English Grammar.
7. Rivers, William and W. Alison, Writing for the media.
8. Robert Cunning, Techniques of media writing.

COURSE OUTCOME:

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.

MAPPING:

COURSE CODE AND TITLE: BASIC WRITING SKILLS (.....)											
CO / PO	PO					PSO					
	1	2	3	4	5	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

CORE 3 – NEWS REPORTING

COURSE OBJECTIVES:

The objectives of this course “Core -3, News Reporting” are to:

1. help them to understand the qualities and responsibilities of a reporter
2. familiarize the students with the basic structure of news
3. strengthen their skills needed for specialized reporting
4. develop the techniques of art, culture and sports reporting
5. inculcate the knowledge of various aspects of different types of reporting

COURSE CONTENT:

CORE 3 – NEWS REPORTING

L	T	P	C
4	0	0	4

UNIT I

Qualities and responsibilities of a reporter – Tool of a reporter -Types of reporter: City Reporter – Mofussil Reporter – National Correspondent – Foreign Correspondent – Lobby Correspondent – Special Correspondent - definition of news; news and views; news determinants / News Values/Elements of news - reporting terminology 12 L

UNIT II

Basic structure of news - Inverted Pyramid Style - strengths and limitations - 5Ws and 1H ingredients - types of leads - hard news, soft news 12 L

UNIT III

News Gathering – Reporter as a participant – Beat news -News Sources - handout, news conference, Press meet, Handouts, Press Note, Press release-leakages-business news –weather news-covering politics-Assembly and Parliament-Disasters – events-strikes - international news agencies, Indian news agencies
12 L

UNIT 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 and writing interview-based reports - conducting an interview – Planning – Persuasion – Perception-Persistence – Dos and Don'ts –writing the report
12 L

UNIT V

Types of Reporting- beat reporting – crime beat – Government – I and B Ministry - basics of covering accidents, deaths, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment; investigative reporting - Reporting science and environment.
12 L

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. AmbrishSaxena, Fundamentals of Reporting and Editing, New Delhi: KanishkaPublishers,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 beginning Journalist's guide, 2004
6. Bruce D.Itule, Douglas A.Anderson, News writing and reporting for today's media, 2006
7. Kelly leiter, Julian Harriss & Stanley Johnson The complete reporter fundamentals of news gathering and editing, 1999
8. Joan Clayton, Interviewing for Journalists, London: Piatkus Publishers,1994
9. Straubhaar Larose, Media Now, New York: Thomson Wadsworth,2004

COURSE OUTCOMES:

On successful completion of this course the learner will be able to:

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

CO 2. demonstrate the basic structure of news.

CO 3. apply the skills needed for specialized reporting

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

CO 5. evaluate the various aspects of different types of reporting

MAPPING:

COURSE CODE AND TITLE: CORE 3 – NEWS REPORTING (.....)											
CO / PO	PO					PSO					
	1	2	3	4	5	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

CORE 4 – NEWS EDITING

COURSE OBJECTIVES:

The objectives of this course “Core – 4, News Editing“ are to:

1. familiarize the students with the basics of news room operation
2. help the learner to acquire the skills needed for editing news
3. be trained in handling copies
4. be enriched with the skills of headline writing
5. develop the required tricks needed for planning the editorial page

COURSE CONTENT:

CORE 4 – NEWS EDITING

L	T	P	C
4	0	0	4

UNIT.I

Newsroom Operation – Copy Desk – Editorial Section – Picture Division – Morgue(Library) - qualities and responsibilities 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 12 L

UNIT.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 book – style book in Tamil by Athithanar 12 L

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. 12 L

UNIT 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., editorial and feature headlines; captions and catchwords; traditional and modern headline styles. 12 L

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 – Tools for editing: Dictionaries, Encyclopedias, GK books, “Who is who?” books, news index, pictures etc., - Proof Reading 12 L

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: MacmillanPublishing Co,1986
3. Sunil Saxena, Headline Writing, New Delhi: Sage Publications,2006
4. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi:KanishkaPublishers,2007
5. K.V.Krishnaswamy, Writing and editing news, Orient Blackswan private limited, 2011
6. Kelly leiter, Julian Harriss & Stanley Johnson The complete reporter fundamentals of news gathering and editing, 1999
7. Dr.G.Anita, News editing principles and practices , Kaniska publications, 2013
8. Carl Sessions Stepp, Writing as Craft and Magic, New York: Oxford UniversityPress,2007

COURSE OUTCOMES:

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

- CO. 1. remember the basics of news room operation.

CO. 2. demonstrate the skills needed for editing news.

CO.3. apply the learnt skills in handling copies.

CO. 4. evaluate the various avenues of headline writing in Tamil and English dailies

CO.5. analyze the contents of the editorial page.

MAPPING:

COURSE CODE AND TITLE: NEWS EDITING (.....)											
CO / PO	PO					PSO					
	1	2	3	4	5	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

ALLIED 2 - BASIC COMPUTER APPLICATION FOR MEDIA

COURSE OBJECTIVES:

The objectives of this course “Allied II - BASIC COMPUTER APPLICATION FOR MEDIA” are: to

1. learn the fundamentals of computers
2. gain the skills needed to create documents for designing magazines.
3. be trained in presentation skills
4. be inculcated with the techniques of preparing content for e-magazines
5. learn the different types of softwares used for creating magazines

COURSE CONTENT:

ALLIED 2 - BASIC COMPUTER APPLICATION FOR MEDIA

L	T	P	C
4	0	0	4

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.

12 L

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. 12 L

UNIT 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 L

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](http://www). Downloading from and uploading to the Internet. Online journalism. 12 L

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. 12 L

Books for Reference

1. Learning to Use the Internet, Ernest Ackermann, BPB Publications
2. Elements of Computer Science, SatishRamaswami, Rajesh Ramaswami, Ashish Publishing Homes.
3. Priti sinha, Pradeep K.S., Computer fundamentals: Concepts, systems & Applications, BPB publications, 2004.
4. Sumita Arora, Computer applications,BPB publications,2020
5. Ashok Arora, Computer fundamentals and applications, Vikas Publishing house, 2015.
6. Computing System Hardware, M. Wells, CambridgeUniversity.
7. Page Maker, Vishnu Priya Singh, Meenakshi Singh, sianPublishers.
8. Multi Media: An Introduction, John Villamil – Casanova, Louis Molina,MacuillanPublishing.

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

MAPPING:

COURSE CODE AND TITLE: BASIC COMPUTER APPLICATION FOR MEDIA											C-level
CO / PO	PO					PSO					
	1	2	3	4	5	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,**

1 - **Weekly correlated,**

2 - **Moderately correlated,**

0 - **No correlation**

Third Semester

Core – V INTRODUCTION TO MASS COMMUNICATION

L	T	P	C
5	0	0	5

COURSE OBJECTIVES: The objectives of this course “**Core V – INTRODUCTION TO MASS COMMUNICATION**” are:

- to introduce the fundamentals of Mass Communication to the learners
- to inculcate the knowledge of different types of Communication
- to acquire them with 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 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 - Communication models and theories – Lasswell’s model, Berlo’s SMCR model – Shannon and Weaver’s Mathematical model – Osgood and Schramm model **14 L**

UNIT II

Kinds / Types of Communication: Intra-personal, Interpersonal, Group, Mass Communication etc., - Forms of Communication: Oral, Verbal, Para Language etc. **12 L**

UNIT III

Mass Media – Print Media: Newspaper, Magazines and other types of periodicals – Broadcast Media / Electronic media: Television and Radio – New Media: Internet, www, mobile, radio and television and journals (e journals) through internet and smart phones, social networking (Facebook, Orkut,

LinkedIn, Instagram etc.) - Characteristics of different media, their Advantages and Disadvantages, Roles and Functions of various media. **12 L**

UNIT IV

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 **12 L**

UNIT 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 **10 L**

BOOKS FOR REFERENCE:

1. Denis McQuail, Mass Communication theory, 1997., Sage Publication, NewDelhi.
2. Understanding Mass Communication, Melvin. L. Defluer, Publishers Distributors, Delhi.
3. Understanding of Media : The Extension of Man, Marshall McLuhan.
4. DAVID SERLO, The Process of Communication.
5. EMERY & OTHERS Introduction to Mass Communication.
6. Abhay chawla, Introduction to Mass communication, Pearson publications,2021.
7. Kevel J.Kumar, Mass communication in India, Jaico publications, 1994.
8. Seema Hasan, Mass communication, principles and concepts, CBS Publishers, 2020.

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

MAPPING:

COURSE CODE AND TITLE: Core – V 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

Core VI – WRITING FOR MEDIA

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “Core VI – WRITING FOR MEDIA” are:

- to introduce the fundamentals of Radio and TV news writing
- to inculcate the skills of writing for radio and TV
- to acquire them with the knowledge of contemporary writing skills for Mass Media
- to enhance the understanding of the role of style books
- to enhance the knowledge of the various script formats

UNIT I

Radio – TV News writing – Rewriting – Conversational writing -Make it interesting & simple –Rhythmic writing – writing tightly – Names (First & last) – Attribution – Quotes –Verbs – Tense – Numbers. (Approximation, Translate numbers, Fractions & decimals etc..) – symbols, Abbreviations, Grammar, Spelling & Punctuation, Editing – writing features / news features for radio & TV- writing radio /TV documentaries and differences **14 L**

UNIT II

Leads for TV / Radio news (Emphasis lead, Blanket lead, Narrative lead, Question lead, Vague or teaser leads) – Body – Ending – Actualities & Sound bites – Voices, Wraparounds& Packages. **12 L**

UNIT III

Writing for Video – Methods, Guidelines, Matching, Pauses – News cast Organization – Formats, Transitions, Bumps, Toes, Teases, Headlines and Promos. **10 L**

UNIT IV

Writing for Radio /TV Websites – Attribution, Numbers, Symbols, Time of Day, Abbreviations, Titles, Ages & addresses On – Air (v) Online – Style Concerns. **12 L**

UNIT V

Script formats – Radio readers, Radio actuality, Radio Voice, Radio Wrap around – TV reader, Graphic , Voice over, Sound bite, TV VO/SOT, TV reporter Package introduction - Copy reading symbols **12 L**

BOOKS FOR REFERENCE:

1. Writing for Broadcast journalist, Thompson, Rick. London: Routledge, 2005.
2. Writing for Television, Radio and New media. 8th ed. Belmont: Wadsworth Publishing Company, 1992.
3. Adrian Wheeler, Writing for Media, Emerald publishing limited.
4. Paul Lima, Fundamentals of writing, Ingram short title; Illustrated edition 2013.
5. Anthony Friedmann, Writing for Visual Media, 2013.
6. Writing for Television, Kelsey, Gerald.Unisrar,2004..
7. Writing the News: Print Journalism in the electronic age. New York : Hasting House Publishers,1977,Fox,Walter.
8. Doing it in style – Leslie Sellers

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

CO 1: remember the fundamentals of Radio and TV news writing

CO 2: understand the skills of writing for radio and TV

CO 3: apply the skills needed to handle the various types of presentation of news in media

CO 4: analyse the application of style books while writing for mass media

CO 5: evaluate the various scripts formats used in presentation of news in his /her profession in media

MAPPING:

COURSE CODE AND TITLE: Core – VI WRITING FOR MEDIA (.....)											Cognitive level
CO	PO					PSO					
	1	2	3	3	2	1	2	3	4	5	
CO 1	3	2	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	2	1	3	2	2	2	1	3	K-2
CO 3	3	2	3	2	2	2	3	1	2	2	K-3
CO 4	2	2	2	3	2	2	3	2	2	3	K-4
CO 5	3	2	3	2	2	3	2	3	2	2	K-5

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

Allied III – PRINT PRODUCTION

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “Allied III – PRINT PRODUCTION” are:

- to introduce the background of Printing Technology
- to inculcate the skills of applying software in prepress
- to acquire them with the knowledge of colour processing
- to enhance the understanding of the different types of press
- to enhance the knowledge of the various avenues of packaging industry

UNIT I

Background of printing technology – Basic principles of graphic reproduction processes –Brief know-how of early printing systems: Relief process- Letter Press: Platen, Flat bed Cylinder, Rotary. Typography: Type characteristics – Type classifications – Type measurement – Spacing **10 L**

UNIT II

Prepress: Design and Layout – Software application: Corel Draw – InDesign – PhotoShop –Quark Express - Scanning: Methods – Tones: Line and Halftone. **10 L**

UNIT III

Colour processing: Colour Theory – Colour Psychology – Colour Printing: Colour Scanning– Colour Separation: Additive and Subtractive Processes – Colour Printing: RGB and CMYK **09 L**

UNIT IV

Printing: Offset Printing Process: Plate to Print – Sheet-fed and Web-fed press. Gravure Printing Process: Plate making process – printing -Flexography Printing: Process -Digital Printing – Process **08 L**

UNIT V

Packaging – Design: Functions and Characteristics – Concept – Shape and Proportion –Elements: Types – Logo – Illustrations: Quality: Grams Per Square Meter (GSM) –Packaging Media: Types – Shipping and Retail Packaging – Primary and Secondary Packaging. **08 L**

BOOKS FOR REFERENCE:

1. Sarkar, N.N. Art and Print Production: Oxford University Press; New Delhi 2008.
2. Richard Schlemmer, Handbook of Advertising Art Production, Prentice Hall, New York.
3. Mario Garcia. Contemporary Newspaper Design, Prentice Hall, NY, 1980.
4. Edmund Arnold. Designing the total Newspaper. Harper Collins, NY, 1981.
5. Moen, Daryl. Newspaper Layout and Design. (4th edn.). Surjeet Publications, New Delhi, 2004.

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

CO 1: remember the background of Printing Technology

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

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

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

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

MAPPING:

COURSE CODE AND TITLE: Allied III PRINT PRODUCTION (.....)											C
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	2	3	3	2	2	2	3	K-2
CO 3	2	3	2	2	2	2	3	2	2	2	K-3
CO 4	2	2	3	2	3	2	3	2	2	2	K-4
CO 5	3	2	3	2	2	2	3	2	2	2	K-5

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

Skill Based Subject – DESIGNING AND PAGINATION

L	T	P	C
3	0	0	4

COURSE OBJECTIVES: The objectives of this course “Skill Based Subject - **DESIGNING AND PAGINATION**” are:

- to introduce the background and importance of designing and pagination in print journalism
- to inculcate the skills of designing and pagination
- to acquire them with the knowledge of planning layout in magazines and dailies
- to enhance the understanding of the different types special affects
- to enhance the knowledge of the various soft-wares of designing and layout

UNIT I

Pagination – typography for legibility, harmony and white space; makeup versus design; principles of artistic design – balance, contrast, proportion, unity etc., **14 L**

UNIT II

Principles of page makeup: mechanics of dummies, positioning, vertical and horizontal makeup and flexibility - Dos and Don'ts of good layout **12 L**

UNIT III

Traditional and contemporary make-up concepts - Front page makeup; inside news page makeup; sports page makeup; edit-page makeup; lifestyle page makeup; special page makeup; Sunday magazine page makeup **12 L**

UNIT IV

Special effects – wraparounds and skews, photo cut-outs, mortises and insets, screens and reverses, display headlines, colour, info-graphics, cartoons and caricatures **12 L**

UNIT V

Design and pagination softwares – Quark Xpress (page design), Photoshop, Corel Draw, Illustrator and Indesign **10 L**

BOOKS FOR REFERENCE:

1. Floyd K. Baskette, The Art of Editing
2. Tim Harrower, The Newspaper Designer's Handbook, McGrawHill
3. Newspaper Layout and Design, Daryl RMOen
4. Prof.Satish Jain, Web designing and publishing,BPB publications, 2018.
5. The Best of Newspaper Design, The Society for News Design, RockportPublishers
6. Contemporary Newspaper Design, John D. Berry(Ed.)
7. Elements of Newspaper Design, Steven E.Ames
8. News Editing, Bruce H. Westley, HoughtonMifflin

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

- CO 1:** remember the background and importance of designing and pagination in print journalism
- CO 2:** understand the techniques of designing and pagination
- CO 3:** apply the skills needed to plan layout in magazines and dailies
- CO 4:** analyze the existing soft wares used to create different types of special effects
- CO 5:** evaluate the uses of various soft-wares of designing and layout

MAPPING:

COURSE CODE AND TITLE: Skill Based Subject - Designing and Pagination (.....)											
CO	PO					PSO					
	1	2	3	4	5	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

.....

Non Major Elective – I HUMAN RIGHTS REPORTING

L	T	P	C
2	0	0	2

COURSE OBJECTIVES: The objectives of this course “Non Major Elective – I HUMAN RIGHTS REPORTING” are:

- to introduce the background and importance of knowing our rights on Humanitarian basis
- to inculcate the skills of reporting human rights
- to acquire them with the knowledge of planning for magazines focusing on human rights
- to enhance the understanding of the different types of media for reporting human rights violations
- to enhance the knowledge of the rights of the marginalized and weaker sections

UNIT 1

Definition of Human Rights – Understanding basic principles and concepts of Human Rights – History and UDHR (1948) – overview **08 L**

UNIT 2

Classification of human rights – Understanding human rights issues – Gender, Class, Community, Age, Disability, Race, Religion, Language **08 L**

UNIT 3

Human rights as news value- Reporting human rights issues- Concerns in human right reporting - Human Rights issues in Media - News – Development Reporting – War Reporting – Conflict Reporting- Press Council norms in reporting **08 L**

UNIT 4

Representation of Human Rights issues in entertainment media – media analysis **08 L**

UNIT 5

Understanding the role of Human Rights Institutions in India - NHRC, SHRC, NCW, SCW, NCPDR etc., - Case studies of various human rights reporting in National and Tamil - Regional Newspapers **06 L**

BOOKS FOR REFERENCE:

1. International Bill of Human Rights, Amnesty International Publication,1988.
2. Desai, A.R. – Violation of Democratic Rights in India
3. Timm. R.W. – Working for Justice and Human Rights.
4. J.C.Johari – Human Rights and New World Order.
5. G.S. Bajwa – Human Rights in India.
6. K. Cheous (Ed) Social Justice and Human Rights (Vols-7).

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

CO 1: remember the major areas of human rights as a discipline

CO 2: understand the skills of reporting human rights through various media

CO 3: apply the skills needed to plan and cover issues for magazines focusing on human rights

CO 4: analyze the different types of media for reporting human rights violations

CO 5: evaluate the rights of the marginalized and weaker sections in their professions in media

MAPPING:

COURSE CODE AND TITLE: Non Major Elective – I Human Rights Reporting (.....)											Cognitive level
CO	PO					PSO					
	1	2	3	2	1	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	2	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	3	2	2	2	K-3
CO 4	2	2	3	2	3	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	2	3	3	2	2	K-5

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

Fourth Semester

Core – VI ADVERTISING AND PUBLIC RELATIONS

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “Core –VI Advertising & Public Relations” are:

- to introduce the background and importance of Advertising and Public Relations
- to inculcate the skills of designing advertisements with the foreknowledge of their impacts
- to acquire them with the knowledge of different types of advertising and their relevance
- to enhance the understanding of utilizing the different types of media for advertising and Public Relations
- to enhance the knowledge of practicing Public Relations in various sectors

UNIT I

Introduction: Definitions of advertising and public relations - PR practitioners - advertising and PR organizations and their structure. **12 L**

UNIT II

Functions of advertising: Economic impact — Informative function — Persuasive function — Billiard-Ball principle — Abundance principle —AIDA / AIDCA model. **12 L**

UNIT III

Types of advertising: classification by target audience — by geographic area — by medium — by purpose —advertising as process –appeals in advertising – Components of an advertisement (Heading, sub heading, slogan, logo /mascot /name plate etc.,) – creating thumb nails **12 L**

UNIT IV

Public relations: PR transfer process — publicity — relevant publics — house journals — managing media. **12 L**

UNIT V

PR practice: business & industry — Government & politics — health care & evaluation — corporate communication. **10 L**

BOOKS FOR REFERENCE:

1. Contemporary Advertising —William F. Arens& Courtland L. Bovee. Sydney: Irwin, 1994.
2. Dr.Ruchi Gupta, Advertising, Scholar tech press, 2017.
3. Tomojit Bhattacharjee, New Media in public relations: the evolving scenario in India,2020.
4. P P Singh, Public relations management, Jnanada prakashan publications,2017.
5. Allen H center, Public relations practices, Pearson publications, 2015
6. How Advertising Works And The People Who Make It Happen—Jan Greenberg. New York: Henry Holt,1987.
7. Advertising & Sales Promotion —S.H.H. Kazmi&Satish K. Batra. New Delhi: Excel Books,2006.
8. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education,2006.

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

CO 1: remember the major areas of advertising and public relations in their profession

CO 2: understand the skills needed for advertising through various media with the foreknowledge of their impacts

CO 3: apply the skills needed to create and produce different types of advertisements with their relevance

CO 4: analyze the different types of media used for Advertising and Public Relations

CO 5: evaluate the successfulness of Public Relations in various sectors

MAPPING:

COURSE CODE AND TITLE: Core – VI Advertising & Public Relations (.....)											
CO	PO					PSO					
	1	2	3	2	2	2	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	3	2	3	2	3	2	2	3	K-2
CO 3	3	3	2	2	2	3	3	2	2	2	K-3
CO 4	2	3	3	2	3	3	2	2	2	3	K-4
CO 5	3	3	3	2	2	3	3	3	2	2	K-5

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

Allied II – BROADCAST JOURNALISM

L	T	P	C
3	0	0	3

COURSE OBJECTIVES: The objectives of this course “Allied II- **Broadcast Journalism**” are:

- to introduce the background and importance of Broadcast Journalism as a profession
- to inculcate the skills needed for Television and Radio Journalism
- to acquire them with the knowledge of editing skills for broadcast news desk
- to enhance the understanding of utilizing the radio and TV for journalism
- to enhance the knowledge of practicing the skills needed for EFP and ENG

UNIT I

Brief History of Radio and Television- Origin, Growth, Development to present status – Objectives and Policies of A.I.R – Committees on Broadcasting: Chanda Committee, Varghese Committee. Prasar Bharti Act – Brief History & Characteristics of Television Broadcasting in India and the world, Early Indian experiment-expansion reach: Doordarshan-Private Channels **10 L**

UNIT II

News Sources: Reporters, contacts, Newsroom diary, Files, Check calls, Emergency services radio, Politicians, Pressure groups – Staged events: The protest, the announcement, the set place, News

releases, Syndicated tapes, Freelancers, duties of the reporters and stringers, Tip-offs, Hoaxes, Wire services and news agencies, The network, Other news media **10 L**

UNIT III

Getting the Story: Newsroom conference, copy-tasting, Balance of news, visuals and actuality, the brief, the angle, chasing the contact, staged news conferences, beating the clock, Work to sequence, Don't panic - Golden Rules For Video Journalists. **09 L**

UNIT IV

News anchors and presenters: The talent, anchor versus newsreaders, Qualities of a newscaster, Women newscasters, more than just a news reader, professionalism. Costume and make up for television **08 L**

UNIT V

Electronic News Gathering (ENG): ENG - Electronic Field Production (EFP): Preproduction – Production - Equipment Check –Setup –Rehearsals –Videotaping –Strike – Postproduction **08 L**

BOOKS FOR REFERENCE:

1. Andrew Boyd. —Broadcast Journalism: Techniques of Radio and TV News||. Focal Press. Oxford.1997
2. S C Bhatt, Broadcast Journalism basic principles, Har Anand Publications, 2007.
3. Charanjit Ahuja, Bharat Hiteshi, Print Journalism A complete book of Journalism,Partridge India publications,2016.
4. Moen, Daryl. Newspaper Layout and Design. (4thedn.). Surjeet Publications, New Delhi,2004.
5. Herbert Zettl. —Television Production Handbook||. Thomson Wadsworth. Ninth Edition. Belmont. USA.2007
6. David Keith Cohler. —Broadcast Journalism: A guide for the presentation of Radio and Television News||. Prentice-Hall, Inc., Englewood Cliffs, New Jersey. USA.1985

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

- CO 1:** remember and recall the background and importance of Broadcast Journalism as a profession
- CO 2:** understand Television and Radio Journalism with their impacts
- CO 3:** apply the skills needed to create and produce different types of news programmes
- CO 4 :** analyse the existing techniques for broadcast news desk
- CO 5 :** evaluate the existing conditions of EFP and ENG

MAPPING:

COURSE CODE AND TITLE: Allied II - Broadcast Journalism (.....)											
CO	PO					PSO					
	1	2	3	2	3	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	3	K-1
CO 2	2	2	3	3	3	3	3	3	2	2	K-2
CO 3	3	2	3	3	2	2	3	3	2	2	K-3
CO 4	2	3	3	3	3	2	3	2	2	3	K-4
CO 5	3	2	3	2	3	3	2	3	2	2	K-5

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

Skill Based Subject – BASIC PHOTOGRAPHY

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “Skill Based Subject–Basic Photography” are:

- to introduce the background and necessity of Photojournalism in news media
- to inculcate the skills of handling the different types of camera
- to acquire them with the knowledge of handling different types of lens
- to enhance the understanding of composition and framing in photography
- to enhance the knowledge of digital photography and the various soft-wares used in photo editing as a profession

UNIT I

Background -early history- and evolution of digital photography - Photography types and techniques-**14L**

UNIT II

Introduction to the anatomy of a camera, light meter and accessories - an understanding of aperture / shutter / ISO relationships and their effect on the photographic image. **12L**

UNIT III

Shot types - distance, angle, and movement - Picture format, resolution, aspect ratio, Pixels, DPI, and PPI - Digital image fundamentals - Rules and criteria for composition and aesthetics - visual elements and principles - timing and decisive moment **12 L**

UNIT IV

Understanding lenses: wide angle lenses, telephoto lenses, and macro lenses, image sensor: types of image sensors **12 L**

UNIT V

Natural vs. artificial lighting, light characteristics, colour temperature, light direction, intensity of light, hard and soft lighting, direct vs. diffused light, high key vs. low key lighting, inverse square law, 3-point lighting technique **12 L**

BOOKS FOR REFERENCE:

1. Martin Lister, The Photographic Image in Digital Culture, Routledge, 1995.
2. John Hedgecoe, John Hedgecoe’s Basic Photography, Collins and Brown, 1993.
3. John Freeman, Practical Photography, Smith Mark, 1995.
4. Photography Techniques, Marshall Cavendish,1992.

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

- CO 1:** remember the history and necessity of Photojournalism
- CO 2:** understand the need and necessity of handling the different types of cameras
- CO 3:** apply the skills needed to use the different types of lens
- CO 4:** analyze the principles of composition and framing in contemporary Photo Journalism
- CO 5:** evaluate the use of digital photography and the various soft-wares used in photo editing as a profession

MAPPING:

COURSE CODE AND TITLE: Skill Based Subject – Basic Photography (.....)											Cognitive level
CO	PO					PSO					
	1	2	3	2	3	3	2	3	4	5	
CO 1	3	3	3	2	2	3	2	3	2	2	K-1
CO 2	2	2	3	2	3	2	3	2	2	3	K-2
CO 3	3	2	3	2	2	3	2	2	2	2	K-3
CO 4	2	3	2	3	2	3	2	2	2	3	K-4
CO 5	3	2	3	2	2	2	2	3	2	2	K-5

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

Non Major Elective – II PHOTO JOURNALISM

L	T	P	C
2	0	0	2

COURSE OBJECTIVES: The objectives of this course “**Non Major Elective – II Photo Journalism**” are:

- to introduce the background and necessity of Photojournalism
- to inculcate the skills of handling the different types of camera
- to acquire them with the knowledge of handling different types of lens
- to enhance the understanding of composition and framing in photography
- to enhance the techniques of digital photography and the various softwares used in photo editing as a profession

UNIT I

Background - early history - evolution of Photography and Photo Journalism - Photography types and techniques – Digitalization of Photojournalism – Journalistic uses of photography **14 L**

UNIT II

Introduction to the anatomy of a camera, light meter and accessories-an understanding of aperture/shutter/ISO relationships and their effect on the photographic image. **12 L**

UNIT III

Shot types - distance, angle, and movement. Picture format, resolution, aspect ratio, Pixels, DPI, and PPI - Digital image fundamentals. Rules and criteria for composition and aesthetics; visual elements and principles; timing and decisive moment **12 L**

UNIT IV

Understanding lenses: wide angle lenses, telephoto lenses, and macro lenses, image sensor: types of image sensors **12 L**

UNIT V

Natural vs. artificial lighting, light characteristics, colour temperature, light direction, intensity of light, hard and soft lighting, direct vs. diffused light, high key vs. low key lighting, inverse square law, 3-point lighting technique – Writing captions–credit line – legal issues: Privacy – libel - copyright **10L**

BOOKS FOR REFERENCE:

- 1.Martin Lister, The Photographic Image in Digital Culture, Routledge, 1995.
- 2.JohnHedgecoe, John Hedgecoes, Basic Photography, Collins and Brown, 1993.
- 3.John Freeman, Practical Photography, Smithmark, 1995.
4. Photography Techniques, MarshallCavendish,1992.

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

CO 1: remember the history and the need of Photojournalism

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

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

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

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

MAPPING:

COURSE CODE AND TITLE: Non Major Elective – II Photo Journalism (.....)											Cognitive level
CO	PO					PSO					
	1	2	3	1	2	1	2	3	4	5	
CO 1	3	3	3	2	2	3	3	3	2	2	K-1
CO 2	2	2	2	3	3	3	3	2	2	3	K-2
CO 3	3	3	3	2	2	3	2	3	3	3	K-3
CO 4	2	3	3	2	3	3	3	2	3	2	K-4
CO 5	3	2	2	2	2	3	2	3	2	2	K-5

3 -Strongly correlated

2- Moderately correlated

0-No correlation

1- Weekly correlated

FIELD WORK

L	T	P	C
0	0	0	2

Students have to visit a PR firm/Advertising agency along with the teacher in-charge to have an idea on its structure and functions. The students have to submit a report along with the list of exercises suggested by the teacher concerned for evaluation as a record note book at the end of the semester.

FIFTH SEMESTER

Core VII – INDIAN CONSTITUTION AND MEDIA LAW

L	T	P	C
6	0	0	4

COURSE OBJECTIVES: The objectives of this course “Core VII -Indian Constitution and Media Law” are:

- to introduce the importance of knowing the legal provisions guaranteed in Indian constitution for a journalist
- to inculcate the skills of applying the rights towards freedom of speech and expression
- to acquire them with the knowledge of different Acts related to Broadcast media
- to enhance the understanding of various functions of Press council as a civil court
- to enhance the knowledge of digital era in media scenario and the resultant legal provisions like Right to information Act and other bills related to cyber crimes

UNIT I

Salient features of the Indian Constitution, Objectives and ideas, Federal and unitary nature, Fundamental rights, Directive principles of state, Centre - State relationship- Parliamentary system, Civil services, Election, emergency powers, Amendments of constitution. **12 L**

UNIT II

Freedom of expression - Right to Information - Right to Privacy - Article 19 – UDHR –Censorship – Defamation – Libel – Obscenity - CrPC -IPC –Significant Amendments in the Indian Constitution **12 L**

UNIT III

Official Secrets Act, 1923 – Cinematography Act, 1952 – CBFC - The Cable Television Networks (Regulation) Act, 1995 and Rules 1994 - The Prasar Bharti Broadcasting Corporation of India) Act, 1990 - The Press and Registration of Books Act, 1867 **12L**

UNIT IV

The Press Council Act, 1978 - Press Council of India - Guidelines to Journalistic Ethics Prepared by Press Council of India and Different Associations and Unions of Journalists -The Working Journalists and other Newspaper Employees (Condition of Services) and Miscellaneous Provisions Act, 1955. **12 L**

UNIT V

The Copy Right Act, 1957 – Intellectual Property Rights - Case studies of major ethical violations by the Indian media – Cybercrime – IT Act - Cyber laws and regulations etc., Case Studies **10 L**

BOOKS FOR REFERENCE:

1. Principles and Ethics of Journalism and Mass Communication, Y.K. D. Souza, Commonwealth Publishers
2. S. G. Subramaniam, Indian constitution & Polity, Pearson publications, 2022.
3. Dr. B. R. Ambedkar, The constitution of India, Buddham publishers, 2019.
4. Austin Granville, The Indian constitution: Cornerstone of A Nation, Oxford publications, 1999.
5. Law of the Press, Acharya, Dr.Durga Das Basu, Wadhva and Company, Nagpur.
6. Durga Das Basu, Constitutional law of writing
7. Ambrish Saxera, Right to Information and Freedom of Press
8. Indian Press since 1955, S.C. Bhatt, Ministry of I & B, Government of India – New Delhi
9. Carter. Barton T, The First Amendment *and the Fourth Estate*, 7th Ed, Westbury, NY Foundation

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

CO 1: remember and recall the legal provisions guaranteed in Indian constitution for a journalist

CO 2: understand the skills of handling the different media by applying the rights towards freedom of speech and expression

CO 3: apply the skills needed to use the various Acts related to broadcast media in the relevant contexts

CO 4: analyse the various functions of Press council as a civil court

CO 5: evaluate the digital media scenario and the resultant legal provisions like Right to information Act and other bills related to cyber crimes

MAPPING:

COURSE CODE AND TITLE: Core VII – Indian Constitution and Media Laws (.....)											
CO	PO					PSO					
	1	2	3	4	5	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

Core VIII - MEDIA CULTURE AND SOCIETY

L	T	P	C
6	0	0	4

COURSE OBJECTIVES: The objectives of this course “**Core VIII - MEDIA CULTURE AND SOCIETY**” are:

- to introduce the importance of socio-cultural and socio-political aspects of Indian society in the context of Indian Media scenario
- to inculcate the skills of applying the knowledge of media effects, media uses etc.,
- to enhance the understanding of media framing, media representation, media conflict etc., as a growing media professional
- to acquire them with the knowledge of media and Indian families and their impact in planning the content for TV, Radio and Print media
- to enhance the knowledge of Audience positioning, Subjectivity, Pleasure etc., and their impact in media content

UNIT I

Understanding socio political, social and cultural aspects of Indian Society – Sociological Perspectives of Mass Media–Cultural perspective of mass media – mass culture – popular culture –Mediated reality- reality (vs) mediated reality

14 L

UNIT II

Media Determinants: Owners patterns and Media Institutions - media effects – media uses –Theories of media Effects –Reinforcement – Limited effects theory - Media self-regulation and control, Economic determinants – Advertisers, Audiences, Media personnel, Sources. **12 L**

UNIT III

Media Framing, Media Representation (Class, gender, religion etc.,) - Identities, Constructivism –Social constructivism – Cultural Constructivism - Media Conflict –Media Power (Power of Mass Media) – Public opinion –Public sphere **12 L**

UNIT IV

Media and Indian Families – Cultivation – Cultural indication – Uses and Gratification Effects – Technological Effects – McLuhan’s Perspective – Media Ideology: Defining ideology, Ideology in the classroom **12 L**

UNIT V

Audience Relationship - Problematizing audiences, Audience positioning, Subjectivity, Pleasure – Violence in the media and society – media and Pandemic **12 L**

BOOKS FOR REFERENCE:

1. Len Masterman, Teaching the Media, Comedia Publishing Group, London.1985.
2. James Lull, Media, Communication, Culture - A Global Approach, Polity Press, UK., 2000.
3. Ed. Michael Gurevitch& others, Culture, Society, and the Media, Routledge, London, 1988.
4. Alvarado, Gutch and Wollen, Learning the Media, Macmillan Education Ltd.1987.

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

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

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

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

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

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

MAPPING:

COURSE CODE AND TITLE: Core VIII - MEDIA CULTURE AND SOCIETY (.....)											
CO	PO					PSO					
	1	2	3	2	2	1	2	3	4	5	
CO 1	2	2	2	2	2	3	3	3	2	2	K-1
CO 2	3	3	2	3	3	3	3	2	2	3	K-2
CO 3	3	3	2	2	2	3	3	2	2	2	K-3
CO 4	2	2	3	3	2	3	3	2	2	3	K-4
CO 5	3	3	3	2	2	3	2	3	2	2	K-5

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

Core – IX – RADIO JOURNALISM

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “Core IX – RADIO JOURNALISM” are:

- to introduce the importance of understanding radio as a medium and its transmission technology
- to inculcate the skills of reporting, writing and editing for radio news programmes
- to enhance the knowledge of the techniques of radio writing style, especially presenting in a simple and conversational style
- to help them to acquire the skills and talents of writing for different types of radio news programmes with the knowledge of sequencing, updating etc.,
- to enhance the skills for arranging different types of radio interviews and planning the pre-production

UNIT I

Understanding the medium: Invention and development; strengths and weaknesses of the medium; transmission technology - History of radio journalism in India – Community Radio-Web Radio- Digital Technology in radio – AM -FM 14 L

UNIT II

Radio news reporting: skills of a radio news reporter: developing sources, gathering news, giving voice-cast, anchoring and news reading skills: general awareness, presence of mind; clarity, diction, pronunciation. 12 L

UNIT III

Characteristics of radio writing style: simple, conversational style; norms regarding use of adjectives, adverbs, numerals etc., writing radio news: editing news, types of leads; function of headlines in a news bulletin, writing headlines 12 L

UNIT IV

Compiling a bulletin: types of bulletins: local to international, editing news for different bulletins; using voice-dispatches and other elements in a bulletin; sequencing, updating etc., news updates, news reports, newsreel etc. 12 L

UNIT V

Radio interview: types: vox-pop - structured interview programmes: personality, informative, issue based, emotional interview –Vox Pop – Studio (vs) Outside interviews – telephone interview – Live (vs) Prerecorded interview – Sound bites - skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production. 10 L

BOOKS FOR REFERENCE:

1. De Maeseneer, Paul. Here's The News: A Radio News Manual. AsianBooks.
2. Vartika Nandha, Radio Journalism in India, Kanshika publications,2017.
S.R.Sharma, *Elements of Modern Journalism*, S.S.Publisher, Delhi, 1999.
3. M.Neelamalar, Radio program production, PHI learning, 2016
4. Ciignel, Hugh. Key Concepts in Radio studies.Sage.
5. Hyde, Stuart. Television and Radio Announcing.Kanishka.
6. Masani, Mehra. Broadcasting and the People. National BookTrust.
7. Awasthi, G. C. Broadcasting in India. AlliedPublications.

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

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

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

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

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

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

MAPPING:

COURSE CODE AND TITLE: Core IX – RADIO JOURNALISM (.....)											
CO	PO					PSO					
	1	2	3	2	1	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	2	3	3	2	2	3	K-2
CO 3	3	2	3	2	2	2	3	3	2	2	K-3
CO 4	2	2	2	3	3	3	2	2	2	3	K-4
CO 5	3	3	2	2	2	3	3	3	2	2	K-5

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

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Core - X – TAMIL JOURNALISM

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “Core - X - TAMIL JOURNALISM” are:

- to introduce the importance of understanding media in their vernacular context
- to inculcate the skills of reporting, writing and editing for Tamil news programmes
- to enhance the knowledge of the techniques of writing and presenting news in a simple and conversational style in their regional language – Tamil through various media
- to help them to acquire the skills and talents of writing for different types of features and editorials in regional language
- to enhance the skills for following the styles of popular Tamil writers and to learn from their creations

UNIT I

Origin of Tamil press, 2000 years old literature, Palm leaves, Missionaries and printing press, Christian missionary and propaganda, First printed Tamil book, Madras School Books Society, Religious Tract Society, Tamil Magazine, Rajyavarthini Bodhini, Dinavarthamani, American Mission Press. **12 L**

UNIT II

Political consciousness and Swadesamitran, Desabhaktan, Development of style in the language, Tamil Nadu, First one-paise paper Jayabharati, Free Press of India, Dinamani, Contribution of T.S. Chockalingam for Tamiljournalism,Viduthalai. **12 L**

UNIT III

Non-Brahmin movement, Dinasari, Daily Thanthi saga, Nava India, Contribution of Subramanya Bharathi and India, Vital contribution of Tamil prose and poetry, Swatantra Sanghu, Gandhi, Four-Anna Patriots, Role of Tamil weeklies in journalism **12 L**

UNIT IV

Trends in contemporary Tamil journalism: Popular Tamil Newspapers – Magazines – Online Editions – Web portals ; Portrayal of Women, Children, Dalits and other marginalized commUNITies in the Tamil Media **14 L**

UNIT V

Writings of Popular writers – Bharathiyar - Bharathidasan, Periyar, Annadurai and Dravidian Leaders and freedom fighters etc., **10 L**

BOOKS FOR REFERENCE:

1. Robin Jeffrey, India's Newspaper Revolution: Capitalism, Politics and the Indian- Language Press, 1977-99,OUP,
2. Rajan, Nalini, "21st Century Journalism in India , Sage. (ISBN:9780761935629)
3. Venkatachalapathy A R., The Province of the Book Scholars, Scribes, and Scribblers in Colonial Tamilnadu Permanent Black, ISBN 81-7824 - 331- 011

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

CO 1: remember and understand the skills needed to seek a profession in media in

their vernacular context

CO 2: understand the techniques of reporting, writing and editing for Tamil dailies and periodicals

CO 3: apply the principles of writing and presenting news in a simple and conversational style in their regional language – Tamil through various broadcast media

CO 4: analyze methods of writing for different types of features and editorials in regional language

CO 5: examine the styles of popular Tamil writers and to learn from their creations

MAPPING:

COURSE CODE AND TITLE: Core - X - TAMIL JOURNALISM (.....)											
CO	PO					PSO					
	1	2	3	3	2	1	2	3	4	5	
CO 1	3	3	2	2	2	3	3	3	2	2	K-1
CO 2	2	3	3	3	3	3	3	3	3	3	K-2
CO 3	3	2	3	2	2	3	2	2	3	2	K-3
CO 4	2	2	3	3	3	3	3	2	3	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

Major Elective: ONLINE JOURNALISM

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “**ONLINE JOURNALISM**” (Major Elective) are:

- to introduce the importance of understanding new media for Journalism
- to inculcate the skills of reporting, writing and editing for online news content
- to enhance the knowledge of the techniques of writing in the relevant style suitable for online media
- to help them to acquire the skills and talents of writing for radio, TV, websites, e journals, e-dailies etc., which are online
- to enhance the skills for following the styles of popular online content and to learn from them

UNIT I

Definition and meaning - The changing landscape - Online Journalism in India, Digital medium and opportunities - Introduction to multimedia. **14 L**

UNIT II

Features of online journalism- Web Browsers an introduction, Newspaper Websites: International & National, News Portals News Websites of Major Electronic Media Houses, Independent News Websites, News Agencies and Their Web Portals – Methods of News Delivering – Its Important Components **12 L**

UNIT III

Elements of multimedia and online journalism-Video, Audio, Podcasts, Headlines Texts, Animation, Maps, Still photos, Graphics, Slideshows, Online gaming, Interactivity, Hyperlinks **12 L**

UNIT IV

Citizen and Participatory Journalism - Hyper local Journalism – Blogging - Crowdsourcing, Researching a story – techniques and tools - Writing for online media - Introduction to Word Press. **12 L**

UNIT V

Internet and convergence; culture, subjectivity and net; Cybercrime and regulations - –Fake news, misinformation and the trust crisis in journalism, Digital Gossip, lies, slander, Introduction to IT Act 2000. **12 L**

BOOKS FOR REFERENCE:

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

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

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

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

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

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

CO 5: evaluate the styles of popular online content

MAPPING:

COURSE CODE AND TITLE: Online Journalism (Major Elective) (.....)											
CO	PO					PSO					
	1	2	3	4	5	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

Major Elective: MAGAZINE JOURNALISM

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “**MAGAZINE JOURNALISM**” (Major Elective) are:

- to introduce the importance of understanding magazines journalism and its various avenues
- to inculcate the skills of reporting, writing and editing for magazines
- to enhance the knowledge of the techniques of writing in the relevant style suitable for magazines
- to help them to acquire the skills and talents of designing and page make up of magazines
- to enhance the skills for following the styles of popular magazines and applications of various software in creating a magazine

UNIT I

Global scenario and current trends in magazine journalism in India; magazine journalism versus newspaper journalism – Popular magazines of India **14 L**

UNIT II

Types of magazines- general interest magazines, special interest /audience magazines, public relations magazines, literary magazines, Sunday magazines and journals; online magazines-e-zines, web-zines, web-edition magazines; a review of leading general interest magazines in English and Tamil **12 L**

UNIT III

Organizational Structure of a magazine industry – editorial department, advertising department, circulation department, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminologies **12 L**

UNIT IV

Cover and cover story – functions of the cover- cover design formats – cover blaze –cover lines; contents page; cover story selection criteria: length, strength, importance, promotability and illustratability. **12 L**

UNIT V

Magazine articles- features, film reviews, book reviews, profiles, columns, cartoons, regulars and fillers- Magazine Design –format, layout, typography, colour photos, illustrations, info-graphics and blurbs. **10 L**

BOOKS FOR REFERENCE:

1. Feature and Magazine Writing – David E. Sumner & Holly G. Miller, Surjeeth Publications (2006)
2. The Art of Feature Writing – Hummed Contractor, Icon Publications Pvt.Ltd.,(2004)
3. Inside the Writer’s Mind – Stephen G. Bloom, Surjeeth Publications (2004)
4. Writing for Magazines – Jill Dick, Unistar Books (2004)

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

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

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

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

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

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

MAPPING:

COURSE CODE AND TITLE: MAGAZINE JOURNALISM (Major Elective)											
CO	PO					PSO					
	1	2	3	3	2	1	2	3	3	2	
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 1- Weekly correlated 2- Moderately correlated 0-No correlation

MINI PROJECT (Sem 5)

L	T	P	C
4	0	0	4

A group of students (5Max) should come up with a Lab Journal - one issue in Soft/Hard copies of a 12 page under the supervision of a teacher concerned. Every Student in a group must contribute in the publication of the journal. Marks shall be assigned for quality of language, contribution of a student, content and design.

Sixth Semester

Core – XI – SPECIALISED REPORTING

L	T	P	C
6	0	0	4

COURSE OBJECTIVES: The objectives of this course “Core – XI - SPECIALISED REPORTING” are:

- to introduce the importance of understanding journalism with its specialization in various areas
- to inculcate the skills of reporting, writing and editing for specialized magazines
- to enhance the knowledge of the techniques of writing in the relevant style suitable for specialized magazines
- to help them to acquire the skills and talents of designing and page make up of specialized magazines
- to enhance the skills for following the styles of various specialized magazines and applications of various software in creating a magazines

UNIT I

Sports reporting – Definition - basic rules of sports reporting - requirements for sports reporting - various games and its reporting styles – live and exclusive – running commentaries. Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. Use of photos: action photos, photo-editing and writing captions

14 L

UNIT II

Business reporting- product introduction-share market-various kinds of markets- Various Business Newspapers– Reporting industries– Important Terminologies of business industry: Sensex, BSE, CSE, Stock market etc.,

12 L

UNIT III

Rural reporting - Socio - economic structure of villages, Social change in village commUNITY, Impact of globalization and urbanization on villages, Problems of rural society-covering the issues of marginalized groups

12 L

UNITIV

Science and Technology Reporting-Invention, Innovation, Discovery-Agriculture - Medical reporting –Environmental reporting etc.

12 L

UNITV

Cultural reporting - Film reviews - weather reporting- life style-fashion-Costumes-Travel and Food – Political reporting-Covering election campaigns – citizen Journalism – conflicts – war-current affairs - Conflict reporting –Human rights issues

12 L

BOOKS FOR REFERENCE:

1. S. T. Kwame BoafModule on specialized reporting-Volume 2 of Communication teaching and study materials. African Council for Communication Education, 1991.
2. M.K.Verma, News reporting and editing, APH publishing corporation, 2012

3. Jan Johnson yopp, Beth A.Haller, An Introduction to News reporting: A beginning Journalist's guide, 2004
4. Bruce D.Itule, Douglas A.Anderson, News writing and reporting for today's media, 2006
5. Kelly leiter, Julian Harriss & Stanley Johnson The complete reporter fundamentals of news gathering and editing, 1999
6. Curtis Daniel MacDougall, Robert Delaware Reid, Interpretativereporting,
7. Writing and reporting the news – (II edition) Gerald Lanson, Mitchell Stephens – Surjeetpublications.
8. Editing Today – Ron F.Smith, Loraine M.O. Connell – Oxford University Press.
9. Sports Journalism, K.C. Thakur, Neha Publishers & Distributors,2010

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

CO 1: remember the basic rules of specialized reporting

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

CO 3: apply the techniques of writing in the relevant style suitable for magazines focusing on targeted groups like children, women and youth

CO 4: analyse the content of popular specialized magazines

CO 5: evaluate the applications of various software in creating such magazines with further improvement

MAPPING:

COURSE CODE AND TITLE: Core – XI - Specialized Reporting											Cognitive level
CO	PO					PSO					
	1	2	3	4	5	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 1- Weekly correlated 2- Moderately correlated 0-No correlation

Core - XII – DEVELOPMENT JOURNALISM

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “Core - XII - **DEVELOPMENT JOURNALISM**” are:

- to gain knowledge over the importance of understanding development journalism in Indian context, as India is a developing nation
- to train the learners with the skills of using media for development in collaboration with various NGOs along with the Government
- to gain sufficient training over using media for community development
- to help them to acquire the knowledge in seeking the help of various funding agencies
- to enhance the learners with the success and failure of using media for development by analyzing various case studies

UNIT I

Development Journalism – History of Development Journalism – Purpose – Target Audience - Selection of Medium – Style of Writing – Format - Development Support Communication **14 L**

UNIT II

Role of Media in development - Programmes of AIR and DD in development – Private Satellite Channels & Mainstream media in development–Weblogs **12 L**

UNIT III

Status of Community media in India – DDS – Video -, SITE, KHEDA and SEWA – Community Radio in India - Nammadhwani – Community Newspapers – Janavani – KhabarLehariya – Navodhayam – Pratibadh **12 L**

UNIT IV

Role of NGOs, International agencies, Educational Institutions and Social Activists in development – Sundarlal Bahuguna – Medha Patkar - Anil Agrawal - Vandana Shiva etc., **12 L**

UNIT V

Case Studies - Down to earth – Sanctuary - Vigyanpragati - Action Ganga – Krishi Darshan - Grassroots - Narmada Bachao Andolan **12 L**

BOOKS FOR REFERENCE:

1. Srinivas Melkote: Communication for development in the third World : Theory and Practice.
2. Alan Chakle: Manual of Development Journalism.
3. Robertson: Communication and third World.
4. Hean Serraes: Participatory Communication for Social change.
5. E. M. Rogers & Arvind Singhal: India's Information Revolution.

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

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

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

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

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

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

MAPPING:

COURSE CODE AND TITLE: Core –XII- DEVELOPMENT JOURNALISM											
CO	PO					PSO					
	1	2	3	4	5	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

.....
Core – XIII – MEDIA MANAGEMENT

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “Core – XIII – MEDIA MANAGEMENT are:

- to gain knowledge over the importance of following various principles of Management
- to train the learners in understanding the functions of various departments of media industry
- to gain sufficient guidelines from the State about managing Advertising and Media industry
- to help them to know the organizational structure of Government Media industries
- to enhance the learners with the opportunities available in the Government media industries which come under the control of I & B Ministry

UNIT I

Principles of Management (14) - Concept, nature, significance and scope – Planning, Organizing, Directing and Control -Types of organization - newspaper departments – editorial – circulation – advertising production – types of ownership pattern – advantages and disadvantages. **12 L**

UNIT II

Types of media ownership - Newspaper finance and control - newspaper registration- R N I – Recruitment policy – training – wage policy – wage boards –readership surveys – ABC **12 L**

UNIT III

Press Commission’s Recommendations regarding media industry– advertising policy- MRTPC – ASCI - Press council of India –structure – composition–guidelines – Functions. **12 L**

UNIT IV

All India Radio and Doordarshan: PrasarBharathi –organizational structure –Cable TV in India with structure and functions. **12 L**

UNIT V

Ministry of I& B – Reports of different Committees – Chanda – Vergheese – Joshi – Vardhan - Different departments of the I & B- Field Publicity, Photo Division ,PTI, PIB etc., - IIS- IIMC – Managing online media platforms like Web pages, U-Tubes, online broadcasting, e – journals etc, Convergence of Media **10 L**

Books for Reference

1. Herbert Lee : Newspapers Organisation and Management
2. P.C. Chatterji : Broad Casting in India
3. U L Barua : This is All India Radio
4. Mehra Masani : Broadcasting and the People
5. H R Luthra : Indian Broadcasting
6. Reports of Information and Broadcasting Ministry
7. First Press Commission Report, Vols. I & II
8. Second Press Commission Report, Vols. I & II

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

CO 1: remember the importance of following the various principles of Management in Indian context

CO 2: understand the techniques of leading and managing various departments of media industry

CO 3: apply the guidelines given by the State about managing Advertising and Media industry

CO 4: analyse the organizational structure of Government Media industries

CO 5: compare the opportunities available in the Government media industries which come under the control of I & B Ministry

MAPPING:

COURSE CODE AND TITLE: Core – XIII - MEDIA MANAGEMENT											
CO	PO					PSO					
	1	2	3	4	5	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

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Core XIV- GENDER AND MEDIA

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “Core XIV- GENDER AND MEDIA are:

- to gain knowledge over the influence of media in deciding the role of gender
- to train the learners in understanding the role of social reformers in women development
- to gain sufficient understanding of representation of women at various media levels
- to help them to know the theoretical concepts behind media and gender
- to enhance the learners with the success stories of pioneering Indian women in media industry

UNIT I

Understanding gender – social construction of gender – its implications – gender based discrimination – gender equality and development – The Status of women in India changing dimension from ancient to modern times **12 L**

UNIT II

Role of Social Reformers in Women Development – Women Leaders in Pre and Post Independent India – Women Development Schemes **14 L**

UNIT III

Women in media – representation of media at different levels – Tele-serials – advertisements - cartoon and women Magazines and supplements –stereotypical portrayal **14 L**

UNIT IV

Theoretical concepts - Male gaze – Visual Pleasure – Objectification - Body image disturbances and influence of media on women in society **14 L**

UNIT V

Women in mass media – women directors – women journalists – contributions – challenges **12 L**

BOOKS FOR REFERENCE:

1. Bhasim K: Women and Media – Analysis alternatives and action, New Delhi
2. Butlet Matilda: Women and Mass Media, New York, Human Science Press, 1980
3. Unequal opportunities: the case of the women and Media, Paris, UNESCO, 1981, Gallagher – Margret
4. ICSSR: Status of women in India: A synopsis of the report of the National Committee on the status of women (1971-74), Allied publishers, 1975

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

CO 1: remember the influence of media in deciding the role of gender

CO 2: understand the skills used for the social reformation in women development through media

CO 3: apply the techniques of journalistic writing with sufficient understanding of representation of women at various levels of media

CO 4: analyze the theoretical concepts behind media and women

CO 5: evaluate the success stories of pioneering Indian women in media industry

MAPPING:

COURSE CODE AND TITLE: Core XIV- GENDER AND MEDIA											
CO	PO					PSO					
	1	2	3	4	5	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

Major Elective-III – SCIENCE JOURNALISM

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course **Major Elective-III –“SCIENCE JOURNALISM”** are:

- to gain knowledge over the importance of taking Science from the laboratory to the layman
- to train the learners in reporting, writing and editing Science articles
- to gain sufficient training in using audio visual equipment for producing science programmes
- to help them to know the theoretical concepts behind communicating Science through media
- to enhance the learners with the pioneering Science popularizing movements

UNIT I

Relevance of Science journalism - Growth of Science journalism- qualities of science reporter –science reporting – social role of the science communicators–illustrations. **14 L**

UNIT II

Use of scientific data - accuracy in reporting S&T – Interpretation of scientific data - information on science and technology for common man – science journalism in a developing country. **12 L**

UNIT III

Rewriting scientific information- features on S&T – ethics in science reporting - Science news: defined – Nature of science news –news values and science news – human interest in science news. **12 L**

UNIT IV

Specialized Science reporting – environmental journalism – reporting agriculture, medicine, information technology, bio technology etc. Science journalism for special target groups –for children: use of magazines, pictures posters, banners, age related tracts – field testing language and style – entertainment with education **12 L**

UNIT V

Popular science movements – KSSP – TNSF and others – sciences and technology Institutions of India – National council for science and technology communication – their role in promoting Science communication. **10 L**

BOOKS FOR REFERENCE:

1. Writing science for mass media – BurkettD.W
2. Science in marketing – Hildenbrand andjoel
3. Martin W.Angler, Science Journalism an Introduction, Taylor and Francis limited.
4. Science communication and development – vilanilam J.V
5. Environmental communication and the public sphere – Cox Robert.

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

CO 1: remember the techniques needed for taking Science from the laboratory to the layman

CO 2: understand the skills needed for reporting, writing and editing Science articles

CO 3: apply the techniques of science writing with sufficient training in using audio visual equipment for producing science programmes

CO 4: analyse the theoretical concepts behind communicating Science through media

CO 5: evaluate the collaborative attempts of the leading Science popularizing movements to take Science to the grass root through the media

MAPPING:

COURSE CODE AND TITLE: Major Elective-III – SCIENCE JOURNALISM											Cognitive level
CO	PO					PSO					
	1	2	3	4	5	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

Major Elective – III – **BASICS OF VIDEOGRAPHY**

L	T	P	C
4	0	0	4

COURSE OBJECTIVES: The objectives of this course “Major Elective – III – **BASICS OF VIDEOGRAPHY**” are:

- to gain knowledge over the importance of visuals in broadcast journalism
- to train the learners in handling video camera
- to gain sufficient training in applying the principles of composition
- to help them to know the techniques of lighting
- to enhance the learners with the soft-wares used for editing videos

UNIT I

Brief history and how it differs from cinematography - basics of creating and overseeing a field production (pre-production, production and direction). **12 L**

UNIT II

Basics of video cameras - their operations and application -Role of gears- tripod, slider, crane etc.,**14 L**.

UNIT III

Visual composition – shots, angles and camera movements -Basic rules of framing - rule of third, point of view shots, over the soldier, suggestion/ preference, two shot **12 L**

UNIT IV

Basic lighting equipment and natural sources- purpose of light - Why do we need lights and where

should they go? - How to use lights to add depth to video shots.

12 L

UNIT V

Basic idea of video editing - Different stages of editing process – sorting, assembling, rough cut, final cut, export - Importance of continuity, cutaways, Filler, reaction shots -Introduction to editing software- Basics of sound editing

10 L

BOOKS FOR REFERENCE:

1. Herbert Zettl, (2017), Video Basics, 8th Edition, Cengage Learning;
2. Stockman, S. (2011). *How to Shoot Video That Doesn't Suck: Advice to Make Any Amateur Look Like a Pro*. United States: Workman Publishing Company.
3. Carucci, J. (2013). *Digital SLR Video and Filmmaking For Dummies*. Germany: Wiley.
4. Millerson, G. (2013). Video Production Handbook. UNITED Kingdom: Taylor & Francis.

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

CO 1: remember and practice the techniques needed for adding visuals in broadcast journalism

CO 2: understand the importance of videography in journalism

CO 3: apply the principles of composition with other creative techniques

CO 4: analyze the available techniques of lighting in television journalism

CO 5: evaluate the available softwares for editing videos available in the market

MAPPING:

COURSE CODE AND TITLE: Major Elective – III – BASICS OF VIDEOGRAPHY											
CO	PO					PSO					
	1	2	3	4	5	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 1- Weekly correlated 2- Moderately correlated, 0-No correlation

MAJOR PROJECT (SEM VI)

L	T	P	C
0	0	0	5

Students have to prepare a special interest magazine as a practicing journal individually/as a group as per the guidance given by the teacher concerned. Every Student must contribute in the publication of the journal. Marks shall be assigned for quality of the language, contribution of a student, content, designing, pagination and keeping deadline.

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Pattern of Question Paper:

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

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

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

Model Question Paper

Reg. No:

B.A (Journalism & Mass Communication)

Code No: 12087E

Sub. Code:

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

First Semester

Journalism and Mass Communication – Major

FUNDAMENTALS OF WRITING

(For those who joined in July 2016 onwards)

Time: Three hours

Maximum: 75 marks

Part A

Answer ALL questions

A. Choose the correct answer

(10 x 1 = 10)

1. Press is called the estate

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

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

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

3. New Journalism deals with

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

4. A fortnightly is published in a month

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

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

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

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

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

7. Modern newspapers follow style.

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

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

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

9. The nameplate of the newspaper is also called

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

10. The opposite page of an editorial is called

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

B. Answer the following**(5 x 5 = 25)**

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

C. Answer the following**(5 x 8 = 40)**

16. a. Discuss the role of press in democracy. (or)
 b. Elaborate the duties and responsibilities of a freelance journalist.
17. a. How investigative journalism is different from interpretative journalism? (or)
 b. How development journalism plays its role successfully in India? Give examples.
18. a. Write a news story on any incident you came across in your campus with lead, body, headline etc., in inverted pyramid style. (or)
 b. Discuss the importance of news values.
19. a. Review the components of any English daily you read regularly. (or)
 b. Review the components of any Tamil daily you read regularly.
20. a. Write an editorial on "Present educational system" (or)
 b. Write a column on "Covid -2019's impact on present educational system"

MAPPING:

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