



**MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
PG PROGRAMMES**



OPEN AND DISTANCE LEARNING(ODL) PROGRAMMES

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

Mass Communication and Journalism

Semester	Course	Title of the Course	Course Code	Course Type
I	Core - I	Understanding Human Communication	SJMM11	Theory
	Core - II	Introduction to Journalism	SJMM12	Theory
	Core - III	News Gathering and Reporting	SJMM13	Practical
	Elective - I	Communication Design	SJME11	Theory
	Elective - II	Communication Laws	SJME12	Theory

Semester-I
Unit-I: <i>Human Communication Theories and Concepts</i>
Foundations of Communication Theory-Dimensions and Evaluation of Theory-Communication Tiers-Seven Traditions of Communication Theories Defining Communication- Basic Models and Levels of Communication Key Concepts in Message Processing, Cognitive and Information Processing (Attribution and Judgement, Information-Integration and Consistency Theories) Socio-Psychological Approach to Communication-Trait- Factor Model. Communication Competency-Argumentativeness Communication Anxiety-Reticence (Interaction Adaptation, Expectancy Violation theory)
Unit-II: <i>Evolutionary Communication</i>
Biophysiological Theories, Trait Theories and Embodiment, Communicology, Communibiology Biological and Neurological Basis of Communication Evolutionary Communication- Pointing as Communication. And Signalling Theory Information Seeking Behavior and Information Foraging-Information Integration, Expectancy Value-Cognitive Dissonance- Rokeach' Comprehensive theory of change Communication in Cultural Evolution-Cognitive Gadgets
Unit-III: <i>Modes and Messages of Communication</i>
Evolution of Language-Steven Pinker's Language Instinct Thesis, Structural Linguistics Approach Speech and Verbal Communication, Speech Community and Speech Act Augmentative and Alternative Communication Models for Speech Interactions Nonverbal Communication (NVC). Nonverbal Codes Systems Digital NVC - NVC in Human Interactions, Touch and Haptic Communication. Theories of Visual Communication- Semiotics, , Social Semiotics Written Forms of Communication and Reading, Orality and Literacy Psychological and Neurological Basis of Writing
Unit-IV: <i>Conversations in Interpersonal and Group Context</i>
Intrapersonal Communication-Self, Mindful Communication Phenomenological and Hermeneutics Tradition, Interpersonal Communication and -Uncertainty Reduction, Privacy Management Giles Accommodation Theory. Interaction adaptation theory. Burgoon's Expectancy violation theory, and Interpersonal deception theories. symbolic interactionism, symbolic convergence theory- Fantasy themes Rhetoric, Argumentation, Coordinated Management of Meaning (CMM). Message-Design Logic, Compliance Gaining, Goals-Plans-Action Model, Politeness theory. Group Dynamics: Interaction Process Analysis, Group Development, Input-Output Model, Concertive Control and Self-Managed Teams, Adaptive Structuration. Simplified Social Influence Process, Socio-Egocentric and Group-Centric Model, Transactive Memory, Vigilant Interaction theory
Unit-V: <i>Relationships</i>
Palo Alto Group on Relationships. Relational Schemas, Social Penetration Theory Bakhtin's Theory of Dialogics. Dialectical Theory of Relationships, Affection Exchange, Dyadic Power Theory, Family Communication Patterns, Relationship Maintenance, Petronio's Communication Privacy Management (CPM) Carl Roger's Self-Theory Constructing and Transcending Differences-Moral Conflict theory, Performing Foreignness, Coalition and Alliance Building, Dialogue as Building Culture of Peace, Principles of Good Communication and Non-Violent Communication
Course Specific Skills

Define the Concept of Communication	Identify and explicate different forms of Communication and its messages	Analyze the process of communication	Explain the theory and models of communication and its relevance	Analyze and detail the communication process and its implication
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Semester-I
1.2.Introduction to Journalism
Unit-I:Introduction to Journalism
<p>What is Journalism? Journalism as a Profession. Career in Journalism. Field of Journalism Studies Academic Journalism. Law defining journalists: who's who in the age of digital media? Digital Journalists' Professional Identity. Contemporary Status of Journalism- The New Rules of Engagement. News in a New Media Ecology. Genre of Journalism- Multimedia, Mobile. Collaborative, Innovation, Solution, Data, Social, and Computational Journalism and Others. Collaborative Journalism and Cooperative Media.</p>
Unit-II:Elements of Journalism
<p>Informing the News (Thomas Patterson). Basic Canons of Journalism- Kovach and Rosenstiel Elements of Journalism. Journalism of Verification- Journalism Practice as Social Science. Epistemology of Journalism-Towards a Scientific Attitude in Journalism. Journalist as Interactional Experts (Harry Collins). Policy Issues that Impact News and Journalism-Media Freedom. Media Sustainability. Pluralism and Diversity. Defining and Measuring Quality Journalism. McQuail Media Performance Theory and its Update.</p>
Unit-III:Ethical Journalism
<p>Codes of Conduct for Professional Journalism- Institutional Self-Regulation. Digital Ethics-Code of Conduct for Digital Journalists. Virtue Ethics and Journalism. Virtue Epistemology. Making of an Ethical Journalist-Mindful Journalism. Working Journalist, Labour Issues, Professional Associations and Unions.</p>
Unit-IV:Engaged Journalism
<p>Journalistic Metamorphosis and The Networked Ecology-Participatory, Networked and Convergent Journalism Audience-Centric Journalism- Active Audience. News as Conversation: Not Just Informing but Involving the Audience. Why Engagement Matters-Face-to-Face Engagement.</p> <p>Collaborative Journalism and User-Generated Content- Citizens Journalism. Local and Hyperlocal Journalism- Digital Neighbourhood. Raise of Citizens Journalists, Lay Experts and Bloggers. Alternative Journalism: Claims and Challenges. News Media Activism- Controversies in Use of Journalism for Activism</p>
Unit-V:Theories of News
<p>Normative Approach to Journalism. Classical and Modern Approach-Roles and Function of News Media-Its Revisions. News and Public Sphere (Habermas). Market Vs public Sphere Models. News as Public Good-Fourth Estate-News Public Interest and Democracy. Propaganda Model-Computational Propaganda. Infotainment. Theorizing Journalism- Gatekeeping theory. Public Opinion Agenda Setting and Media Framing Theory, Spiral of Silence. Impact of Social Media on Public Opinion. Third-Person Effects, Hostile Media Influence. Mediating the News- Hierarchical Model (Pamela Shoemaker) Future of Journalism-Artificial Intelligence-Robot Journalism. Big Data, AI, Surveillance and Privacy and Deep Fakes.</p>

Course Specific Skills				
To introduce learners to the practice of professional journalism and current challenges.	To introduce the learners to foundational principles and basic canons of professional journalism.	To provide critical insights into the historical context of the development of journalism.	To provide learners theoretically oriented empirical evidence for the functions of journalism in society.	To orient learners to best ethical practices and code of conduct and encourage them to strive to become ethical journalists.
Semester-I				
Unit-I: Principles of News Reporting				
<p>News Values and Newsworthiness-5W-1H Model. Digital News. News in the Context of Instant Messaging, and Social Media, Mobile Phones. News Sharing “Share worthiness”. Role and Responsibility of Reporters. Taking a Mobile First Approach-Merits and Demerits. Principles of Reporting. What Makes a Good Journalist? Personal Characteristics of Reporters-Curiosity, Motivation, Truthfulness.</p> <p>Changing Attitudes to Fit the Mobile and Social Media Landscape- Mobile and social media – Two Sides of the Same Coin.</p> <p>Role of Metrics in Journalistic Practices. Performance Indicators for Reporters and Workload.</p>				
Unit-II: Finding News and News Sources				
<p>Finding Story Ideas-Brainstorming. Story Pitch. Pool Reporting - Pack journalism. Enterprise Reporting. Explanatory journalism.</p> <p>News Sources- People, Experts, Stakeholders, News Releases- News Agencies- Follow Up Stories. Personal Social Networks. Professional Networks.</p> <p>Reporter-Source and Owners Relationship- Trust -Non-Disclosure Principal vs Public Interest. - Reporter-Source Relationship-Using Social Media for Reporting- Issues and Challenges- Best Practices. Tools for Tracking Social Media Handles and #Hashtags.</p>				
Unit-III: Skill Sets				
<p>Traditional Techniques for News Gathering. Preparation for Covering News. Gathering and Recording Evidence. Note Taking, Voice Recording, Mobile Images, Screenshots.</p> <p>Interviewing Skills for Journalists. Types of Interview-Questions-Guidelines. Interviewing Experts. Developing Conversation Skills.</p> <p>Observation Skills for Journalist. Reporter as Participant Observer. Observational Techniques- Unobtrusive Measures-Listening Skills.</p> <p>Online Scoping Research and Document Sources- Government and Statistical Documents and Reports. (Questioned Document Forensic). Quick Checking Credibility.</p>				
Unit-IV: Reporting Fieldwork				
<p>Reporting for Convergent Media-Using Apps for Mobile-First and Social First Approach - Risk and Opportunities.</p> <p>Basic News Structure for Reporting for Multiple platforms.</p> <p>Qualities of Good News Story-Reporters Perspective. Getting the First Draft Quickly.</p> <p>Blip Culture: The Power of Brief News (Instant Messages, Posts, Notifications).</p>				
Unit-V: Routine Assignments and Culture, Lifestyle, and Sports Reporting				
<p>Beat System and News Routines. Different Types of Beats-Crime, Courts, Energy. Water, Corporation. Education, Health. News Hotspots.</p> <p>Pitfalls and Problems in Reporting. Cultivating Source-Rapport Building-Common Traps In News Reporting, Censorship and Self-Censorship. Pitfalls and Problems in Reporting.</p> <p>Reporting Sensitive Story Leaks. Breaking News and Scoop.</p> <p>Types of Routine News Assignments. Covering Speeches, Press Conferences, Meetings,</p>				

Covering Special Events and Pseudo-events (Information Subsidy). Doing Profiles and Obituaries. Civic Issues. Weather and Tragedies---Reporting Human Interest Stories. Arts, and Culture Reporting. Covering Film, Art and Aesthetics, Music, Leisure, Fashion, Tourism, Architecture, Literature, Food.
 Covering Popular Culture- Cultural Journalism. Covering Creative and Entertainment Industries. Celebrity Interviews, Writing Profiles. Lifestyle and Leisure Reporting. Life Hacks. Alternative Health. Sports Journalism-Reporting on Gaming industry.

CourseSpecificSkills				
To build the capacity of learners to acquire a sense of news and newsworthiness	To display the ability to identify potential news stories and various sources of preparing the news story	train learners in various techniques of news reporting	employ various fieldwork-based techniques of news reporting and writing across multiple platforms	sensitize learners to the routine news assignments and beat systems and to engage in local, community-level issues for pitching for a story

Semester-I				
1.4.Communication Design (Theory)				
CourseSpecificObjective				
<i>TheCourse equips students to excel as multimedia journalists in today's dynamic media landscape.</i>				
HoursPer Week				Credits
Lecture	3	Tutorial	-	Practical 2
3				
Unit-I:Conceptualizing Communication Messages and Products				
Content creation - Writing skill - Mind map, Brainstorming tools				
Unit-II:Usage of Computer in Creating Communication Messages				
Fundamentals of Computer - Word Processing Software - Editing and Formatting Applications				
Unit-III:Presentation of Messages to the context				
Infographic Presentation - Presentation skills - Presentation Software				
Unit-IV: Layout and Framing of Messages				
Layout Formulation - Page Layout Software - Desktop Publishing Software				
Unit-V:Graphics and Images				
Visual Content Creation - Image Processing Software - Image Manipulation and Image Editing Software				
CourseSpecificSkills				
Identifytheneedf or featurewriting	Explain the needandsignifican ceoffeaturewritin g	Understandingab out society,contextan drelatedchallenge s	Develop ability tocollect informationthroug h systematicresearch	Developsensibl efeatureinforma tion to Bepublishedin media

Semester-I
Unit-I: <i>Indian Constitution</i>
Foundations of the Indian Constitution. Indian Constitution from Communication Perspective Salient Features of The Indian Constitution. Importance of Articles 21 and 32. The Parliament-Directive Principles. Constitutional Amendments. Fundamental Rights and Duties- Article 19 1 (A)- Various Freedoms and Reasonable Restrictions Centre-State Relationship. State, Central and Concurrent List
Unit-II: <i>Freedom of Speech and Expression</i>
Concept of Positive and Negative Liberty. Free Speech and Private Properties. Press Freedom. Philosophy of Free Speech. Free Speech and Its Limits. Freedom of Press and Regulations. Hate Speech and Censorship in India. International Instruments on Free Speech and Expression. Social Media as an Alternate-Censorship in Social Media- Privatization of News Regulation- are Social Media Companies Platforms or Publishers. Shadow Banning. Algorithmic Downgrading in Recommender Systems.
Unit-III: <i>Media-Related Acts and Regulations</i>
Books and Registration Act. Registration of Newspapers Working Journalist Act. Press Council of India; Cinematograph Act. Press Council of India; Official Secrets Act-Journalistic Defence Obscenity and Pornography- Censorship. Privileges of Parliament. Defamation, Libel, Slander-Contempt of Court. Landmark Cases related to Media. Cases relating to freedom of expression and press Content Regulation in Broadcast News. Government Agencies, Trade Associations, Institutions related to Media Monitoring and Regulations-Ministry of I and B. Prasar Bharati, TRAI, INS, BARC.
Unit-IV: <i>Intellectual Property Rights and Internet Governance</i>
Intellectual Property Rights (IPR)- Concept of Innovation, Invention and Discovery. Intellectual Property Rights- Trademark, Patents, Geographical Indicators, and Secret and Confidentiality in IPR, Internet Governance International Conventions and Applications. WIPO. Copyright and Fair Use. Net Neutrality. (Facebook Basics Case) Various Government Notifications on social media and Internet Regulations. Internet Access and Broadband as Basic Rights. Role of Electronic Frontier Foundation (EFF) in Internet Governance. Social Media and other Digital Media/Platform Notifications of Government of India
Unit-V: <i>Laws Related to Information</i>
Cyber Laws and Legal and ethical aspects related to new technologies- AI/ML, IoT, Blockchain, Darknet and social media, Cyber Laws of other countries IT Act 2000 and its amendments. Limitations of IT Act 2000. Right to Information Act. Using RTI as a Reporting Tool. Media and Privacy- Privacy Bill in India and in Other Countries. Right to Data Privacy- Relevant Sections of The IT ACT-Section 43A and Section 72 A. Sensitive Personal Data or Information) Rules, 2011 ("SPDI Rules"). Protection of Personal Information (PI) and Sensitive Personal Data and Information (SPDI)-Draft PDP Bill, 2019. Right to be Forgotten-Key Challenges and Debates.(EU's Digital Services Act, 2023)

Course Specific Skills				
provide a general orientation to learners on the Indian constitution, its history, and development	understand and apply the principles and laws of freedom of speech and viewpoint diversity.	provide orientation and examine legal issues and case laws related to media and journalism practices.	introduce and analyze intellectual property rights relevant to journalism practice in the Indian and global context.	recognize the ethical, legal, and socio-economic issues surrounding information and technology.
Semester-I				
Unit-I: <i>Nature and Scope of Persuasion</i>				
<p>Nature and Scope - Definitions - Persuasion, Propaganda, History - Rhetoric and Public communication, Propaganda, Why Study Persuasion?, Aims and Goals, Persuasion is not a Dirty Word, Persuasion is Our Friend, The Pervasiveness of Persuasion: You Can Run But You Can't Hide.</p> <p>Basic Concepts - Basic Concepts - Values, Beliefs, Attitudes. Persuasive Rhetoric and the Brain: Multimodality, What Constitutes Persuasion?, Pure Versus Borderline Cases of Persuasion, Limiting Criteria for Defining Persuasion, Intentionality, Effects, Free Will and Conscious Awareness, Symbolic Action, Interpersonal versus Intrapersonal</p> <p>Traditional Principles of Persuasion - Rhetoric (Appeals) - Language - Argumentation - Reasoning - AIDA - PAN and its updated Variant. Advertising as Persuasion. Implicit Versus Explicit Memory.</p> <p>Persuasion in the Sciences, Persuasion in the Arts, Other Not-So-Obvious Contexts for Persuasion, Weird Persuasion, Persuasion in Interpersonal Settings.</p> <p>Four Benefits of Studying Persuasion, The Instrumental Function: Be All That You Can Be, The Knowledge and Awareness Function: Inquiring Minds Want to Know, The Defensive Function: Duck and Cover, The Debunking Function: Puh-Shaw about Persuasion Foster Manipulation?, Are Persuasion Findings Too Inconsistent or Confusing?, Ethical Concerns About the Use of Persuasion.</p>				
Unit-II: <i>Psychological Approaches to Persuasion</i>				
<p>Co-active Approach - Framing and Reframing. Brown and Levinson's Politeness Strategies Attribution Theory, Social Judgment Theory, Cognitive Dissonance/Balance Theory, Polarization of Alternatives Rokeach' Comprehensive theory of change. Social Learning, Problematic integration theory (PI).</p> <p>Dual Process Model. Elaboration likelihood Model MAIN Model (Modality, Agency, Interactivity, Navigability).</p> <p>Narrative and Argument Advertising - Transportation-Imagery Model. Processing Narrative versus Argument. Factors Influencing Cognitive Attention, Mental Imagery, Emotional Involvement. Individual Factors Influencing Transportation and Message Factors Influencing Transportation.</p> <p>Persuasive Rhetoric and the Brain, Multimodality and Neurobiology, The Neuro-Cognitive Model of Multimodal Rhetoric, Framing Perception With Media.</p> <p>Narrative and Persuasion, Dress and Natural [Neural] Codes: Smell, Setting, and Audience, Persuasion of Change, Persuasion, Perception, and the Law, Applications in Production of Materials, A Neurorhetorical Analysis of a Multimodal, Multimedia Persuasive Message.</p> <p>Language and Persuasion, Symbols, Meaning, and Persuasion: The Power of Babble, Connotative and Denotative Meaning:, Aphorisms, Familiar Phrases, and Persuasion, Language Intensity, Powerless Language and Persuasion Conformity and Influence in Groups ,Conformity as Persuasion: In With the Crowd.</p>				

<p>Unit-III:Effective Message Design</p> <p>Theory of Planned Action, Berger’s Planning Theory. Greene’s Action Assembly Theory, Delia’s Constructivism. McGuire’s Classic Input-Output Framework for Constructing Persuasive Messages. Osgood’s Semantic Meaning Theory Role of Images in Messages. Messaris’ Visual Persuasion Theory. Analyzing Persuasive Messages Using Semiotics. Message Processing Frameworks. Capacity Theory of Attention and Message Response Involvement (CRA) Theory. Media Channel: Issues Fixed versus Mobile Advertising. Receiver Issues: Captive versus Mobile Audiences. Cognitive Resource Allocation Framework. Quadrant Uncommon Bond. Quadrants (Traveling. Salesperson, Moving Target. Chance Encounter). Using CRA to Maximize Advertising Effectiveness. Resource Matching Hypothesis. Achieving Cognitive Congruency Through Message Design. Credibility Is a Receiver-Based Construct, Credibility Is a Multidimensional Construct, Credibility Is a Situational/Contextual Phenomenon, Credibility Is Dynamic’ Credibility and Image Management, Interpersonal Credibility, Impression Management, Facework, and Accounts, Strategies for Enhancing One’s Credibility</p>
<p>Unit-IV:Emerging Models</p> <p>Theories of Emotion Appeal Engagement and Empowerment in Marketing Communications. The Role of Emotion in Persuasion. Measuring Emotions. Nonverbal Measures of Emotional Response. Emotional Response Modeling. The Neurology of Emotion. Fear Appeals Reflexive Persuasion Game. The Persuasion Knowledge Model (PKM) PKM Antecedents Processing and Outcomes. Emerging Neuromarketing Approach-Brain-Based Persuasion Model. Ramachandran’s Nine Principles. Neuro-Cognitive Model of Multimodal Rhetoric. Framing Perception With Media. Persuasion and Decision Making-Behavioral Economics Approach-Cognitive Biases and Heuristics. Nudge-Choice Architecture-Default Settings.</p>
<p>Unit-V:Persuasion Strategies</p> <p>Common Persuasion Strategies and Tactics. Cialdini Robert B. Influence Model- Pre-suation” Model. Strategy Choice Models. Creative Strategies in Designing Messages for Advertising, Promotions.</p> <p>Word of Mouth: What’s the Buzz?, Social Media: Rise of the Machines, Tipping Points, Über Influencers, Orchestrating the Next Big Thing, Infectious or Inexplicable?, Gamification Brands and Branding: Brand Personality, Authenticity: Keeping It Real, Cause-Related Marketing: The Feel-Good Factor, Sloganeering, Sponsorship.</p> <p>Visual Persuasion, The Power of Images, How Images Persuade, Iconicity: Bearing a Resemblance, Indexicality: Seeing Is Believing, Syntactic Indeterminacy, Art As Persuasion.</p> <p>Cinematic Persuasion: Sex, Drugs, and Popcorn, How Movies Persuade, Exporting Values Abroad, Promoting Popular Culture, ModelingBehavior: Social Proof, Cultivation Theory: It’s a Mean, Scary World, Viewer Identification, Perpetuating Stereotypes.</p> <p>Images in Advertising, Visual Extravaganzas, Anti-Ads: You Can’t Fool Me, Image-Oriented Advertising: Materialism as Happiness, Shock Ads: Edgy Images as Persuasion, Photojournalism as Persuasion: The Camera Does Lie, Photographic Deception.</p> <p>Communication by Design-Fogg’s Persuasive Technology Design Model</p>

CourseSpecificSkills				
understand the basic concepts in persuasive communication.	identify evidence-informed message design strategies.	analyze message and audience using established scientific theories.	create messages and persuasive tactics to match the suite different audience segments.	create conceptual models for persuasive technology design.