



மனோன்மணியம் சுந்தரனார் பல்கலைக்கழகம்  
**MANONMANIAM SUNDARANAR UNIVERSITY**

**SYLLABUS FOR DIPLOMA IN JOURNALISM AND MASS COMMUNICATION  
PROGRAM OFFERED THROUGH DIRECTORATE OF VOCATIONAL  
EDUCATION (COMMUNITY COLLEGES AND VOCATIONAL SKILL DEVELOPMENT  
CENTRES) FROM 2019 – 2020**



கல்விசார் நிலைக்குழுக் கூட்டம்

**MEETING OF THE STANDING COMMITTEE ON  
ACADEMIC AFFAIRS HELD ON WEDNESDAY  
THE 22<sup>nd</sup> JANUARY 2020**

**DIPLOMA IN JOURNALISM AND MASS COMMUNICATION**

இதழியல் மற்றும் மக்கள் தொடர்பியலில் பட்டயம்

**SCHEME OF EXAMINATION**

Subject code	Title of the Course	Credit	Hours	Passing Minimum
<b>Semester I</b>				
C19MC11/E19MC01	Introduction to Mass Communication	6	90	40/100
C19MC12/E19MC02	Theories of Communication	6	90	40/100
C19MC13/E19MC03	Principles of Journalism and Mass Communication	6	90	40/100
C19CE10/E19CE10	Communicative English	6	90	40/100
C19MCP1/E19MCP1	Practical I-Fundamentals of Journalism	4	120	40/100
<b>Semester II</b>				
C19MC21/E19MC04	Reporting	6	90	40/100
C19MC22/E19MC05	Freelance Journalism	6	90	40/100
C19LS23/E19LS05	Life skill	6	90	40/100
C19MC24/E19MC06	News Editing	6	90	40/100
C19MCP2/E19MCP2	Practical II-Editorial Practices and Project	8	120	40/100

**Eligibility for admission:** Pass in 10<sup>th</sup>std examination conducted by the Govt. of Tamil Nadu Board of Secondary Education, Government of Tamil Nadu or any other equivalent examination.

**Examination:** Passing Minimum for each Course is 40%. Classification will be done on the basis of percentage marks of the total marks obtained in all the Courses and as given below:

40 % but less than 50 %	- Third class
50 % but less than 60 %	- Second class
60 % and above	- First class

**Theory Paper**

Internal Marks-25

External Marks-75

**Syllabus****First Semester:-**

- Course I - Introduction to Mass Communication
- Course II - Theories of Communication
- Course III - Principles of Journalism and Mass Communication
- Course IV - Communicative English
- Course V - Practical I-Fundamentals of Journalism

**Second Semester:-**

- Course VI - Reporting
- Course VII - Freelance Journalism
- Course VIII - Life Skill
- Course IX - News Editing
- Course X - Practical II-Editorial Practices and Project

**\*(Semester Pattern for Community College Only)**

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## **Semester I**

### **(C19MC11/E19MC01)Course I**

#### **Introduction to Mass Communication**

##### **Unit I**

**18 Hrs**

Communication & Media: Definition, meaning & concept- Different types of communication: Verbal and written- Scope and Process of Communication- Mass Communication: Concept & Characteristics.

##### **Unit II**

**18 Hrs**

Mass Media: Meaning & Concept- Introduction to Indian Press- Brief account of the origin and development of newspaper and magazine in India- History of the development of electronic media in India: Radio & TV

##### **Unit III**

**18 Hrs**

Role, objectives functions & achievements of Mass Media- Relation between Mass Media and Mass Culture and their development- Media as fourth pillar of democracy- Mass Media in Rural-Urban divide.

##### **Unit IV**

**18 Hrs**

Changing trends of Mass Communication under the process of globalization- Private and Public Media- Technology in the development of Media- Media and Market: Nature, Relation & Expansion.

##### **Unit V**

**18 Hrs**

Communication terminologies and phrases.

##### **Reference Book:**

1. Kumar, Kewal J - Mass Communication in India, Jaico Books, New Delhi.
2. J.S. Yadava&PradeepMathur- Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi, 2008.
3. ShymaliBhattacharjee- Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi, 2005.

## Course II

### (C19MC12/E19MC02)Theories of Communication

#### Unit I

18 Hrs

Communication: Definition, meaning, concept, elements, process- functions and scope- Types and forms of communication- Barriers to communication- 7 C's of communication.

#### Unit II

18 Hrs

Communication theory: Need & importance- Two Step and Multi Step Theory- Bullet Theory- Hypodermic needle theory.

#### Unit III

18 Hrs

Communication model: Need & importance- SMCR Model- Shannon and Weaver Model- Harold D. Lasswell Model.

#### Unit IV

18 Hrs

Information gaps as effects; The Uses and Gratification Approach; Comparative Media Systems : A free Market Model and its Alternatives - Defleur's Model of the American mass media system, Mass Communication facilities in the Third World Countries.

#### Unit V

18 Hrs

Authoritarian Theory- Libertarian Theory- Social Responsibility Theory- Developmental Theory- Democratic Participant Theory.

#### Reference Book:

1. Dan Laughey Key Themes in Media Theories, Rawat Publication.
2. Taylor, Rosegrant, Meyers Communicating, Prentice Hall.
3. Allan and Barbara Pease- The Definitive Book of Body Language, Munjal Publishing House.
4. D.M. Silvierra Personal Growth Companion, Classic Publishing.
5. De Fleur, M Theories of Mass Communication, 2<sup>nd</sup> Edition, New York; David Mc Kay.
6. McQuail Denis – Mass Communication Theory; An Introduction, Sage publication, London.
7. International Encyclopedia of Communication, Vol.1-2; Oxford University, Press New York, 1989.

### **Course III**

## **(C19MC13/E19MC03)PRINCIPLES OF JOURNALISM AND MASS COMMUNICATION**

### **Unit I** **18 Hrs**

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

### **Unit II** **18 Hrs**

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

### **Unit III** **18 Hrs**

Communication models; Definition, Scope and Purpose of Models

### **Unit IV** **18 Hrs**

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

### **Unit V** **18 Hrs**

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

### **Reference Books:**

1. Mass Communication and Journalism in India - D S Mehta
2. Mass Communication in India - Kevak J Kumar
3. Theories of Mass Communication - Uma Narula
4. Mass Communication - Wilbur Schram

## Course IV

### (C19CE10/E19CE10)COMMUNICATIVE ENGLISH

1. **Basic Grammar:**
  - a. Review of grammar
  - b. Remedial study of grammar
  - c. Simple sentence
  - d. Word passive voice etc.
2. **Bubbling Vocabulary:**
  - a. Synonyms
  - b. Antonyms
  - c. One – work Institution
3. **Reading and Understanding English**
  - a. Comprehension passage
  - b. Précis – writing
  - c. Developing a story from hints.
4. **Writing English**
  - a. Writing Business letters.
  - b. Paragraph writing
  - c. Essay writing
  - d. Dialogue writing
5. **Speaking English**
  - a. Expressions used under different circumstances
  - b. Phonetics

- Reference :**
1. V.H.Baskaran – “English Made Easy”
  2. V.H.Baskaran – “English Composition Made Easy”  
(Shakespeare Institute of English Studies, Chennai)
  3. N.Krishnaswamy – “Teaching English Grammar”  
(T.R.Publication, Chennai)
  4. “Life Skill” – P.Ravi, S.Prabakar and T.Tamzil Chelvam,  
M.S.University, Tirunelveli.

**Course V**  
**Practical-I**  
**(C19MCP1/E19MCP1) Fundamentals of Journalism**

**Unit I** **18 Hrs**  
News: Meaning & definition- Sources and elements of news- Characteristics of news- Mass Communication: Concept & Characteristics- Different styles of news writing- Headline: Importance & types.

**Unit-II** **18 Hrs**  
Writing for newspaper and magazines: Nature & Difference- Feature writing: Meaning, definition & nature- Editorial: Importance & art of writing- Writing column, Reportage, analysis etc.

**Unit-III** **18 Hrs**  
Definition, scope, concept & principles of news reporting- Types & techniques of news reporting- Functions of reporting: Interview, collection of data, research- Qualities & Responsibilities of a reporter- Introduction to different types of reporting: Investigative, Cultural, Political- Seminar & civic issues.

**Unit-IV** **18 Hrs**  
Theories and Principles of Editing- Preparing good copies for Newspaper Magazine & others- Introduction to editing symbol, proof reading symbols & Copy desk- Role, functions and responsibilities of Copy editor.

**Unit-V** **18 Hrs**  
Copy Testing- Page Planning- Picture Editing- Proof Reading-Page Make-up- Cartoons;-Page Lay-out- Principles of Page lay-out- Graphics and Illustrations- Typography- Magazine Editing- Writing Editorial- Editing a News Story with Headline.

**Practical:**

The practical assignments should include the exercises of the followings:

1. Reporting & writing news for Investigative, Cultural, Political, Seminar & civic issues.
2. Exercise of Precision, formats, synonyms, omission and inclusion highlighting, underlining, Revise, Cross checking, headlines writing and making intros.

**Reference Books:**

1. Natrajan J, History of Indian Journalism, Publications Division, Ministry of Information & Broadcasting, Govt.of India, 1997.
2. Parthasarthy, Rangaswami., Journalism in India, Sterling Publishers Pvt. Ltd., New Delhi,
3. Aruna Zachariah., Print Media, Communication and Management: Elements, Dimensions and Images, KanishkaPublishers, Delhi, 2007.
4. AmbrishSaxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
5. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006.
6. SuhasChakravarty.,News Reporting & Editing : An Overview, Kanishka Publishers, Delhi,
7. Wynford Hicks.,Writing for Journalist, Routledge, London, 2000.

**Semester II**  
**Course VI**  
**(C19MC21/E19MC04) Reporting**

**Unit-I**

**18 Hrs**

Concept of News, Elements and structure of news reports Types of news: Hard and Soft, News Leads and their types, Inverted pyramid style, feature style, Covering press conferences and writing from press releases, events and meets

**Unit-II**

**18 Hrs**

Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting

**Unit-III**

**18 Hrs**

Differences in reporting for Newspaper / News agencies, TV, Radio, Web , Reporting department in newspapers, magazines, agencies, radio and TV , Role, function and qualities of a Reporter, Chief Reporter and Bureau Chief.

**Unit-IV**

**18 Hrs**

Role and importance of news sources, attribution Cultivating, verifying and dealing with sources of news Ethical aspect of sourcing News and Reporting Specialized Reporting and Beats, Understanding Beats and their categories City reporting: City and local news, Crime Reporting: sources and related laws.

**Unit V**

**18 Hrs**

Reporting Political Parties and Politics, Legislative (covering Assembly and Parliament), Legal Reporting Specialized reporting: Defence, Science & Technology, Education, Art & Culture, Environment, Fashion & Lifestyle, Entertainment, Sports, etc. Reporting Conflict: Armed and Social Conflict, Region, Community and Human Rights

**Reference Books:**

1. Kumar, Kewal J - Mass Communication in India, Jaico Books, New Delhi.
2. Effective Feature Writing - C A Sheenfeld
3. AmbrishSaxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi.
4. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006



## Course VII

### (C19MC22/E19MC05) Freelance Journalism

#### **Unit-I** **18 Hrs**

Freelance Journalism: Concept, Nature and Scope of Freelance Journalism, qualifications of Freelance Journalists, Avenues and opportunities for Freelance Journalists.

#### **Unit-II** **18 Hrs**

Feature: Definition and Characteristics, Structure of a Feature -Types of Feature. Writing Feature - Sources of Ideas - Collection of materials; Presentations; Market for features; Feature Syndicates.

#### **Unit-III** **18 Hrs**

Freelancing - Illustrations - Illustrating the write-ups with photographs, drawings, maps, caricatures. Writing for Columns, Reviews, criticisms and other journalistic and creative writings.

#### **Unit-IV** **18 Hrs**

Review: Types of reviews - Book review, Film review, Drama review – Difference between review and criticism, Columns: Characteristics, Techniques of Writing Columns, Types of Column, Columnists.

#### **Unit -V** **18 Hrs**

The course contents covering Unit- 1- 4, shall form the basis for practicals. (Each Student shall compulsorily maintain practical record and submit the same at the time of practical examination)

#### **Reference Books:**

- How to Criticize books- O Hinkle and J Henry
- Effective Feature Writing - C A Sheenfeld
- Modern Feature Writing - H F Harrington and Elme Scott Watson
- Writing Feature Articles - A Practical Guide to methods and Markets - hennessy
- Before My Eyes: Film Criticism and Comment - Kauffmann
- Beyond the Facts - A Guide to the Art of Feature Writing
- Freelancing - R K Murthy

## Course VIII

### (C19LS23/E19LS05)Life Skill

#### I Life Coping or adjustment

- (a) External and internal influence in one's life
- (b) Process of coping or adjustment
- (c) Coping with physical change and sexuality
- (d) Coping with stress, shyness, fear, anger far live and criticism.

#### II Attitude

- (a) Attitude
- (b) Self acceptance, self – esteem and self actualization
- (c) Positive thinking

#### III Problem Solving

- (a) Goal Setting
- (b) Decision Making
- (c) Time Management and stress Management.

#### IV Computers

- (a) Introduction to Computers
- (b) M.S.Office
- (c) Power Point

#### V Internet

- (a) Introduction to internet
- (b) E – mail
- (c) Browsing

#### **References:**

- 1) Life Skill Programme course I & II by Dr. Xavier Alphona MCRDCE Publications. R.K.Mutt Road, Chennai – 28
- 2) ஆளுமை பண்பு வளர்த்தல் மற்றும் தகவல் தொடர்பு by M.Selvaraj Community College,Palayamkottai
- 3) “Life Skill” –P.Ravi, S.Prabahar & T.Tamil Chelvam, M.S. University, Tirunelveli

## Course IX

### (C19MC24/E19MC06)News Editing

#### Unit I

18 Hrs

Newsroom: Organization of a traditional news Course, structure of an editorial department, hierarchy and division of work, edition planning, split editions, shifts and coordination, relation of editorial department with other departments.

#### Unit II

18 Hrs

Sub-editor: Need for editing and role of the news-desk, functions of a sub-editor, basic editing tools, editing and proof-reading symbols, house style and use of style book; Sorting and selection of news, editing and translating agency copy, slug; Editing different types of copy correspondents.

#### Unit III

18 Hrs

Copy and schedule: Meeting timelines, checking facts for accuracy, correcting language sentence structure, paraphrasing, avoiding repetition; Rewriting leads- copy, value addition, rearranging sequence; Consistency of style, Writing headlines, types of headlines.

#### Unit IV

18 Hrs

News Course design: Functions of design: Identity of a news Course; broadsheet, tabloid and Berliner size, integration of content and presentation, principles of news Course design, page organization; Basic elements: typography (fonts, size, leading, kerning), use of color, column and grid structure, white space, contrast, style palette; Page layouts.

#### Unit V

18 Hrs

Photojournalism: Concept of photojournalism, power of visuals, attributes of a good photograph (Aesthetic and technical), photo size, resolution and correction; Photo as a News: Text vs. photo , Use of photos in a newspaper;

#### Reference Books:

1. Chandra R.K. Handbook of Modern News Course Editing & Production. Mangalam Publication
2. Parthsarthy Rangaswami. Basic Journalism. McMillan India Ltd.
3. Saxena Sunil. Headlines Writing. Sage publication.
4. T.J.S. George: Editing – A Handbook for Journalists.
5. William Strunk & E. B. White – Elements of Style.
6. Kamath, M.V. The Journalist's Handbook.
7. Kamath, M.V. The Professional Journalist

## **Course X**

### **(C19MCP2/E19MCP2)Practical II-Editorial Practices and Project**

- This practical Course enables students to work in actual newsroom conditions to explore the general principles of newspaper in news collection, selection and publication. Also writing headlines leads and body, building feature stories, reporting skills, editorial policy, and judgments in processing materials for publication.”
- Writing letter to editor, preparing press releases, Taking interviews, News writing on different beats, organizing press conferences, editing different types of news, writing headlines, Writing features and articles. News translation and other related activities. Use of computer in news writing or other practical, activities as directed and guided by teachers.

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