

DD&CE
MANONMANIAM SUNDARANAR UNIVERSITY
TIRUNELVELI, TAMIL NADU, INDIA 627012
Master of Arts in Journalism and Mass Communication (M.A. JMC)
Choice-Based Credit System (CBCS) SYLLABI (With effect from 2019-2020)

Course Duration: Two years
System: Choice-Based Credit System (CBCS)
No. of Semesters: Four
Credits Required for Graduation: 90

Admission and Eligibility Norms:

No. of seats: 20 Any individual with a Bachelor's degree in any subject from a recognized Indian or foreign university is eligible to apply. The selection will be based on Entrance Examination and qualifying undergraduate degree marks.

Reservation: As per Roaster System of Government of Tamilnadu.

Age Limit : 35 Years

Mandatory course requirements:

Every student must bring out one issue of Thamirabarani (the student tabloid/Lab practice journal), submit workshop records (in cases where the workshop module is mandatory), undergo at least one internships for a Minimum period of four weeks in media organizations and submit reports within 15 days from the date of completion of the internship.

Assessment Method:

Distribution of marks in Theory between External and Internal Assessment is 75:25

Practical- External: Internal Assessment is 75:25 Project Work- Report: Viva-voce is 75:25.

There is a separate passing minimum for the external and overall components.

Attendance:

Attendance in the course is mandatory and every student must have at least 75% attendance to appear in the university examination.

Passing minimum:

Students must secure a minimum of 50 marks where the students are considered as qualified only if they get at least 50% of marks in external examination).

Ranking:

The names of the rank holders will be announced by the university.

Declaration of Results:

The results of the internal assessment would be declared by the Dept. of Communication during the last working week of the semester. The final results are declared by the university after the completion of the evaluation work.

Preamble

Media and Entertainment industry has been one of the fastest growing industries in India, with more scope and opportunities for employability to the younger generation. The media industry is booming in different sectors length and breadth with opportunities across print, television, radio and new media platforms in the context of production, distribution, research and development.

There are also opportunities for media students in corporate advertising, corporate communication and non-governmental sectors

Necessity

It is essential to strike when the iron is hot, where this is the right time to pin one's career in this developing area at all levels, namely, locally, nationally and internationally across different sectors of media. The programme serves to be a pre requisite in media and entertainment related industries, academic arenas and government sectors. It also serves to be a gateway to place the students in their area of interest with wider socio economic as well as geographic spectrum.

Importance

This course instils the students with necessary knowledge, skills, attitude and capacity to equip themselves in different media and service platforms with a promising career. The programme syllabus is framed as per the academic and industry requirements involving all aspects print media, broadcast media and new media.

Objectives

The programme is aimed to provide ample exposure towards the understanding of theoretical knowledge; skills based practical assignments, field visits/exposures, and interaction with media experts, events management, hospitality management, internship, lab journal, research scope and audio video productions. The major objective of the programme is to enable the students equip themselves with the necessary knowledge, skill, attitude and capacity to work in different capability and levels of media government and service – oriented platforms.

Outcome

Owing to the input, interest and calibre of the students of this department they have secured adequate employment opportunities in most of the leading academic, industries and service sectors in relation to this course. Several doctoral level researches and research projects in relation to media are being undertaken in this department, to enhance the research and development endeavours in media, development, governance and other vital sectors.

STRUCTURE & SYLLABUS OF THE COURSES

The program consists of 90 credits which are distributed in four semesters as under:

Semester	Subject No	Subject Status	Subject Title	Credits	s/We	Maximum		
						Int	Ext	Total
I	NMCC11	Core I	Fundamentals of Journalism and Mass Communication	4	4	25	75	100
	NMCC12	Core II	Advanced Reporting	4	4	25	75	100
	NMCC13	Core III	Editing techniques	4	4	25	75	100
	NMCC14	Core IV	Communication Theories	4	4	25	75	100
	NMCEA NMCEB	Elective I	Business Communication / Freelance Communication	3	3	25	75	100
	NMCL11	Practical I	Reporting and Editorial Practice	2	4	50	50	100
Sub total				21				
II	NMCMISA	Supportive I	MOOCs Online course	3	3	25	75	100
	NMCC21	Core V	Advertising	4	4	25	75	100
	NMCC22	Core VI	Writing for Broadcast Media	4	4	25	75	100
	NMCC23	Core VII	Media Laws and Ethics	4	4	25	75	100
	NMCEC NMCED	Elective II	Journalistic Skills / Tamil Journalism	3	3	25	75	100
	NMCL21	Practical II	Computer Application for Media	2	4	50	50	100
Sub total				20				
III	NMCMISB	Supportive II	MOOCs Online course	3	3	25	75	100
	NMCCPA	Core VIII	Communication Research <i>(based on E-Learning)</i>	4	4	25	75	100
	NMCC31	Core IX	Advance Television Production	4	4	25	75	100
	NMCC32	Core X	Corporate Communication	4	4	25	75	100
	NMCEE NMCEF	Elective III	Film Studies/ Photo Journalism	3	3	25	75	100
	NMCL31	Practical III	Media Production Techniques	2	4	50	50	100
Sub total				20				
IV	NMCCPB	Core XI	Development Communication <i>(based on E-Learning)</i>	4	4	25	75	100
	NMCC41	Core XII	International Communication	4	4	25	75	100
	NMCC42	Core XIII	New Media application and Management	4	4	25	75	100
	NMCC43	Core XIV	Media Management	4	4	25	75	100
	NMCEG NMCEH	Elective IV	Science Communication / Creative and Technical Writing	3	3	25	75	100
	NMCP41	Project I	Dissertation/ Documentary Lab Journal/ Internship Report	10	6	50	50	100
Sub total				29				
Total Credits				90				

<u>Subject status</u>	<u>No. of credits</u>		
Core	: 4 Credits	Elective/Optional:	3 Credits
Practical's /Lab	: 2 Credits	SSupportive	: 3 Credits
Project	: 10 Credits		

SEMESTER I

CORE I

L	T	P	C
4	0	0	4

FUNDAMENTALS OF JOURNALISM AND MASS COMMUNICATION

OBJECTIVE:

To make the learners understand about Journalism and Mass Communication, and the different nuances of Journalism.

UNIT I – Concept and Understanding Journalism and its Practices

Defining Journalism - History of Journalism - Journalistic Activities - Skills and Technology
14 L

UNIT II – Theories of Mass Communication and Journalism

Classical Theory - Two Step Flow Theory - Cultivation Theory - Uses and Gratification Theory
12 L

UNIT III – Communication Technology and Journalism

Technology and Communication - Electronics and Communication - Computer Aided Communication Process - Digital Communication Applications **12 L**

UNIT IV – Mass Communication: Message, Media and Market

Understanding the Concept of Mass and Market - Messages in Mass Communication - Media and Mass Communication - Audience and Mass Communication
12 L

UNIT V – Journalism in Indian Context

Brief History of Journalism in India - Introduction to RNI - Major Individual and Corporate Players in Journalism and Mass Communication Business - Selected Case Studies on Regional and National level companies **10 L**

REFERENCE BOOKS

1. Donald MacKenzie & Judy Wajcman, “Introductory Essay: The Social Shaping of Technology”.
2. Terence P, Moran, Introduction to the History of Communication: Evolutions & Revolutions.
3. Peter Simonson and David W.Park (Eds), The International History of Communication Study.

L	T	P	C
4	0	0	4

CORE II

ADVANCED REPORTING

OBJECTIVE:

To understand and develop the skill of reporting and content presentation in Journalism and to equip the learners with needed employable competencies.

UNIT I - Understanding Reporting

News Values and News Sources - Types of News: Hard and Soft News - Ethics in Reporting - Research for Reporting **14 L**

UNIT II - Techniques and Technology used in Reporting

Reporting Techniques and Reporting Skills - News Gathering Skills - Using Internet for Background Research - Validating News sources using Internet Resources **12 L**

UNIT III – Reporting Genres

Social, Economic and Political News and Reporting - Crime and Accidents Reporting - Sports Journalism - International Journalism **12 L**

UNIT IV – Skills involved in Reporting

Basic Reporting Skills - Objectivity in Reporting - Writing and Presentation Skills - The Associated Press Style Book **12 L**

UNIT V – News Gathering Methods for Reporting

Convergence of Technology and its advantages - Identifying Resources for Reporting in Indian Context - Practicing Different Reporting Genres in real time - Prospects of Professional Reporting **10 L**

REFERENCE BOOKS

1. Shrivastava, K. M. (1987). News Reporting and Editing, Sterling Publishers.
2. Parthasarathy, R. (1994). Here is the News: Reporting for Media, Sterling Publishers.
3. Stovall, JAG. (2011). Journalism, Prentice Hall.

L	T	P	C
4	0	0	4

CORE III

EDITING TECHNIQUES

OBJECTIVE:

To understand and develop the skill of editing needed for content presentation in media streams. Also, this course is intended to equip the learners with needed employable competencies.

UNIT I - Content Presentation and Editing

Presentation Styles and need for Editing - Framing Headline and its motif - Traits of an Editor and Editorial Team - Audience Research in Content Presentation

14 L

UNIT II – Types of Editing

Substantive Editing - Line Editing - Copy Editing - Proof Reading

12 L

UNIT III – Technology and Tools employed for editing

Data Resource Portals - Reports and Dossiers from Government Agencies - Computer Application for Proof Reading and Validating - New Media Application and Editing

12 L

UNIT IV – The Ethics of Editing

Structure of Media Organisation - Objective of Media Organisation - Roles and Responsibility of Editorial Team - Legal and Statutory Aspects

12 L

UNIT V - Editing Standards in Media Industry

Case Study about Editing Practices in Regional and National Media Organisations

10 L

REFERENCE BOOKS

1. News Reporting and Editing – K.M. Srivastava.
2. News Editing – Bruce Westley.
3. The Art of Editing – P.K. Baskette and JizSissors.

L	T	P	C
4	0	0	4

CORE IV

COMMUNICATION THEORIES

OBJECTIVE:

To inform and detail the significance of Communication Theories and their suppositions intended to help the learners in their professional formation.

UNIT I - Understanding Communication

Introduction to Communication - Understanding the nuances of Communication Theories - Emergence of Scientific Perspectives on Communication Theories - Communication and Culture

14 L

UNIT II – Theoretical concepts and constructs in Communication models

Rhetorical and Semiotic Theories - Phenomenological and Cybernetic Theories - Socio-Psychological and Socio-cultural Theories - Critical Theory

12 L

UNIT III – Media Uses and Effects

Media Effect Theory - Limited effects theories - Paradigm shift in Mass Communication theory - Two-step flow of information and influence

12 L

UNIT IV – Understanding Media and Society

Rise of cultural theories in Europe - Understanding the Media Motif - Media and Message - Media and Culture

12 L

UNIT V – Understanding Media and Audience

Indian Media Scape - Indian Audience and Social Realities - Indian Social and Political Thinking

10 L

REFERENCE BOOKS

1. Mass communication theory: An Introduction-Denis Mcquail.
2. The effects of mass communication – Joseph Klapper.
3. Mass communication theory – Stanley J. Baranand Dennis K. Davis.

L	T	P	C
3	0	0	3

Elective I

BUSINESS COMMUNICATION

OBJECTIVE:

To indicate and develop the ability to Communicate in Corporate and industrial environment

UNIT I – Communication in the Marketplace

Introduction to Business Communication - Communication and Business Development - Business Development Strategies - Motive of Business Communication

10 L

UNIT II - Significance of Business Communication

Business Communication and Economics - Need for Business Communication - Information Resources - Business Communication Media Strategy

08 L

UNIT III – Corporate Practices and Communication

Significance Business Practice - Corporate Styles and Strategies - Ethics and Social Responsibilities - Professional Skills and Technical Capabilities

10 L

UNIT IV – Business Communication and Marketing

Business Trajectory - Business Product Development - Digital Marketing Strategies - Digital Marketing Management

09 L

UNIT V – Prospects of Business Communication in India

Case Studies about select Business Development Initiative

08 L

REFERENCE BOOKS

1. Business Communication Theory – Tole and Chandragadkar
2. Financial and Economic Journalism – Kirseh Donald
3. How to Excel in Business Journalism – Venkateshwaran

L	T	P	C
3	0	0	3

Elective I

FREELANCE COMMUNICATION

OBJECTIVE:

To inform and discuss the prospects of working as freelance professional in media industry.

UNIT I – Understanding the Concept Freelancing

Fundamentals of Freelance Communication - Significance of Freelance Communication -
Sources of Freelancing - Trends in Freelancing **10 L**

UNIT II – Freelancing Communication and Media Industry

Avenues for Freelancing in Media Industry - Content Writing and Development
Citizen Journalism - Freelancing and New Media **10 L**

UNIT III – Competency of Freelance Professional

Writing Skills and Techniques - Visual Medium - Cartooning and Caricature - Reading and
Reviews **09 L**

UNIT IV – Concepts of criticisms, reviews & scopes of freelancing

Criticisms and Reviews - Challenges and Opportunities - Understanding Legal Frame work -
Cultural Understanding **08 L**

UNIT V - Prospects of Freelancing in Media Industry

Freelancers in Mainstream Media Industry - Freelancer Professionals - Media Prospects for
Freelance Professionals - **08 L**

REFERENCE BOOKS

1. How to be a Freelance Journalist: Your Step-by-step Guide to Success, Christine M. Hall.
2. Going Freelance, Laurance Robert, John Wiley & Sons Inc.
3. Professional Journalist, Jogn Honenberg

L	T	P	C
0	0	4	2

Practical - I

REPORTING AND EDITORIAL PRACTICE

OBJECTIVE:

To demonstrate and practice the skill of Reporting and Editing Media Content as per the required industry standards.

UNIT I – Understanding Journalism and Reporting

Basics of Reporting – Process of Accreditation from Central and State Governments

UNIT II – Rubrics of Content Presentation

Structure of News – Formats of News Writing - Techniques of Reporting

UNIT III – Language and Presentation

Principles of Editing - Techniques of Headline Writing – Editorials Function, Principles - Need for Editorials – Contents of Editorial Page and Op-ed Page

UNIT IV – Reporting and Presentation Styles

Principles of editing - Style sheet - Essentials of page make up

UNIT V - Understanding Reporting through Case Studies

Each student will be required to develop a news article/case studies and present them on topics in discussion with the faculty in-charge

A record work of the list of practicals mentioned above has to be submitted with regular countersign from the faculty in charge. At the end of the semester the practical examination for 3hrs duration will be held with due assessment of the record work.

SEMESTER II

Supportive I

ONLINE COURSE

L	T	P	C
3	0	0	3

The course to be offered by the department based on the course relevant to the discipline and on the availability of the offered course in MOOC and NPTEL SWAYAM portal during the course period.

L	T	P	C
4	0	0	4

Core V

ADVERTISING

OBJECTIVE:

To discuss the emergence of Advertising as a medium of Communication and also, as an industry.

UNIT I – Understanding Advertising & Marketing

Introduction to advertising - History and Relevance - Advertising as Communication - Advertising in Global marketing context **12 L**

UNIT II – Types and Strategies of Advertisements

Types of Advertising - Advertising Agency: Structure, functions- Advertising theories: Hierarchy of needs, Stimulus-Response theory - Campaign Planning; cycle, models, Strategy **12 L**

UNIT III – Methods in Advertisement production

Advertising formats - Advertisement Production - Media Planning Process, Strategy and method - Media buying & placement **14 L**

UNIT IV – Legal and Ethical Framework in Advertising

Advertisement and Legal Framework - Implications professional bodies and advertising agencies association - Advertising Standards Council, professional ethics, challenges and requirements - Competition Act and Copyright Act **12 L**

UNIT V- Case Studies in Advertisement and Marketing

Case Study from FMCG Sector Industry - Case Study from Food and Beverage Industry - Case Study from Lifestyle Industry - Case Study from Technological Application Industry **10 L**

REFERENCE BOOKS

1. Fundamentals of Advertising', Otto Kleppner, Prentice Hall, New Jersey.
2. 'Ogilvy on advertising'. David Ogilvy.
3. The Practice of Advertising' 3rd Edn. Norman Hart, Heinemann Pub. London.

L	T	P	C
4	0	0	4

Core VI

WRITING FOR BROADCAST MEDIA

OBJECTIVE:

To appraise about the specific skill of writing for the Broadcast Media

UNIT I – Understand the nature and extend of Broadcast Media

The principle scripting for Media - Development of Theme and Concept - Language and Treatment - Programmed formats and script for Media **12 L**

UNIT II – Types of Production in Broadcast Media

Radio Production - Television Production - New Media Content Production Integrated Content Development **14 L**

UNIT III – Writing Styles associated with types of production

Storyboard script format - Sources of for writing script - Research for developing Scripts - Characteristics of script **12 L**

UNIT IV – Media Writing Styles and Skills

Script writing to storyboarding - Writing on Special Features and Issues - Writing to entertain - Writing for special audience **12 L**

UNIT V - Writing framework for Indian Media Industry

Writing news, reports for TV - Conducting news interviews - Professional Expectations - Media and its Limitation **10 L**

REFERENCE BOOKS

1. Broadcasting and the people - Mehra Malrani
2. Writing for TV and radio – Robert Hellard.
3. Writing and Producing for TV and Film – Esta De Fossard

L	T	P	C
4	0	0	4

Core VII

MEDIA LAWS AND ETHICS

OBJECTIVE:

To list and evaluate the legal frame work that governs the media industry

UNIT I - Understanding the need for legal frame work

Understanding Legal Frame and Statutes - Need for Legal Systems - Ethics and Legal Frame - Legal Institutions **12 L**

UNIT II – Indian Constitution and Legal Frame works

Indian Constitution - Fundamental Rights - Fundamental Duties - Principles of State Policy **12 L**

UNIT III – Legal Codes Ethics for Media Industry

Right to Information - Right to Privacy - The Official Secrets Act 1923 - The Contempt of Court Act **14 L**

UNIT IV - Associations, regulations, standards & accountability of media

The Press Council of India - The Press and Registration of Book Act - Working Journalist Act - Rules of Newspaper Registration. **12 L**

UNIT V – Understanding Media Responsibility

Press Commission - Cyber Laws - The Censorship Act - The Law of Parliamentary Privileges **10 L**

REFERENCE BOOKS

1. Mass Media Laws and Regulations in India – KS Venkataramaiah.
2. Mass Media and Freedom of Press in India – KS Padhy.
3. Laws of Press in India– B Basu.

L	T	P	C
3	0	0	3

Elective II

JOURNALISTIC SKILLS

OBJECTIVE:

To prescribe and illustrate the Journalistic skills and traits such as reporting, consolidation, editing and presentation of content.

UNIT I – Introduction to Journalism and Journalistic Practices

Qualities of Journalistic Writing - Introduction to Journalistic Writing and Literary Writing - Introduction to News Writing and Feature Writing - Introduction Article Writing, Editorial Writing and Column Writing. **10 L**

UNIT II – Language, Syntax and Systems in Journalism

Importance of Language in Writing - Understanding Writing Style - Language and Dialects - Language and Culture **09 L**

UNIT III – Culture, Language and Expression

Understanding Culture and People - People and Expressions - Language and Regions - Cultures and Subcultures **08 L**

UNIT IV – Translation and Language Checking

Elements of Media Translation - Techniques of Translation for Media - Challenges of Translation between Vernacular Languages and English and Vice Versa - Translating Advertisements and Press Releases. **10 L**

UNIT V – Journalism styles preferred in Industry

Case study from Select Media Houses **08 L**

REFERENCE BOOKS

1. The Scandals of Translation: Lawrence Venuti.
2. Media and Translation – Christina Schaeffineo – Pub: Cambridge Scholars Publishing.
3. Good Writing for Journalist – Angela Phillips – Sage Publications.

L	T	P	C
3	0	0	3

Elective II

TAMIL JOURNALISM

OBJECTIVE:

To discuss about the historical tradition and social significance of Tamil Journalism.

UNIT I - Early history of Tamil culture

History of the Tamil Language - Early Tamil, comprising the period between the sixth century before and the sixth century after Christ; Mediaeval Tamil, between the sixth century and the twelfth century; Modern Tamil, from the twelfth century down to the present day – prominent contributors

10 L

UNIT II – Socio-cultural history of Tamil

Early Tamil journalism – Tamil Patrikai and others - freedom struggle and Tamil journalism – Swadeshmitran – G. Subramanya Iyer - Bharathiyar – Dinamani – Dina Thanthi - and other Tamil dailies growth and contribution

10 L

UNIT III – Social conditions on different period of governance

Dravidian movements and Tamil journalism – Periyar - C.N. Annadurai, Kalaignar Karunanithi – Other political writings - Contributions of Tamil magazines and journals – Ananda Vikadan - Contemporary Tamil journalism – contributors

09 L

UNIT IV – Contributors in Tamil Nadu

Specific contributors: Thiru. Vi.Kalyanasundaranar, Kalki Krishnamoorthy, Vasam, Changu Subramaniyan T.S. Chokkalingam, Bharathidasan, Ci. Pa Athithanar, S.A.P. Annamalai, V. RamasamyIyengar, P. Jeevanandam, T.V. RamasubbaIyer, Dr. R. Krishnamoorthy and others contributors.

08 L

UNIT V – Tamil Journalism in New Media Perspective

Trends in contemporary Tamil journalism: Online Editions – Web portals - famous writers on/from women, children, dalits, Muslims and other marginalized communities in new media.

08 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.
3. Venkatachalapathy A R., The Province of the Book Scholars, Scribes, and Scribblers in Colonial Tamilnadu Permanent Black.

L	T	P	C
0	0	4	2

Practical II

COMPUTER APPLICATION FOR MEDIA

OBJECTIVE:

To create and expertise the utilization of ICT application and devices for content creation, consolidation and presentation.

UNIT I - Introduction

Different applications of computers for media – introduction to text, graphics, drawings, animation, sound

UNIT II - Multimedia applications

Business applications, educational application, public utility, virtual reality; multimedia skills

UNIT III – Media formats

Image file format, Audio file formats, Video file formats – broadcast video standards

UNIT IV - Webpage

Designing webpage using HTML, Dreamweaver, Flash and Multimedia concepts and latest applications

UNIT V - DTP Software's

InDesign, Corel draw, Page maker, Photoshop, Quark Express

A record work of the list of practicals on topics motioned by the faculty in-charge has to be submitted as both soft and hard copy with his/her regular consent. At the end of the semester the practical examination for 3hrs duration will be held with due assessment of the record work.

2019 -20 / MSU / Univ. Depts. / M.A. (Journalism & Mass Communication) / Sem. –III /

Supportive -2

SEMESTER III

Supportive II

L	T	P	C
3	0	0	3

ONLINE COURSE

The course to be offered by the department based on the course relevant to the discipline and on the availability of the offered course in MOOC and NPTEL SWAYAM portal during the course period.

2019 -20 / MSU / Univ. Depts. / M.A. (Journalism & Mass Communication) / Sem. -III / Core - 8

(e-learning Course)

L	T	P	C
4	0	0	4

Core VIII

COMMUNICATION RESEARCH

OBJECTIVE:

To instil the attitude of systematic understanding and valid enquiry about communication process, practices and methods.

UNIT I – Fundamentals of Research

Introduction to Communications Research - Historical Development of Communications Research - Studying Audiences, Texts and Institutions - Research Methods

14 L

UNIT II – Methods & approaches in research

The Media Effects and Processes - Research Ethics - Preventing Plagiarism - Research processes

10 L

UNIT III - Sampling techniques in communication research

Conceptual and operational definition of continuous and discrete variables - Validity, Reliability, Generalizability, Non-Probability and Probability - Sampling, Designing A Quantitative Instrument - Statistical Tests & Measurements

12 L

UNIT IV – Statistical methods in research

Data Movements and Data Availability - Validating Data - Data Analysis - Data Interpretation

12 L

UNIT V – Significance, application & ethical issues in research

Qualitative Research Design - Visualization and Representation of Data - Report Writing - Case Studies

12 L

REFERENCE BOOKS

1. Media and Communication research methods: An Introduction to qualitative and quantitative approaches: Arthur Asa Berger; sage: 1933.

2. Applied Communication Research: Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, 2005.
3. Research Methodology– A Step-by-Step Guide for Beginners: Ranjit Kumar, Pearson, 2008.

L	T	P	C
4	0	0	4

Core IX

ADVANCE TELEVISION PRODUCTION

OBJECTIVE:

To demonstrate and practice the skill of Television production as per the required industry standards.

UNIT I - Understanding Television Medium

Fundamental of Television Medium - Understanding Television and its Technology - Television and Messages - Television and Audiences **14 L**

UNIT II – Technology and the Language

Television Reception and Social Dynamics - Television Messages and Social Relevance - Language of Television Medium - Process of Television Content Preparation **12 L**

UNIT III – Pre-Production Process

Concept and Theme – Scripting - Narrative Script - News Script **12 L**

UNIT IV – Production Process

Camera and Angles - Lighting Techniques - Studio Setting - Production Technology **12 L**

UNIT V – Post-Production Process

Editing Types - Production Finalisation - Product Sharing - Product Archiving **10 L**

REFERENCE BOOKS

1. Techniques of TV Production – Gerald Millerson
2. TV Production Handbook – HZettel
3. Working with Video: A Comprehensive Guide to the World of Video Production – Winston Brian and Julta Kevdal

L	T	P	C
4	0	0	4

Core X

CORPORATE COMMUNICATION

OBJECTIVE:

To describe and update about the nuances of Market and strategies for effective Communication.

UNIT I - Significance of Corporate Communication

Introduction to Corporate Communication - Corporate Processes - Corporate Communication Genres - Motive of Corporate Communication **14 L**

UNIT II – Media Planning Strategies

Communication and Economics - Corporate Presentation and Styles - Information Sources and Corporate dynamics - Significance of Corporate - Publications like Annual Reports, Journals, Web Resources etc. **12 L**

UNIT III – Corporate Communication Management

Significance Corporate Practice - Inclusion of New Media in Corporate Practices - Ethics and Social Responsibilities in Corporate Communication - Professional Skills and Technical Capabilities **12 L**

UNIT IV – Roles and Responsibilities of Corporate Communication Team

Concept of Target Audience - Concept of Product Packaging and Deliverables
Digital Marketing Tools - Digital Marketing Management **12 L**

UNIT V – Media Activities in Corporate Communication

Corporate Practices in Indian Context - Overview of Companies Act - Case Studies of Select Corporate Houses **10 L**

REFERENCE BOOKS

1. Corporate Conversations: A Guide to Crafting Effective and Appropriate Internal Communications – She IHoltz.
2. Corporate Communications: Theory and Practice – Joep P. Cornelissen.
3. Essentials of Corporate Communications and Public Relations – Harvard Business School Press (Author) and Society for Human Resource Management (Author).

L	T	P	C
3	0	0	3

Elective III
FILM STUDIES

OBJECTIVE:

To critique and evaluate the significance of film medium in reaching audiences with messages and effect.

UNIT I - Understanding Film Medium

Critical introduction to the origins of film studies as an academic discipline - Elements/genres of cinema - Alternatives to narrative fiction - Film- documentary, ethnographic and experimental (avant-garde) films
10 L

UNIT II – History of world and Indian Cinema

Histories of pre-cinema, cinema and early cinema - German Expressionism, Italian neo-realism, French new wave, Hollywood, parallel cinema - Indian Film Industry - Independent documentary films
10 L

UNIT III – Understanding language and aesthetics of film

Basic aspects of film language and film aesthetics - Cinematography - Editing and Sound - Elements of production
08 L

UNIT IV – Rubrics of Film Medium

Film as a medium - Film theory and semiotics - Film language - Theorizing Indian cinema/Tamil cinema
08 L

UNIT V – Analysing and interpreting film

An approach to film analysis - Understanding audience expectations - The goal of film analysis - Economics of film production
09 L

REFERENCE BOOKS

1. Baskaran, Theodore (1981) The Message Bearers: The Nationalist Politics and the Entertainment Media in South India, Cre-A.
2. David Bordwell and Kristin Thompson (2010), Film Art: An Introduction, McGraw Hill.
3. Hayward, Susan (1996) Key Concepts in Cinema Studies, Routledge.

L	T	P	C
3	0	0	3

Elective III

PHOTO JOURNALISM

OBJECTIVE:

To discuss and demonstrate the photography as a significant tool in journalism.

UNIT I - Fundamentals of Photography

Fundamentals of Photojournalism - Defining Photography and Journalism - Value and Meaning of Photojournalism - Scope of Photojournalism **10 L**

UNIT II – Understanding Photojournalism

History of Photography and Photojournalism - Qualification and - Responsibilities of Photo Journalists - Photojournalism in the media industry - New Value and Placement **09 L**

UNIT III – Message and Meanings in Photojournalism

Criteria for News Photographs - Resources for Photography - Editing and Touching Photographs - Photo presentation **08 L**

UNIT IV - Technology and Techniques in Photojournalism

Introduction to Digital Technology - Prospects of Digital Technology - Camera Technology - Content Storage and Sharing **08 L**

UNIT V – Ethics and Responsibility in Photojournalism

Roles and Responsibilities of Photojournalist - Challenges and Opportunities
Legal Issues - Ethics and Real time issues in the field **10 L**

REFERENCE BOOKS

1. Photo Journalism: The Professional’s Approach – Kebre
2. Newspaper Photography: A Professional View of Photojournalism today–John
3. Practical Composition in Photography – Bruck.

L	T	P	C
0	0	4	2

Practical III

MEDIA PRODUCTION TECHNIQUES

OBJECTIVE:

To

Unit I - Introduction

Introduction to media production - audio booth, video studio, Linear and Non linear suit

Unit II -Pre-production

Research - Scriptwriting and storyboard - Project planning - Briefing performers - Securing locations, acquiring permissions - Production

Unit III – Production

Floor management - Camera setups – Lighting Techniques – Art design – Recording sounds

Unit IV - Post-production

Assembly of footage - Animations and motion graphics – Music - Recording of voice-over Titles and graphics - Rough edit -Final edit

Unit V - Output

Output to chosen media format - Cover design – Packaging – distribution - Promotion

Students are required to submit and produce a radio news bulletin of 5 minutes' duration and a full-fledged news bulletin of 10 – 15 minutes along with individual TV News stories of 2 minutes' duration. The project should be worked and carried out through the consent of faculty in-charge.

SEMESTER IV
(e-Learning Course)

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Core XI

DEVELOPMENT COMMUNICATION

OBJECTIVE:

To impart the concept of implementing Communication for Social Transformation at individual and collective levels.

UNIT I – Fundamentals of development communication

Development and concept of Development Communication - Understanding Development Communications - Evolution of Development Communication - Role of UN agencies in Development

14 L

UNIT II – Process of development communication

Role and Relevance of Development Communication - Historical and Conceptual frame of Development Communication - Paradigms in Development Communication Policy and National development in India.

12 L

UNIT III – Understanding the dynamics of Media, Message and People

Concept Alternative Development - Telecommunication for Development - Sustainable strategies in Development Communication - Communication Planning and Rural Development in India.

12 L

UNIT IV – Media for Social Change and Transformation

History of Diffusion Research and Development - Normative research in the development communication - Process of Research - Summative Research

12 L

UNIT V – Case Studies in Development Communication

Case Study of AMUL, SITE and Digital India

10 L

REFERENCE BOOKS

1. Communication for Development in the Third World: Srinivas R. Melkote & H. Leslie Steeves, Sage, 2008.
2. Communication of Innovations– A Journey with Everett Rogers: eds Arvind Singhal & James W. Dearing, Sage, 2006.
3. Communication Technology and Human Development– Recent Experiences in the Indian Social Sector: Avik Ghosh, Sage, 2006.

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Core XII

INTERNATIONAL COMMUNICATION

OBJECTIVE:

To specify and review the communication and media practices across the globe across different cultures and contexts.

UNIT I - Overview on International communication

Concept of International Communication - Need for International Communication - Nature and Scope of International Communication - Functions of International Communication

14 L

UNIT II – News Flow & International agencies

International Commissions in the field of International Communication - British Royal Commission and Hutchins's Commission - First Amendment to American Constitution and MacBride Commission Recommendations - International Information Flow, Non-Aligned News Pool.

12 L

UNIT III – ICT in International communication

New World Information and Communication Order - Impact of Globalization on Media - International News and Information Networks - International Trade in Broadcasting Programmes and International Media Networks.

12 L

UNIT IV – International Associations, norms & declarations

International Communication Powers - Foreign Direct Investment - Acquisitions and Merger of Media Houses - Private Monopoly of Media and International New Media Network

12 L

UNIT V – Prospects & Trends in International communication

New World Information and Communication Order - Global communication politics today - Protecting intellectual property - Traditional media ownership and issues of sovereignty and security

10 L

REFERENCE BOOKS

1. Ali Mohammadi, (1997) International Communication and Globalization: A Critical Introduction.
2. Bella Mody(2003) International and Development Communication : A 21st-Century Perspective, University of Colorado, USA.
3. Daya Kishan Thussu(2009) International Communication: A ReaderPaperback, Routledge, London.

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Core XIII

NEW MEDIA APPLICATION AND MANAGEMENT

OBJECTIVE:

To discuss about the potentials and prospects of New Media Application through technological innovativeness.

UNIT I – Understanding New Media

What are New Media? The Rise of Postmodern, Networked Society, the Early Internet and Web 1.0 **14 L**

UNIT II – New Media Applications and Appliances

Historical context, current trends and future projections of digital communication methods, Finding and Evaluating Online Information **12 L**

UNIT III – Content Creation and Dissemination in New Media

Digital media technologies – current and future – Socio, political, cultural and economic consequences – Social and Technological, Personal Learning Networks **12 L**

UNIT IV – New Media Content Management Services (CMS)

Digital Industries and the Life Cycle, Digital Economics, Online News, Online Politics, New media and the transformation of time and space **12 L**

UNIT V – Prospects of New Media and Digital Media Management

Digital Citizenship: Expression and Regulation, Access and the Digital Divide, Governance and citizenship: democracy, the state and (cyber) activism **10 L**

REFERENCE BOOKS

1. Jan A G M van Dijk, (2005). The Network Society: Social Aspects of New Media, SAGE.
Leah A Lievrouw, Sonia M. Livingstone, (2006).
2. Handbook of New Media: Student Edition SAGE.
3. New Media & Society, Sage Publications, 2003.

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Core XIV

MEDIA MANAGEMENT

OBJECTIVE:

To discuss and create the attitude of effectively administering and handling Media operations across different platforms.

UNIT I - Understanding the Media and Messages

Principles of management - Media Management and Economics - Media Competition and Strategies - FDI in Media Industry **14 L**

UNIT II - Exploring the Reach of Media and its Messages

Analysing Reach of Media - Cost Benefit Ratio Analysis - Brand Value Determination - Audience Measurement System across various Media **12 L**

UNIT III – Dynamics in Media Management

Media organization structure - organization structure of Indian Media Industry - Ownership Patterns and Revenue sharing - Understanding Investment and Returns **12 L**

UNIT IV – Media Positioning and Services

Economy of radio and television production - Market for Indian television programmes - Selling time and marketing - Concept of marketing mix and media management **12 L**

UNIT V – Case Studies in Media Management

Case Study of Management Pattern of Select Media Houses **10 L**

REFERENCE BOOKS

1. The Indian media business – Vanith Kohli Kandeka, 2006.
2. Media organization management – James Redmind and Robert, 2004.
3. Media Management: A case book approach – Jan Wicks Le Blanc and others

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Elective IV

SCIENCE COMMUNICATION

OBJECTIVE:

To define and describe the concept of communicating Science to wider audience involving different media platform for better understanding.

UNIT I - Concepts of science communication

Definition, Nature and Scope for Science and Technology Communication - Importance and Functions of Science Major Scientific Activities in India - Significant Scientific Institution - Scientific Organization and Personalities

10 L

UNIT II –Development of science communication

Aims and Objectives of Science Coverage in Media - Types of News Stories in Mass Media - Sources of Science News - Impact of Science Communication

10 L

UNIT III – Communicating Science and its reach

Writing Science Stories - Editorial, Articles, Features and Investigative Reports
Policies, Ideas, Writing Science Stories - Promoting Scientific Temper through Media

09 L

UNIT IV – Movements & organizations in science communication

Role of Government in Promoting Science Communication - Non-Governmental and Institutional Organization in promotion of Science and Technology - Role and Function of Mass Media - Public Education and Promotion of Science and Technology in India

08 L

UNIT V – Scope of Science Communication

Science Writing and Reporting - Developing Skills and Talents - Resources for Development - Science Communication in Media Industry

08 L

REFERENCE BOOKS

1. Science and Media–Peter Forage
2. Handbook of Science Communication – Anthony Wilson
3. Science Communication in Theory and Practice – S.M. Stockmayer, M.M. Goreand C. Bryant

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Elective IV

CREATIVE AND TECHNICAL WRITING

OBJECTIVE:

To develop the ability to create prolifically and inventively to reach different groups of audiences.

UNIT I – Understanding Creative Writing

Fundamentals of creative and technical writing - Nature and scope of creative and technical writing - Skill for creative and technical writers and editors - Glossary of technical writing and application **10 L**

UNIT II – Writing Styles and expectations

Creative and technical Writing Team - Process in Creative and Technical Writing - Documents, testing and revision - Documents formats **10 L**

UNIT III – Concepts, Story and Script

Products of creative and technical writing - Creating a creative and technical document - Logistics involved in creating creative and technical documents - Validating the End Document **09 L**

UNIT IV – Interacting to Audience through Writing

Principles of Creative and technical Writing - Styles in Creative and technical Writing - Document design - Use of graphic/illustrations **08 L**

UNIT V – Prospects of Professional Writing

Developing Core Skill and Competency - Understanding the Industry and demands - Understanding the Industry Publication - Usage of New Media Application **08 L**

REFERENCE BOOKS

1. Bob Dematteis, Andy Gibbs Michael Neustel (Eds). 2004. The Patent Writer; How to Write Successful Patent Applications. London Square One Publishers.
2. Gerald J. Alred, Charles T. Brusaw, Walter E. Oliu, St. Martin's, Hand Book of Technical Writing Press. London St. Martin's Press.
3. David Ingre Survivor's Guide to Technical Writing, London. South—Western Educational Publishing,

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Project I

DISSERTATION / DOCUMENTARY

OBJECTIVE:

To enable the students put forth their learning in the entire curriculum of this course by producing a research dissertation or a documentary in the area of mass media. To empower the students with more practical knowledge and skills by enabling them to undertake internship and lab journal work as part of the curriculum.

Dissertation

For dissertation the student has to take up a research study with the permission and approval from the guide allotted. He should choose from the broad field of Journalism and Mass Communication and submit the research report. The viva-voce will be held at the end of the semester.

Documentary

Every student opting for documentary production should produce the same on any socially relevant theme with the permission and approval from the guide/mentor allotted. The duration of the documentary should be for 10-15 minutes with sub-titles in English.

LAB JOURNAL& INTERNSHIP

Lab Journal - Every Student has to edit and publish one issue of THAMIRABANI in Soft/Hard copies of a 12 page under the supervision of a teacher concerned. The Student shall be the editor and publisher of this publication and it shall be his/her responsibility to get writers and contributors for the same. Marks shall be assigned for quality of language, content and design.

Internship –The students need to undergo internship for Four weeks at a stretch in any media organizations preferably the southern districts of Tamil Nadu during the first year end semester holidays in consultation with his/her mentor/HOD.
