

Manonmaniam Sundaranar University
Tirunelveli – 12
B.A., Journalism and Mass Communication (CBCS)
(Effective from the academic year (2017-2018))

Eligibility:

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

Scheme of Examinations

Sem.	Pt. I/II/ III/IV / V	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	6	6	0	0	4
	III	4	Core – 2	Fundamentals of Journalism	6	6	0	0	4
	III	5	Allied - I	Basic Writing Skills	3+1	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	4	0	0	4
	III	10	Core – 4	News Editing	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
				Field Work	4	0	0	0	2

III	I	13	Language	Tamil/Other Language	6	6	0	0	4
	II	14	Language	English	6	6	0	0	4
	III	15	Core – 5	Introduction to Mass Communication	5	5	0	0	4
	III	16	Core- 6	Writing for Media	4	4	0	0	4
	III	17	Allied - III	Print Production	3	4	0	0	3
	III	18	Skilled Based – Core I	Designing and Pagination	4	5	0	0	4
	IV	19	Non – Major Elective - I	Human Rights Reporting	2	3	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	4	4	0	0	4
	IV	26	Non – Major Elective - II	Freelance 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	4	0	0	0	2

V	III	30	Core – 7	Indian Constitution and Media Laws	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	0	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	Sports Journalism	4	4			4
	IV	40	Major Elective - III	Science Journalism/Technical Communication	4	4	0	0	4
		41		Major Project(Group)-I	8	0	0	0	5
Total					180				144

* 10 hours of practicals.

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

L: Lectures;

T: Tutorials;

P: Practical;

Part V Extension Activities

1 Credit

Total number of Courses : 34

Total number of hours : 180

Total number of credits : 140

1. Theory Internal 25 marks External 75 marks
2. Separate passing minimum is prescribed for Internal and External

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

Third Semester

Core – V Introduction to Mass Communication

L	T	P	C
5	0	0	5

Objective:

Know the types of communication and gain knowledge on the various attributes of media and mass communication. Understand and use effectively the various models of communication and the techniques used in communication.

UNIT I

Communication -Definition, Nature, Scope, Purpose. Process of Communication. Functions of Communication. Uses of Communication. **14 L**

UNIT II

Kinds of Communication: Intra-personal, Interpersonal, Group, Mass Communication and other types. **12 L**

UNIT III

Mass Media - Newspaper, Magazine & Television, Radio: Characteristics, Advantages and Disadvantages, Roles and Functions of Mass Communication. **12 L**

UNIT IV

Marshall McLuhan, Approach: "Medium is the Message", Raymond Williams Approach.Characteristics of Mass Society, Sociological Theories: Agenda Setting, Uses and Gratification Theory An Introduction to Indian Perspective of communication **12 L**

UNIT V

Meaning of Information Technology. Role of Information Technology in Communication. Latest Trends in Information Technology. Internet, WWW, Social Networking, Future of Communication with Changing Environment of InformationTechnology. **10 L**

Books for Reference

1. Mass Communication theory, Denis Mcquail., Sage Publication, New Delhi.
2. Understanding Mass Communication, Melvin. L. Deffuer, 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.

WRITING FOR MEDIA - Core

L	T	P	C
4	0	0	4

Objective:

This paper enables students to the fundamentals of writing for news media, through lectures and practical workshops. Students will be introduced to key principles of news writing, and to the specific requirements of writing for print, broadcast and online media.

UNIT I

Writing for print media - Principles and methods - Style sheet - News writing - Lead - Body - Headlines - Typography. **14 L**

UNIT II

Writing for New media - Copy reading symbols - content creation-Development - Technical writing - Editing - Principles and methods. **12 L**

UNIT III

Writing for Radio - News features - Docudramas - Interview - Commercials - Radio language - Editing for Radio. **12 L**

UNIT IV

Television writing - characteristics - News - features - Interviews - Principles and methods of script writing - Techniques of narration - Preparation of Commercials - Language Editing. **12 L**

UNIT V

Film language - Writing for education and entertainment - Documentary scripting - Trends in writing - New technologies and their impact on media language. **10 L**

References:

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. Writing for Television, Kelsey, Gerald. Unisrar,2004..
4. Writing the News:Print Journalism in the electronic age. New York : Hasting House Publishers,1977,Fox,Walter.
5. Doing it in style - Leslie Sellers.

Allied II - PRINT PRODUCTION

L	T	P	C
3	0	0	4

Objective:

This paper tries to provide an insight into the printing technology in the past and present.

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: **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.

Skill Based Subject -Designing and Pagination

L	T	P	C
4	0	0	4

Objective:

This course introduces the students to the principles of newspaper and magazine makeup and design, with hands-on training in page-making software.

Unit I

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

Unit II

Principles of page makeup, mechanics of dummyming, 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 cutouts, mortises and insets, screens and reverses, display headlines, colour, info-graphics, cartoons and caricatures **12 L**

Unit V

Design and pagination software's – QuarkXpress (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, McGraw Hill
3. Newspaper Layout and Design, Daryl R Moen
4. The Best of Newspaper Design, The Society for News Design, Rockport Publishers
5. Contemporary Newspaper Design, John D. Berry (Ed.)
6. Elements of Newspaper Design, Steven E. Ames
7. News Editing, Bruce H. Westley, Houghton Mifflin

Non Major Elective- I HUMAN RIGHTS REPORTING

L	T	P	C
2	0	0	2

Objective:

Learn and enable students to have a sound knowledge and understanding of the major areas of international human rights law, and to provide students with the ability to analyse and apply the law to factual situations, thus enabling them to apply the law of human rights to practical problems.

UNIT 1

Definition of Human Rights – Nature, Content, Legitimacy and Priority – Historical Development of Human Rights – International Human Rights **08 L**

UNIT 2

Media and Contemporary Issues on Human Rights: Children’s Rights – International standards on reporting human rights violations relating to Women’s and marginalized Rights- UDHR **08 L**

UNIT 3

Human rights as news value- Reporting human rights issues- Concerns in human right reporting **08 L**

UNIT 4

National and State Human Rights Institutions – Various Commissions for the Oppressed – powers and functions **08 L**

UNIT 5

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 1-7).

Fourth Semester

Core – VI Advertising & Public Relations

L	T	P	C
4	0	0	4

Objective:

This paper offers in depth understanding of the Public relations and advertising in different environments. The students will acquire a working knowledge of a wide range of tools and techniques. Apart from classroom seminars and discussions, there will be a campaign.

14 L

Unit I

Introduction: Definitions of advertising and public relations — practitioners — advertising and PR organizations. **12 L**

Unit II

Functions of advertising: economic impact — informative function — persuasive function — billiard-ball principle — abundance principle — AIDA model. **12 L**

Unit III

Types of advertising: classification by target audience — by geographic area — by medium — by purpose — advertising process **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 — healthcare & evaluation — corporate communication. **10 L**

Books for Reference

1. Contemporary Advertising —William F. Arens & Courtland L. Bovee. Sydney: Irwin, 1994.
2. How Advertising Works And The People Who Make It Happen — Jan Greenberg. New York: Henry Holt, 1987.
3. Advertising & Sales Promotion —S.H.H. Kazmi & Satish K. Batra. New Delhi: Excel Books, 2006.
4. Effective Public Relations — Scott M. Cutlip, Allen H. Center, Glen M. Broom. Delhi: Pearson Education, 2006.

Allied II – BROADCAST JOURNALISM

L	T	P	C
3	0	0	3

Objective:

Students will learn the basics of television production. The class begins with the history of broadcast journalism, and moves to the exploration of story types. Students will be trained in digital video camera techniques, including the basics of shooting and electronically editing video stories.

UNIT I

Brief History of Broadcast and Broadcasting Journalism of the World – Objectives and Policies of A.I.R – Committees on Broadcasting: Chanda Committee, Vargeese 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, Freelances, 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 – 10 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 makeup for television **08 L**

UNIT V

Electronic News Gathering (ENG): ENG Production Features – Satellite uplink – Electronic Field Production (EFP): Preproduction – Production: Equipment Check – Production: Setup – Production: Rehearsals – Production: Videotaping – Production: Strike and Equipment Check – Post production – **08 L**

Books for Reference

1. Andrew Boyd. —Broadcast Journalism: Techniques of Radio and TV News. Focal Press. Oxford. 1997
2. Herbert Zettl. —Television Production Handbook. Thomson Wadsworth. Ninth Edition. Belmont. USA. 2007
3. David Keith Cohler. —Broadcast Journalism: A guide for the presentation of Radio and Television News. Prentice-Hall, Inc., Englewood Cliffs, New Jersey. USA. 1985

Skill Based Subject – Basic Photography

L	T	P	C
4	0	0	4

Objective:

To help the students understand the basic principles of photography and the process of capturing images and producing an image in the darkroom.

UNIT I

Photography: Introduction, Necessity & utility in Media. **14 L**

UNIT II

Types & Components of Camera: Box Camera, Single Lens Reflex (SLR) Camera, Digital Camera. **12 L**

UNIT III

Lens: Normal, Wide angle, Tele & Zoom lens, Aperture, Focus, Depth of Field, Flash Gun, Filters. **12 L**

UNIT IV

Speed of the film, Composing & Framing, Rules of Composition, Background. **12 L**

UNIT V

Photography & Media, Introduction to Digital Photography. **10 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, Smithmark, 1995.
- 4.Photography Techniques, Marshall Cavendish,1992.

Non Major Elective – II – Freelance Journalism

L	T	P	C
2	0	0	2

Objective:

The course intends to introduce the students to write content and publish in online media. It, however, does not delve into the technicality of the medium. **08 L**

UNIT I

Importance of News, Concept of News, Elements of News, Forms of News, Significance of News in Modern Life. **08 L**

UNIT II

Organs of News Body, Different Forms of News Writing, Familiarisation with News Items of Newspapers, Magazines & News Agencies, Translation of News, Preparing of News , Theories and Practice of News Items. **08 L**

UNIT III

Change of Information in to a News, Change of News into an Information, Co- relation Differentiation and Transformation of News & Information. **08 L**

UNIT IV

News, sources of news and news value parameters and the basic reportorial and editing skills. **08 L**

UNIT V

The systems of syndication and stock libraries in India, required tools of the trade and the areas/scope of freelance journalism. **06 L**

Books for Reference

1. M.V.Kamath, The Journalist's Handbook, Vikas,1992.
2. Michael Barratt, Making the Most of the Media, Kogan Page,1996.
3. Rangaswami Parthasarathy, Journalism in India, Sterling,1989.
4. News writing and Reporting, James, M. Neal, Surjeet Publication.
5. News writing – George A. Hough, Kanishka publishers N. Delhi.

FIELD WORK

L	T	P	C
0	0	0	2

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

FIFTH SEMESTER

Core VII – Indian Constitution and Media Laws

L	T	P	C
6	0	0	4

Objective:

Appreciate the freedom of press in India. Look into the relevance of media laws and analyze ethical issues. Assess the need for regulations and control on the quality of media contents. **14 L**

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* – IT Act - 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 **12 L**

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 – Cyber crime – Cyber laws and regulations **10 L**

Books for Reference

1. Principles and Ethics of Journalism and Mass Communication, Y.K. D'souza, Commonwealth Publishers
2. Law of the Press, Acharya Dr. Durga Das Basu, Wadhva and Company, Nagpur.
3. Durga Das Basu, Constitutional law of writing
4. Ambrish Saxera, Right to Information and Freedom of Press
5. Indian Press since 1955, S.C. Bhatt, Ministry of I & B, Government of India – New Delhi
6. Carter. Barton T. The First Amendment *and the Fourth Estate*, 7th Ed Westbury, NY Foundation

Core VIII - MEDIA CULTURE AND SOCIETY

L	T	P	C
6	0	0	4

Objective:

Students explore the impact of media on culture and social structure through media systems are integrated and shaped by larger systems of power and cultural understanding and, how in turn, those systems of power and stratification are dependent of communications.

Unit I

Why study Media? How and How not to study Media? **14 L**

Unit II

Media Determinants: Owners and controlling companies; Media institutions, the State and the law; Media self-regulation and control, Economic determinants, Advertisers, Audiences, Media personnel, Sources. **12 L**

Unit III

Media Techniques: (Class presentations) Selection, The rhetoric of the image, Image and text, the effects of camera and crew; Set-ups, Film and sound editing; Interpretive frameworks, Visual coding, Narrative. **12 L**

Unit IV

Media Ideology: Defining ideology, Ideology in the classroom. **12 L**

Unit V

Audience Relationship: Problematising audiences, Audience positioning, Subjectivity, Pleasure. **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.

Core - IX - Radio Journalism

L	T	P	C
4	0	0	4

Objective:

To help the students to understand the functioning of Radio communication and to help them to produce software for radio.

UNIT I

Understanding the medium: Invention and development; strengths and weaknesses of the medium; transmission technology - History of radio journalism in India **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; skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production. **10 L**

Reference books:

1. De Maeseneer, Paul. Here's The News: A Radio News Manual. Asian Books.
2. Ciignel, Hugh. Key Concepts in Radio studies. Sage.
3. Hyde, Stuart. Television and Radio Announcing. Kanishka.
4. Masani, Mehra. Broadcasting and the People. National Book Trust.
5. Awasthi, G. C. Broadcasting in India. Allied Publications.

Core - X - Tamil Journalism

L	T	P	C
4	0	0	4

Objective:

The historical development of Tamil Journalism its growth during and after independence is highlighted and different movements not only on Tamil language but also on contributions from various personalities are presented

UNIT I

The Origin of the press in India, Indian Language press – History of newspaper in North western provinces – Zoobdut-ool-Ukh – News paper published from Delhi, Marathi press, Gujarati press, Kannada press – Telugu Press – Malayalam press. **14 L**

UNIT II

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, Rajavrithi Bodhini, Dinavartamani, American Mission Press. **12 L**

UNIT III

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

UNIT IV

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 V

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 **10 L**

Reference Books:

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 - 331-8 2011

Major Elective: Online Journalism

L	T	P	C
4	0	0	4

Objective:

This course provides insight into the nuances of Online as a medium of communication and enables students to get a firm grasp of how to create online news sites and write for the online medium.

Unit I

Internet as a medium of communication; history and evolution of internet **14 L**

Unit II

Features of online journalism- hypertext, multimedia; online aesthetics – content, design, colors, font, templates, navigation bars, and hyperlinks **12 L**

Unit III

Annotative reporting and strengths and limitations; participatory journalism; portals; blogging, podcasting, vodcasting, microblogging. **12 L**

Unit IV

Internet and convergence; culture, subjectivity and net; cyber crime and regulations **12 L**

Unit V

World Wide Web- web pages, e-groups, e-governance, community and corporate sites **10 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

Major Elective: Magazine Journalism

L	T	P	C
4	0	0	4

Objective:

This course introduces the students to the nuances of magazine journalism, feature writing and reviews.

Unit I

A brief history of magazine journalism, global scenario and current trends in magazine journalism in India; magazine journalism versus newspaper journalism **14 L**

Unit II

Types of magazines- general interest magazines, special 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 – editorial, advertising, circulation, promotion and business departments; reporting and editing operations in a magazine; magazine journalism terminology **12 L**

Unit IV

Cover and cover story – functions of the cover- cover design formats – coverblaze - coverlines; 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, infographics 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 – Humed Contractor, Icon Publications Pvt. Ltd.(2004)
3. Inside the Writer's Mind – Steephan G. Bloom, Surjeeth Publications(2004)
4. Writing for Magazines – Jill Dick, Unistar Books(2004)

SIXTH Semester

Core – XI - Specialized Reporting

L	T	P	C
6	0	0	4

Objective:

The paper tries to provide an insight into the basis of journalism – news and specialized news writing and reporting. It provides a broad scope for learning the journalism – professional specialized reporting.

UNIT I

Sports reporting-Definition-basic rules of sports reporting-requirements for sports reporting-Dos and Don'ts of sports reporting- Cricket and its coverage in TV-various games and its reporting styles. **14 L**

UNIT II

Business reporting- product introduction-share market-various kinds of markets-sensex-Exchange rates-BSE, NSE-Index-Various Business Newspapers- Economic Times, Business Standard, Financial Express, Business Line **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 **12 L**

UNITIV

Science and Technology Reporting-Invention, Innovation, Discovery-Agriculture **12 L**

UNIT V

Cultural reporting-Film review-weather reporting-War reporting-Rural affairs-International politics-life style-fashion-religion-Motors-Costumes-Travel and Food. **12 L**

Books for Reference

1. S. T. Kwame Boafo *Module on specialized reporting-Volume 2 of Communication teaching and study materials*. African Council for Communication Education, 1991.
2. Curtis Daniel MacDougall, Robert Delaware Reid, *Interpretative reporting*,
3. Writing and reporting the news – (II edition) Gerald Lanson, Mitchell Stephens – Surjeet publications.
4. Editing Today – Ron F.Smith, Loraine M.O'Connell – Oxford Uni. Press.

Core - XII - Development Journalism

L	T	P	C
4	0	0	4

Objective:

This paper gives an insight into the how important is developmental journalism and how it has become a major genre in today's journalism.

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 SEWA – Community Radio in India – Nammadhwani – Community Newspapers – Janavani – Khabar Lehariya – 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
12 L

UNIT V

Case Studies - Down to earth – Sanctuary - Vigyan pragati - Action Ganga – Krishi Darshan – Grassroots - Narmada Bachao Andolan
10 L

Books for Reference

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

Core – XIII - Media Management

L	T	P	C
4	0	0	4

Objective:

To understand the evolution of management thought. To expose the students to fundamental concepts of media management and its processes in organizations. To introduce the basic concepts of advertising and marketing.

UNIT I

Types of organization – functions – newspaper departments – editorial – circulation – advertising production – types of ownership pattern – advantages and disadvantages.

14 L

UNIT II

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 – advertising policy – Press council of India – structure – composition – guidelines.

12 L

UNIT IV

Origin and growth of radio network – All India Radio and Doordarshan – Prasar Bharathi – organizational structure – growth of Cable TV in India.

12 L

UNIT V

Ministry of I & B – Reports of different Committees – chanda – Verghese – Joshi – Varsdan – different agencies of the I & B – Birds eye view.

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

Core - Sports Journalism

L	T	P	C
4	0	0	4

Objective:

Sports Journalism introduces students to sports reporting careers and to the writing style sports writers and media relations professionals use. The course stresses the importance of basic writing fundamentals and high ethical standards, essential values for sports journalists.

UNIT I

History and Traditions: Beginning and development of various sports. Brief history of International Games: Olympic, Commonwealth, Asian. History of National Games and other major tournaments related to various sports. **14 L**

UNIT II

Sports Reporting and Writing: Differences and similarities with other reporting; Explain, interpret, amplify and clarify; How to report results: Do's and don'ts; Deadline pressure, covering late night events.; Developing sources- advances, match reports, reviews and follow up; Sports features; Post-match interviews, special interviews. **12 L**

UNIT III

Sports Editing: Sports Style Guide: AP, Reuters. Working on a sports desk; Editing sports stories; Translation of sports stories; Objective, but passionate language, more style; Use of photos: action photos, photo-editing and writing captions. Use of archives and reference section. Sports columns by experts. **12 L**

UNIT IV

Sports writing for print, radio, TV, online and multi-media; Radio commentaries; live telecast, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines, Sports books, Sports blogs. Writing from press releases. **12 L**

UNIT V

Sports marketing and PR: Commercial relationship between media coverage and sports events, marketing, merchandise and advertising sales. Future of sports journalism, career opportunities. **10 L**

Books for Reference

1. Essentials of Sports Reporting and Writing, Reinardy, Scott, Wanta, Wayne, Taylor & Francis Ltd, Second Edition.
2. Sports journalism: a multimedia primer/Rob Steen.
3. Sports Journalism, K.C. Thakur,, Neha Publishers & Distributors, 2010.

Major Elective-III - Science Journalism

L	T	P	C
4	0	0	4

Objective:

To gain insight into the field of science journalism and know the most important players, learn to see what is news and how that news is presented in a news article. To know what kind of topics are relevant for journalism.

UNIT I

Relevance of Science journalism-growth of science journalism- qualities of science reporter – science reporting – social role of the science communicator – 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 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 – Its role in promoting science communication. **10 L**

Books for Reference

1. Writing science for mass media – Burkett D.W
2. Science in marketing – Hildenbrand and joel
3. Science communication and development – vilanilam J.V
4. Environmental communication and the public sphere – Cox Robert.

Major Elective - III - TECHNICAL COMMUNICATION

L	T	P	C
4	0	0	4

Objective:

Understand professional writing by studying management communication contexts and genres, researching contemporary business topics, Understand the current resources (such as search engines and databases) for locating secondary information, and also understand the strategies of effective primary data gathering.

UNIT I

Communication – Definition. Process of communication, Technical communication: Definition, Oral and Written technical communication. Difference between general writing and technical writing. Computer-aided Technical Communication. **14 L**

UNIT II

Importance of Reading Skills, Types of Reading Skills, Methods of Improving Reading Skills, Objectives of Improving Reading Skills Vocabulary Building: Antonyms, Synonyms, Homophones, Word formation (Prefixes and Suffixes). **12 L**

UNIT III

Importance of Writing Skills, Types of Writing Skills, Methods for Improving Writing Skills, Objectives of Improving Writing Skills Functional Grammar- Parts of Speech. Common Grammatical Errors: Errors of Syntax, Concord etc. **12 L**

UNIT IV

Importance of Listening Skills, Process of listening, listening and hearing, Active and Passive Listening. Types of Listening: Academic listening, Appreciative listening, Attentive Listening, Critical Listening, and Discriminative listening etc. **12 L**

UNIT V

Importance of Speaking Skills, Types of Speaking, Methods for Improving Speaking Skills, Objectives of Improving Speaking Skills Organs of Speech, Mechanism of Speech. Everyday Conversation: Tips and characteristics of a good conversation. **10 L**

Books for Reference

1. Rizvi: Effective Technical Communication, TMH, New Delhi
2. Arora & Chandra Improve your Writing, OUP, New Delhi.
3. Hornby A.S: Guide to Patterns & Usage in English; OUP, New Delhi.
4. Suresh Kumar & Sreehari A Handbook for English Language, Cambridge
5. Norman Lewis: Word Power Made Easy, W.R Goyal Pub. & Distributors.
6. Rutherford A: Basic Communication Skills; Person Education, N. Delhi.

PROJECT (GROUP)

L	T	P	C
0	0	0	5

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.