



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	SJMM42
	Core XIII	Project with Viva-Voce	SJMM43
	Elective VI	Science Communication	SJME41
	Skill Enhancement Course III	Digital Media Management	SJMS41
	Extension Activity	Lab Journal	SJMX41

Communication Research

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

Structure:

The project consists of three modules, allowing students to refine their content production and management skills. The project theme will be chosen by the student in consultation with their assigned mentor.

Modules	Format	Deliverables
Mini-Dissertation	Written Format	A 3,000–5,000-word dissertation on a media-related topic, demonstrating research and analytical skills.
Podcast	Audio Format	A 30–60-minute podcast suitable for digital platforms or community radio.
Documentary	Video Format	A 15–30-minute documentary with professional production quality.

Assessment:

Projects will be evaluated based on content quality, technical execution, creativity, and adherence to academic and industry standards.

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.

Digital Media Management

Unit	Details
I	<p>Digital Media Ecosystem</p> <p>Overview of the digital media landscape - Key players and stakeholders in digital media - Digital media business models -Trends and future directions in digital media</p>
II	<p>Digital Content Strategy</p> <p>Content planning and creation for digital platforms - Content curation and aggregation - Developing a content calendar - SEO and content optimization strategies</p>
III	<p>Digital Media Analytics and Metrics</p> <p>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</p>
IV	<p>Digital Media Distribution and Monetization</p> <p>Multi-platform content distribution strategies - Social media management and community building - Digital advertising and sponsored content - Subscription models and paywalls</p>
V	<p>Legal and Ethical Issues in Digital Media</p> <p>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</p>

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

LAB JOURNAL

Instructions for Preparation and Submission

Objective:

The Lab Journal is a **practical exercise** where students apply their knowledge of journalism and mass communication. Each student must create, edit, and publish **one issue** of a 8-page (A4 size) Lab Journal, demonstrating their editorial, reporting, and content management skills.

Guidelines for Preparation:

1. **Theme & Content Selection:**
 - Choose a theme or focus area for the issue (e.g., social issues, media trends, politics, entertainment, technology).
 - Include a mix of **news articles, features, interviews, opinion pieces, and visuals** to ensure diversity in content.
 - Maintain journalistic ethics, accuracy, and objectivity.
2. **Journal Structure:**
 - **Cover Page:** Title, publication name, student's name, and date.
 - **Editorial Page:** A short introduction/editorial note by the student.
 - **News Section:** 2–3 news articles (local/national/global events).
 - **Feature Articles:** 1–2 in-depth articles on relevant topics.
 - **Interviews:** At least one interview with an expert, professional, or community member.
 - **Opinion/Editorials:** One or more opinion pieces on current issues.
 - **Visual Elements:** Include images, infographics, or cartoons where necessary.
 - **Credits & References:** List of sources and contributors (if any).
3. **Technical Requirements:**
 - Page limit: **8 pages**
 - Format: **Digital (PDF) or Print (Hard Copy, if applicable)**
 - Software: Can be created using **MS Word, Canva, InDesign, or any publishing software.**
4. **Submission Guidelines:**
 - Submit the **soft copy (PDF format)** via the designated online portal/email.
 - If required, submit a **printed copy** to the department.

For any queries contact the course In-Charge through email: vsundararaman@gmail.com