

MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI
B.VOC IN JOURNALISM & MASS COMMUNICATION (CBCS)
(With effective from the academic year 2016-17 onwards)

(45th SCAA meeting held on 09.02.2017)

Sem.	Subjects	Subject Title	Hrs./Week	Credits	Marks				
					Maximum			Passing Minimum	
					Int.	Ext.	Total	Ext.	Total
I		General Component							
	GC-1	Introduction to Communication	5	6	25	75	100	30	40
	GC -2	Communicative English	5	6	25	75	100	30	40
			10	12					
		Skill Component							
	SKC-1	Principles of Journalism and Mass Communication	5	6	25	75	100	30	40
	SKC-2	Practical Covering SKC-1	6	8	25	75	100	30	40
	SKC-3	Industrial Visit/record Submission	4	4	25	75	100	30	40
			15	18					
		Total	25	30					
II		General Component							
	GC-3	Radio and Television Journalism	5	6	25	75	100	30	40
	GC-4	Life Skills	5	6	25	75	100	30	40
			10	12					
		Skill Component							
	SKC-4	Photography Basics	5	6	25	75	100	30	40
	SKC-5	Practical Covering SKC-4	6	8	25	75	100	30	40
	SKC-6	Project work on skill component	4	4	25	75	100	30	40
			15	18					
		Total	25	30					
III		General Component							
	GC-5	Theories of Communication	5	6	25	75	100	30	40
	GC-6	Introduction to Advertising	5	6	25	75	100	30	40
			10	12					
		Skill Component							
	SKC-7	Reporting	4	5	25	75	100	30	40
	SKC-8	Editing	4	5	25	75	100	30	40
SKC-9	Practical Covering SKC-7 & 8	7	8	25	75	100	30	40	

			15	18					
		Total	25	30					
IV		General Component							
	GC-7	Introduction to Public Relation	5	6	25	75	100	30	40
	GC-8	Film Appreciation	5	6	25	75	100	30	40
			10	12					
		Skill Component							
	SKC-10	Videography	4	4	25	75	100	30	40
	SKC-11	Practical Covering SKC-10	6	8	25	75	100	30	40
	SKC-12	Project work on SKC	5	6	25	75	100	30	40
			15	18					
			Total	25	30				
V		General Component							
	GC-9	Science Journalism	3	4	25	75	100	30	40
	GC-10	Environmental Studies	3	4					
	GC-10		3	4	25	75	100	30	40
			9	12					
		Skill Component							
	SKC-13	Design and Graphics	5	6	25	75	100	30	40
	SKC-14	State Politics and Constitution	5	6	25	75	100	30	40
	SKC-15	Practical Covering SKC-13	6	6	25	75	100	30	40
			16	18					
		Total	25	30					
VI		General Component							
	GC-11	Environment Journalism	5	6	25	75	100	30	40
	GC-12	Development and Communication	5	6	25	75	100	30	40
			10	12					
		Skill Component							
	SKC-16	Communication Media	4	5	25	75	100	30	40
	SKC-17	Practical covering SKC-16	5	5	25	75	100	30	40
	SKC-18	Project Work on SKC	6	8	25	75	100	30	40
			15	18					
			Total	25	30				

Note: GC= General Components 72 credits; SKC-Skill Component :108 credits

INTRODUCTION TO COMMUNICATION

UNIT -I

Communication – definitions, scope, forms and purpose; Intra-personal , Interpersonal, mass, organizational, non-verbal and verbal. Communication – socio economic changes and the emerging trend in Communication.

UNIT –II

Communication process – sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process. - informal and formal channels – Berlo, Lasswell, Shannon and Weaver models.

UNIT -III

Advertising: Definition- need and significance - overview of advertising industry advertiser, agency and media ; Public Relations: Definition, goals and functions, Publicity and Propaganda; PR and media.

UNIT -IV:

Characteristics of mass communication- Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process.

UNIT –V:

Communication and Culture: Global media – multi cultural content - impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications.

REFERENCES :

- Blake et al. “ A Taxonomy of concepts of in Communication”. Hasting House, NY, 1979.
- McQuail Dennis, “Communication Models”, Longman, London, 1981.
- John R. Bitner “Mass Communication – An introduction”. Prentice Hall, New Jersey, 1980.
- Seetharam K.S. “Communication and culture – A world view”. McGraw Hill, New Delhi, 1991.
- Shukla,SK. ‘ Mass media and Communication’. Cybertech Publishing, New Delhi. 2006.
- Keval J. Kumar “Introduction to Mass Communication”, Vipul Prakashan, Bombay. 1994.

COMMUNICATIVE ENGLISH

Unit I: Learning context

Concept of learning – Learning style –Grammatical framework – sentence framing – paragraph and texts

Unit II: Reading

Basic concept – Purposes of reading-Decoding-Reading materials – Barriers of reading

Unit III: Writing

Basic concept-Writing style-Terminology-stages-English spelling and punctuation – Written texts

Unit IV: Speaking

Language functions-Conversation- Features of spoken English – Types of English course: functional English, English literature, advance English – Phonetic

Unit V: Developing Communication Skills

Meaning –Classroom presence- Features of developing learning process- Practical skills and Listening- uses of communicative English

References

1. Raman,m.&S.Sharma (2011) communication skills,OUP,New Delhi: India
2. Lata,P.&S.Kumar(2011) communication skills,OUP,New Delhi: India,
- 3.Leech,G&J.Svartvik(2002) A communicative grammar of English,Pearson,India,
4. Sethi,J. and P.V. Dharmija (2007) A course in Phonetics and spoken English.Second edition, Prentice hall: New Delhi.

PRINCIPLES OF JOURNALISM AND MASS COMMUNICATION

Unit 1

Communication; Definition, Nature and Scope of Communication - Sociological and Psychological aspects of Communication

Unit 2

Kinds of Communication; Intra-personal, Inter-personal, Group and Mass Communication, Verbal and Non - verbal Communication.

Unit 3

Communication models; Definition, Scope and Purpose of Models

Unit 4

Communication Theories; Cognitive Dissonance, Selective Exposure, Perception and Retention, Uses and Gratification Approach etc.

Unit 5

Traditional Media; Definition , Nature and Scope - Characteristics of Traditional Media.

References:

- Mass Communication and Journalism in India - D S Mehta
- Mass Communication in India - Kevak J Kumar
- Theories of Mass Communication - Uma Narula
- Mass Communication - Wilbur Schram

RADIO AND TELEVISION JOURNALISM

Unit-I

Radio as a medium of mass communication in today's context- Characteristics of radio- Limitations of radio.

Unit-II

Three Modes of transmission: AM, SW and FM- Different types of radio stations.

Unit-III

Radio journalism: Meaning & Definition- Qualities of an anchor/presenter- Importance of pronunciation & voice modulation- Radio format: Meaning & Importance- Radio news- Radio talks- Radio features.

Unit-IV

Understanding the medium – Nature & Importance- Objectives and principles of TV Broadcasting- Public & Private channel: Objective & reach- Distinguishing characteristics of TV as compared to other Media- Mode of transmission: Terrestrial, Satellite Television & Cable TV.

Unit-V

Basic principles of TV News Writing- Sources of TV News- Video Editor and Producer of TV News- Structure and working of News room of a Television- Production Centre- Duties and Functions of TV Reporter.

References:

1. H.R. Luthra- Indian Broadcasting, Publications Division.
2. Robert McLiesh- Radio Production, Focal Press.
3. Janet Trewin Presenting on TV and Radio, Focal Press, New Delhi.
4. Stuart W. Hyde TV & Radio Announcing, Kanishka Publishers.
5. Andrew Boyd Techniques of Radio and Television News Publisher: Focal Press, India.

LIFE SKILL

(Common to All Courses)

UNIT- I ATTITUDE : Positive thinking – Goal setting – Problem Solving and Decision making – Leadership and Team Work.

UNIT- II COMMUNICATION SKILLS: Oral communication: Concept of English language – Fluency – Verbal communication in official and public situations.

UNIT-III COMMUNICATION SKILLS: Written Communication: Comprehension – Writing a formal letter like application for Job, enquiry, reply, complaint and such others – preparation of Resume, Curriculum Vitae.

UNIT- IV COMPUTING SKILLS – 1: Introduction to Computers, its various components and their respective functions – Memory storage devices – Microsoft (MS) Office – MS Word.

UNIT - V COMPUTING SKILLS – 2 Internet Basics – Origin of Internet – MODEM – ISP – Upload – Download – e-mail – Origin of worldwide web (www) Browsers – Search engines.

Reference book:

1. Life skill, Manonmaniam Sundaranar University Publications Division (2011)

BASICS OF PHOTOGRAPHY

Unit 1:

Basics of photography – Principles – functions - camera structure – Types of Film camera

Unit 2:

Description of color and B/W films- Film speed - Film loading and unloading - Indoor and outdoor lighting techniques. Background selection - Flash and its features.

Unit 3:

Camera parts & functions - Shutter speed, - Aperture – depth of field – Lens selection- wide angle, telephoto, zoom lens, prime lens- Tripod usage

Unit 4:

ISO how it affect exposure function - Depth of the field - Creative uses – manual mode- Auto mode- Types of angles and frames.

Unit 5:

Types of Digital Camera and its features – Memory Chip card - Creative shots – Settings in the Digital Camera - Handling methods – White balance Maintenance of camera.

Reference:

1. Photography for the 21st century by Katic Millar
2. Photographic lighting : Essential skills – by Mark Gaers & John Child
3. The basic book of Photography – Fifth edition – by Tom Gri
4. Basic Photography , Seventh edition – Michael Langford
5. Black & White photography : A basic manual by Hendry Keller
6. Photography 1 : A basic course for beginners – by James 1986
7. Mastering the basics of photography – by Susan Mccartne 2001.

Photography Practical's

Submission of the following topic:

1. Outdoor - Single / Group - people
2. Composition - Normal, Wide, Tele
3. Nature - Landscape - wide, Close up
4. Animals - Stale, Action
5. Still life
6. Architecture-interior-exterior
7. Action photography - Pan, freeze frame
8. Waterfalls-using slow and Fast shutter speed
9. Indoor photography - portrait - single, group

10. Lighting - top light, key light, back light, side light, low light, fill light, diffused light, spot light