



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI

PG PROGRAMMES



OPEN AND DISTANCE LEARNING (ODL) PROGRAMMES

(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024 ONWARDS)

M.A Journalism and Mass Communication			
Semester	Course	Title of the Course	Course Code
IV	Core XI	Communication Research	SJMM41
	Core XII	Capstone Project (Practical)	SJMM42
	Core XIII	Project with Viva-Voce	SJMM43
	Elective VI	Science Communication (Theory)	SJME41
	Skill Enhancement Course III	International Communication (Theory)	SJMS41
	Extension Activity	Digital Media Management	SJMX41
		Lab Journal	

Communication Research

Unit	Details
I	Communication Research Definition of Research - Significance of Communication and Media Research - Research trends in communications
II	Types of Research Applied Research - Fundamental Research - Qualitative and Quantitative Research – Exploratory Research
III	Research Design Approaching the Research Problem - Research Questions and Hypothesis - Research Methods and Methodology - Theoretical Frame for Research
IV	Data Collection and Analysis Data Types - Data Collection Tools and Application - Data Analysis - Data Presentation
V	Research Presentation Writing for Research - Literature Review and Analysis - Dissertation

Reference Books

1. Ranjit Kumar, Pearson, Research Methodology– A Step-by-Step Guide for Beginners 2008
2. Judith M. Buddenbaum & Katherine B. Novak, Blackwell, reprinted in India by Surjeet, Applied Communication Research: 2005.
3. : Roger D. Wimmer & Joseph R. Dominick, Wadsworth, Mass Media Research– Processes, Approaches & Applications 2008.
4. Ajai S. Gaur & Sanjaya S. Gaur, Statistical Methods for Practice & Research– A Guide to Data Analysis Using SPSS: Response Books, 2009.

Capstone Project (Practical)

The Capstone project comprises of three modules that will enable students to reflect and refine their skills in communication content production and management. The theme for the project will be decided by the student in cognizance of the assigned mentor. The project will have 3 deliverables based on the three modules. The details on the modules and deliverables are presented below.

	Modules	Genre	Deliverables
1	Lab Journal	Print Format	The student will have to manage, edit and publish one edition of Department Lab Journal, "Thamirabharani".
2	Podcast	Audio Format	The podcast will be for duration of 60 mins that is deemed worthy for broadcast in Community Radio Channel and other Digital Platform.
3	Documentary	Video Format	The documentary will be produced for a minimum of 30 mins and is technically worthy for broadcast.

SCIENCE COMMUNICATION

Unit	Details
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
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
III	Communicating Science and its reach Writing Science Stories - Editorial, Articles, Features and Investigative Reports - Policies, Ideas, Writing Science Stories and Promoting Scientific Temper through Media
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
V	Scope of Science Communication Science Writing and Reporting - Developing Skills and Talents - Resources for Development - Science Communication in Media Industry

Reference Books

1. Daya Kishan Thussu, Arnold, International Communication– Continuity and Change: 2006.
2. Akin feleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing
3. DayaKishan Thussu (2009) International Communication: A Reader Paperback, Rout ledge, London.
4. Thomas L. Mcphail, Wiley, Blackwell, Global Communication– Theories, Stakeholders, and Trends: 2005.

INTERNATIONAL COMMUNICATION

Unit	Details
I	General Overview On International Communication Concept And Need Of International Communication - Theoretical Understanding On International Communication - Integrative View Of Balanced Information Flow
II	The New World Information And Communication Order (NWICO) Western And Non-Western Theories On Global Communication & Media – Modernization Theory Dependency Theory World Systems Structural Imperialism - Hegemony Propaganda and Global Village - Cultural Imperialism Theories Of Information Society
III	International/Transnational Media Organizations The Concept Of Media Organizations -News Organizations And Their Development Through Years - Evolution, Functions and Typology - Internet Neutrality And Information Flow
IV	Social Movements, Cultural Production and Nation Branding. International Communication Flows And Technologies Empower Social Movements - Mass Movements Around The World - Dominant Forces Behind The Globalization Of Cultural Production - The Role of Media in International Communication
V	Key Figures In International Communication Major Personalities In International Communication - International Communication In The Internet Age - Application Of Various Concepts In The Communication Discipline

Reference Books	
1.	DayaKishanThussu, Arnold, International Communication– Continuity and Change: 2006.
2.	Akinfeleye, R., Amobi, T. I., & Sunday, O. (2011). Unending imbalance in global news flow, direction and intensity: Comparing global media coverage of 2008 US and Ghana presidential elections. Saarbruken, Germany: LAP Lambert Academic Publishing
3.	DayaKishanThussu (2009) International Communication: A Reader Paperback, Routledge, London.
4.	Thomas L. Mcphail, Wiley, Blackwell, Global Communication– Theories, Stakeholders, and Trends: 2005.

Digital Media Management

Unit	Details
I	<i>Digital Media Ecosystem</i> Overview of the digital media landscape - Key players and stakeholders in digital media - Digital media business models -Trends and future directions in digital media
II	<i>Digital Content Strategy</i> Content planning and creation for digital platforms - Content curation and aggregation - Developing a content calendar - SEO and content optimization strategies
III	<i>Digital Media Analytics and Metrics</i> Introduction to digital analytics tools - Key performance indicators (KPIs) for digital media - Audience measurement and engagement metrics - Data-driven decision making in digital media management
IV	<i>Digital Media Distribution and Monetization</i> Multi-platform content distribution strategies - Social media management and community building - Digital advertising and sponsored content - Subscription models and paywalls
V	<i>Legal and Ethical Issues in Digital Media</i> Copyright and intellectual property in the digital age - Privacy and data protection regulations - Ethical considerations in digital content creation and distribution - Managing online reputation and crisis communication

Reference	
1.	Quesen berry, K. A. (2020). <i>Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution</i> . Row man & Little field Publishers.
2.	Ryan, D. (2021). <i>Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation</i> . Kogan Page.
3.	Chaffey, D., & Ellis-Chadwick, F. (2019). <i>Digital Marketing: Strategy, Implementation and Practice</i> . Pearson.
4.	Kumar, V., & Gupta, S. (2021). <i>Customer Engagement Marketing</i> . Palgrave Macmillan.
5.	Lieb, R. (2017). <i>Content - The Atomic Particle of Marketing: The Definitive Guide to Content Marketing Strategy</i> . Kogan Page.
6.	Sterne, J. (2017). <i>Artificial Intelligence for Marketing: Practical Applications</i> . Wiley.
7.	Smith, P. R., & Zook, Z. (2020). <i>Marketing Communications: Offline and Online Integration, Engagement and Analytics</i> . Kogan Page.