

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

**Eligibility:**

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

Scheme of Examinations

<b>III</b>	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	4	4	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	1	1	0	0	2
<b>IV</b>	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	2	0	0	0	2
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<b>V</b>	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
<b>VI</b>	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	0	0	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
<b>Total</b>					180				144

\* 10 hours of practicals.

\*\* 140 credits(excluding-Yoga&-ComputersforDigital Erall)

L: Lectures;  
T: Tutorials;

P: Practical;

PartV Extension Activities

1 Credit

Total numberofCourses 34

Total numberofhours 180

Total numberofcredits 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.UsesofCommunication. **14 L**

#### UNIT II

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

#### UNIT III

Mass Media - Newspaper, Magazine & Television, Radio: Characteristics, Advantages and Disadvantages, Roles and Functions ofMassCommunication. **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 Perspectiveofcommunication **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 EnvironmentofInformationTechnology. **10 L**

#### Books for Reference

1. Mass Communication theory, Denis Mcquail., Sage Publication, NewDelhi.
2. Understanding Mass Communication, Melvin. L. Deffuer, Publishers Distributors,Delhi.
3. Understanding of Media : The Extension of Man, MarshallMcLuhan.

4. DAVID SERLO The Process of Communication.
5. EMERY & OTHERS Introduction to Mass Communication.

L	T	P	C
4	0	0	4

## Core VI – Writing For Media

### 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**

**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.

L	T	P	C
3	0	0	4

### **Allied III – Print Production**

#### **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: LineandHalftone. **10 L**

#### **UNIT III**

Colour processing: Colour Theory – Colour Psychology – Colour Printing: Colour Scanning – ColourSeparation : 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.FlexographyPrinting: 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 Delhi2008.
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. (4thedn.). Surjeet Publications, New Delhi,2004.



L	T	P	C
4	0	0	4

## **Skill Based Subject**

### **Designing and Pagination**

#### **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 dummies, positioning, vertical and horizontal makeup and flexibility; do's 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

L	T	P	C
2	0	0	2

**Non Major Elective – I**  
**Human Rights Reporting**  
**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 a campaign.

14 L

#### Unit I

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

#### Unit II

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

#### Unit III

Types of advertising: classification by target audience — by geographic area — by medium — by purpose —advertisingprocess **12 L**

#### Unit IV

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

#### Unit V

PR practice: business & industry — government & politics — healthcare & evaluation — corporatecommunication. **10 L**

#### Books for Reference

1. Contemporary Advertising —William F. Arens& Courtland L. Bovee. Sydney: Irwin, 1994.
2. How Advertising Works And The PeopleWho 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.

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

## **Allied II Broadcast Journalism**

### **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. PrasarBharti 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, Othernewsmedia **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 – Postproduction – **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

L	T	P	C
4	0	0	4

### Skill Based Subject – Basic Photography

#### 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, History, Necessity & utility in Media. 14 L

#### UNIT II

Types of Camera: Box Camera, Single Lens Reflex (SLR) Camera, Digital Camera, Camera in Mobiles, etc. Components of Camera: Lens, Film, Shutter, Aperture etc., Memory Card in Digital Camera 12L

#### UNIT III

Lens: Normal lens, Wide angle lens, Telephoto lens and Zoom lens, Aperture, Focus, Depth of Field, Flash Gun, Filters. 12 L

#### UNIT IV

Composing & Framing - Speed of the film, Various shots: Close –up, ECU, Mid shot, Long Shot, Over the Shoulder shot etc., Special effects and Trick Photography, Rules of Composition, Background, Exposure, Lighting and Flash, 12 L

#### UNIT V

Photo Journalism, Photography and Media, Basics of 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.

L	T	P	C
2	0	0	2

## Non Major Elective – II – Freelance Journalism

### 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, Familiarization 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 into 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**

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>

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 -- 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 PrasarBharti 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 – 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. Law of the Press, Acharya Dr. Durga Das Basu, Wadhwa 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

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, Mediapersonnel,Sources.

12L

### 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 – McLuhanesque Perspective – Media Ideology: Defining ideology, Ideology inthe classroom

**12 L**

### Unit V

Audience Relationship - Problematising 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.

L	T	P	C
4	0	0	4

### Core – IX – Radio Journalism

#### 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 – 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 **12L**

#### 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, news reels etc. **12L**

#### 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) Pre-recorded interview – Sound bites - skills of an interviewer: personality, language, knowledge, curiosity, communication skills; research for interview; from planning to production. **10L**

#### 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.

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

## **Core - X - Tamil Journalism**

### **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

**14 L**

### **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, RajavrithiBodhini, Dinavartamani, AmericanMissionPress.

**12 L**

### **UNIT II**

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 Tamiljournalism,Viduthalai.

**12 L**

### **UNIT III**

Non-Brahmin movement, Dinasari, Daily Thanthi saga, Nava India, Contribution of SubramanyaBharathi and India, Vital contribution of Tamil prose and poetry, SwatantraSanghu, Gandhi, Four-Anna Patriots, Role of Tamil weekliesinjournalism

**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 theTamilMedia

### **UNIT V**

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

**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 - 331-82011

L	T	P	C
4	0	0	4

## Major Elective: Online Journalism

**Objectives:** 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

Definition and meaning, The changing landscape, Online Journalism in India, What is digital medium, What are 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

**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, Hyperlocal 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; Cyber crime 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

L	T	P	C
4	0	0	4

## Major Elective: Magazine Journalism

### Objective:

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

### 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 – 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 – Hamed 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)

## **Mini Project (Sem 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.

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>6</b>	<b>0</b>	<b>0</b>	<b>4</b>

**SIXTH Semester**  
**Core – XI - Specialized Reporting**

**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 reportingstyles. **14 L**

**UNIT II**

Business reporting- product introduction-share market-various kinds of markets- Various Business Newspapers– Reporting industries– Important Terminologies of business industry **2 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**  
Medical reporting –Environmental reporting etc.

**UNITV**

Cultural reporting-Film review-weather reporting- Conflict reporting- life style-fashion-Costumes-TravelandFood. **12 L**

**Books for Reference**

1. S. T. Kwame Bofo *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, *Interpretativerreporting*,
3. Writing and reporting the news – (II edition) Gerald Lanson, Mitchell Stephens – Surjeetpublications.
4. Editing Today – Ron F.Smith, Loraine M.O'Connell – Oxford Uni.Press.

L	T	P	C
4	0	0	4

## Core - XII - Development Journalism

### 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 – KhabarLehariya – Navodhayam – Pratibadh  
**12 L**

### UNIT IV

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

### UNIT V

Case Studies - Down to earth – Sanctuary - Vigyanpragati - Action Ganga – KrishiDarshan – Grassroots - Narmada BachaoAndolan  
**12L**

### Books for Reference

1. SrinivasMelkote : Communication for development in the third World : Theory andPractice.
2. andPractice.
3. Alan Chakle : Manual of DevelopmentJournalism.
4. Robertson : Communication and thirdWorld.
5. HeanSerraes : Participatory Communication for Socialchange.
6. E. M. Rogers &ArvindSinghal : India's InformationRevolution.



L	T	P	C
4	0	0	4

### Core – XIII - Media Management

#### 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

Understanding Management – Principles of Management- 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 – Functions.

12 L

#### UNIT IV

Origin and growth of radio network – All India Radio and Doordarshan – PrasarBharathi – 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 – Birdseye view – 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

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

## **Core XIV- Sports Journalism**

### **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 sportsjournalists.

### **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 tovarious sports. **14 L**

### **UNITII**

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**

### **UNITIII**

Sports Editing: Sports Style Guide: AP, Reuters. Working on a sports desk; Editing 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 columnsbyexperts. **12 L**

### **UNIT IV**

Sports writing for print, radio, TV, online and multi-media;Sports books,; Writing frompressreleases Sports blogs **12 L**

### **UNITYV**

Live telecast: Radio commentaries, Sportscast, Web commentaries, News alerts for mobiles; Fanzines, Match-day magazines.

#### **Books for Reference**

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

L	T	P	C
4	0	0	4

## Major Elective-III - Science Journalism

### 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 – entertainmentwitheducation **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 – BurkettD.W
2. Science in marketing – Hildenbrand andjoel
3. Science communication and development – vilanilam J.V
4. Environmental communication and the public sphere – Cox Robert.

L	T	P	C
4	0	0	4

### Major Elective – III – TECHNICAL COMMUNICATION

#### Objective:

To understand professional writing by studying technical communication contexts and genres, researching contemporary technical topics.

#### UNIT I

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

#### UNIT II

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

#### UNIT III

Importance of Writing Skills for Technical Writing -Functional Grammar- Parts of Speech. Common Grammatical Errors: Errors of Syntax, Concord etc – Lay language (vs) technical language – Writings of Sujatha, Gnan and APJ Abduh Kalam for public **12 L**

#### UNIT IV

Importance of Listening Skills in Technical communication – 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.

<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>

### **MAJOR PROJECT (SEM VI)**

Students should come up **individually** with a Lab Journal on any special issue- 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.