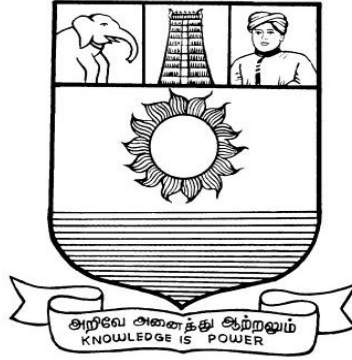


மனோன்மணியம் சுந்தரனார் பல்கலைக்கழகம்
திருநெல்வேலி – 627 012

**Manonmaniam Sundaranar University
Thirunelveli – 627 012.**



கல்விசார் நிலைக்குழுக் கூட்டம்

**MEETING OF THE STANDING COMMITTEE ON
ACADEMIC AFFAIRS HELD ON 09.02.2017**

**Syllabus for Diploma in Journalism and Mass Communication
Course offered through Directorate of Vocational Education
(Community Colleges and Extension Learning Programme)
from 2017 - 2018**

Course Code: 5241

DIPLOMA IN JOURNALISM AND MASS COMMUNICATION
SCHEME OF EXAMINATION

Subject code	Title of the Paper	Credit	Hours	Passing Minimum
Semester I				
C17MC11/E17MC01	Introduction to Mass Communication	6	90	40/100
C17MC12/E17MC02	Theories of Communication	6	90	40/100
C17MC13/E17MC03	Principles Of Journalism and Mass Communication	6	90	40/100
C17CE10/E17CE10	Communicative English	6	90	40/100
C17MCP1/E17MCP1	Practical I Fundamentals of Journalism	6	90	40/100
Semester II				
C17MC21/E17MC04	Reporting	6	90	40/100
C17MC22/E17MC05	Freelance Journalism	6	90	40/100
C17LS23/E17LS05	Life skill	6	90	40/100
C17MC24/E17MC06	News Editing	6	90	40/100
C17MCP2/C17MCP2	Practical II Editorial Practice	6	90	40/100

Eligibility for admission: Pass in 12thstd 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 paper is 40%. Classification will be done on the basis of percentage marks of the total marks obtained in all the papers and as given below:

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

Syllabus

First Semester:-

- Paper I - Introduction to Mass Communication
Paper II - Theories of Communication
Paper III - Principles of Journalism and Mass Communication
Paper IV - Communicative English
Paper V - Practical 1 Fundamentals of Journalism

Second Semester:-

- Paper VI - Reporting
Paper VII - Freelance Journalism
Paper VIII - News Editing
Paper IX - Life Skill
Paper X - Practical II Editorial Practice

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

Semester- I

(C17MC11/E17MC01)Paper- 1: Introduction to Mass Communication

Unit-1

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

Unit-2

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-3

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-4

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-5

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.

(C17MC12/E17MC02) Theories of Communication

Unit 1

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

Unit 2

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

Unit 3

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

Unit 4

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 5

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. Silveira Personal Growth Companion, Classic Publishing.
5. De Fleur, M Theories of Mass Communication, 2nd 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.

(C17MC13/E17MC03) PRINCIPLES OF JOURNALISM AND MASS COMMUNICATION

Unit 1

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

Unit 2

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

Unit 3

Communication models; Definition, Scope and Purpose of Models

Unit 4

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

Unit 5

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

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

(C17CE10/E17CE10)Communicative English

Unit I: Learning context

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

Unit II: Reading

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

Unit III: Writing

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

Unit IV: Speaking

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

Unit V: Developing Communication Skills

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

Reference Books:

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

(C17MCP1/E17MCP1) Practical-1: Fundamentals of Journalism

Unit-1

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

Unit-2

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

Unit-3

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-4

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-5

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, Kanishka Publishers, Delhi, 2007.
4. Ambrish Saxena., Fundamentals of Reporting & Editing, Kanishka Publishers, Delhi,
5. George A. Hough., News Writing, Kanishka Publishers, Delhi, 2006.
6. Suhas Chakravarty., News Reporting & Editing : An Overview, Kanishka Publishers, Delhi,
7. Wynford Hicks., Writing for Journalist, Routledge, London, 2000.

Semester II

(C17MC21/E17MC04) Reporting

Unit-1

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-2

Analytical reporting, Interpretative reporting, Descriptive reporting, Investigative reporting

Unit-3

Differences in reporting for Newspapers / 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-4

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 5

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

(C17MC22/E17MC05) Paper II- Freelance Journalism

Unit-1:

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

Unit-2:

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-3:

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

Unit-4:

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 -5

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

(C17LS23/E17LS05)LIFE SKILL

(Common to All Courses)

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

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

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

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

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

Reference books:

Life skill, Manonmaniam Sundaranar University Publications Division (2011)

(C17MC24/E17MC06) Paper 3- News Editing

Unit 1

Newsroom: Organization of a traditional newspaper, 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 2

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 5

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 4

Newspaper design: Functions of design: Identity of a newspaper; broadsheet, tabloid and Berliner size, integration of content and presentation, principles of newspaper 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 5-

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 Newspaper Editing & Production. Mangalam Publication
2. Parthasarthy 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

(C17MCP2/C17MCP2) Practical-2: Editorial Practices

This practical paper 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.