MANONMANIAM SUNDARANAR UNIVERSITY

ABISHEKAPATTI, TIRUNELVELI-627 012

MASTER OF ARTS IN JOURNALISM AND MASS COMMUNICATION (CBCS)

DEPARTMENT OF COMMUNICATION

REGULATIONS & SYLLABUS

(FOR THE CANDIDATES ADMITTED FROM THE ACADEMIC YEAR 2022-2023 AND ONWARDS)

Vision of the University

“To provide quality education to reach the un-reached "

Mission of the University

- To conduct research, teaching and outreach programmes to improve conditions of human living
- To create an academic environment that honours women and men of all races, caste, creed, cultures and an atmosphere that values intellectual curiosity, pursuit of knowledge, academic freedom and integrity
- To offer a wide variety of off-campus educational and training programs, including the use of information technology, to individuals and groups.
- To develop partnership with industries and government so as to improve the quality of the workplace and to serve as catalyst for economic and cultural development

Vision of the Department

To emerge as a global institution of media education and training by providing unique learning experience by facilitating preeminent resources ensuring sensible communication dissemination through the media by effectively employing context specific technologies.

Mission of the Department

- To provide quality and holistic training in the field of Communication and Media
- To facilitate professional formation by orientating possible innovative practices
- To assist collective and corporate organizations in effective utilisation of media applications

Preamble:

The Department of Communication, Manonmaniam Sundaranar University, Tirunelveli was initiated in the year 1993. In the last 24 years, the Department has trained scores of students committed to pursue their interest in communication and media industry. The department has expertise and experience in facilitating multi-faceted resources in electronic media, multimedia documentation and field study. The department has adequate infrastructure to train student in audio, visual and multimedia production. Moreover, the department is actively involved in research activities in the emerging domains involving New Media, Communication and Mediation, optimising media process involving New Media capabilities and so on.

Programme Learning Objectives

Program Learning Objectives (PLO)	
PLO - 1	To inform the learners about the concepts of Communication, process of communication and the relevance and significance of Communication
PLO- 2	To sensitise the learners about the importance of communication in addressing Social issues and social transformation
PLO - 3	To enable the learners acquire the needed skills to become media and communication professionals
PLO - 4	To facilitate the analytical skills to study the Communication process to improve its effectiveness and efficacy by adopting contextualised intervention strategies
PLO - 5	To impart knowledge and information on the New Technological tools and application in Communication process employed for different communication needs
PLO – 6	To acquaint the learners with communication technological tools in Audio and Visual formats to engage these tools and application in real time basis for effective communication for varied purposes
PLO – 7	To provide information on the prospects of media and communication tools and its application in the development of nation
PLO – 8	To provide knowledge and information on significance of culture and communication.
PLO - 9	To encourage the idea of building harmonious communities bridging diversities and maintaining the ideals of social justice and peace

Programme Specific Outcomes

Program Specific Outcomes (PSO)	
PSO - 1	Create media professional with insightful understanding of communication , process of communication and the relevance and significance of Communication
PSO- 2	Instil in the learners the responsibility to understand the importance of communication in addressing Social issues and social transformation
PSO - 3	Encourage the students to hone their abilities and skills to be effective communicators with the discretion to employ the right technology within limits
PSO - 4	Provide and facilitate the analytical skills to understand the communication process and flow and devise strategies to improve its effectiveness and efficacy by adopting contextualised intervention strategies
PSO - 5	Inculcate the idea of building harmonious communities bridging diversities and maintaining the ideals of social justice and peace

PROGRAMMESTRUCTUREM.A. C Journalism and Mass Communication

1. Professional Core Courses (C)

Course Code	Course Title	Hours/Week			Credits
		Lecture	Tutorial	Practical	
	Introduction to Communication	4		-	4
	Reporting and Editing	3		1	4
	Communication Ethics, Laws and Policies	4			4
	Critical Communication Studies	4			4
	Communication Research	4			4
	Media Production Technique – I	3		1	4
	Advertising and Public Relation	2		2	4
	Critical Media Literacy	4			4
	Media Production Technique – II			4	4
	Development Communication	4			4
	New Media Studies	4			4
	International Communication	4			4
				Total Learning Credits	48

2. **Ability Based Elective (ABE)**

Course Code	Course Title	Hours/Week			Credits
		Lecture	Tutorial	Practical	
	Public Communication	2		1	3
	Media Literacy	3			3
	Tamil Journalism	3			3
	Citizen Journalism	2		1	3
	Human Rights Reporting	2		1	3
	Film Studies	3			3
				Total Learning Credits	18

3. **Skill Based Elective (SBE)**

Course Code	Course Title	Hours/Week			Credits
		Lecture	Tutorial	Practical	
	Feature Writing	2		1	3
	Writing Media	2		1	3
	Photo Journalism	2		1	3
	Advanced Television Production	2		1	3
	Advanced Audio Production	2		1	3
				Total Learning Credits	16

4.Skill based Practical (SBP)

Course Code	Course Title	Hours/Week			Credits
		Lecture	Tutorial	Practical	
	Communication Design			4	2
	Audio Production			4	2
	Basic Photography			4	2
	Digital Media Production			4	2
				Total Learning Credits	8

5.Supportive Course (SP)					
Course Code	**Course Title**	**Hours/Week**			**Credits**
		Lecture	**Tutorial**	**Practical**	
	Course Offered from Swayam Portal	3			3
	Course Offered from Swayam Portal	3			3
				Total Learning Credits	6

6.Value Added Course (VAC)					
Course Code	**Course Title**	**Hours/Week**			**Credits**
		Lecture	**Tutorial**	**Practical**	
	Online Journalism	2		1	2
	Technical Writing	2		1	2
				Total Learning Credits	4

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7.Project Work, Internship (P)					
Course Code	**Course Title**	**Hours/Week**			**Credits**
		Lecture	**Tutorial**	**Practical**	
	Dissertation & Internship		1	3	10
				Total Learning Credits	10

Program Articulation Matrix																
Course Code	Course Name	Learning Outcomes														
		Disciplinary	Critical Thinking	Problem Solving	Analytical	Research Skills	Team Work	Scientific Reasoning	Reflective Thinking	Self-Directed	Multicultural	Ethical Reasoning	Community	ICT Skills	Leadership Skills	Life Long Learning
	Introduction to Communication	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	Reporting and Editing	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	Communication Ethics, Laws and Policies	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	Feature Writing	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	Writing for Media	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	Public Communication Campaign	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	Photo Journalism	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	Communication Design	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	Critical Communication Studies	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Communication Research	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Media Production Technique - I	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Media Literacy	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Tamil Journalism	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Citizen Journalism	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Audio Production	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Basic Photography	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Online Journalism	H	H	H	H	H	M	H	M	M	H	M	H	H	M	M
	Advertising and Public Relation	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Critical Media Literacy	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Media Production Technique - II	H	H	H	H	H	L	M	L	M	H	M	M	H	H	M
	Film Studies	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Advanced Television Production	H	H	H	H	H	L	M	L	M	H	M	M	H	H	M
	Advanced Audio Production	H	H	H	H	H	L	M	L	M	M	H	H	M	H	H
	Human Rights Reporting	H	H	H	H	H	L	M	L	M	H	M	M	H	H	M
	Digital media Production	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
	Technical Writing	H	H	M	H	M	M	H	H	H	M	M	H	M	M	H
	Development Communication	H	H	H	H	H	L	M	L	M	H	M	M	H	H	M
	New Media Studies	M	M	H	H	M	H	M	H	H	H	M	M	H	M	M
	International Communication	H	H	H	H	H	L	M	L	M	M	M	H	M	H	H
	Dissertation & Internship	H	H	H	H	H	M	H	M	M	M	H	H	H	M	M
Program Average		H	H	H	H	H	M	M	M	M	M	M	H	H	H	H

H – High Correlation, M – Medium Correlation, L – Low Correlation

LEARNING OUTCOME MATRIX

PLO	Core Course Offered in the Programme											
	Semester I			Semester II			Semester III			Semester IV		
	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12
PLO 1	●	●	●	●	●	●	●	●	●	●	●	●
PLO 2		●	●		●		●	●		●		
PLO 3			●	●	●	●	●	●		●	●	●
PLO 4	●		●									
PLO 5		●		●	●		●		●	●	●	●
PLO 6	●		●		●		●	●		●	●	●
PLO 7	●		●	●		●	●		●	●		●
PLO 8	●			●				●	●		●	●
PLO 9	●	●	●	●		●		●	●	●		●

PLO	Ability Based Elective Course Offered in the Programme				
	Semester I	Semester II			Semester III
	ABE 1	ABE 2	ABE 3	ABE 4	ABE 5
PLO 1	●	●	●	●	●
PLO 2	●	●	●	●	●
PLO 3	●		●	●	
PLO 4		●		●	●
PLO 5		●	●		
PLO 6	●		●	●	●
PLO 7	●			●	●
PLO 8		●	●	●	●
PLO 9	●		●	●	●

PLO	Skill Based Elective Course Offered in the Programme				
	Semester I			Semester III	
	SBE 1	SBE 2	SBE 3	SBE 4	SBE 5
PLO 1	●	●	●	●	●
PLO 2		●	●	●	●
PLO 3			●	●	●
PLO 4	●		●		
PLO 5		●		●	
PLO 6	●		●	●	
PLO 7	●				●
PLO 8	●				●
PLO 9		●	●		●

STRUCTURE & SYLLABUS OF THE COURSES

Sem .No	Sub . No	Subject Status	Subject Title	Credits	Hrs./Week	Marks				
						Maximum			Passing Minimum	
						Int	Ext	Tot	Ext	Tot
I	1.	Core -I	Introduction to Communication	4	4	25	75	100	38	50
	2.	Core - II	Reporting and Editing	4	4	25	75	100	38	50
	3.	Core-III	Communication Ethics, Laws and Policies	4	4	25	75	100	38	50
	4.	Elective - I		3	3	25	75	100	38	50
	5.	Elective – II		3	3	25	75	100	38	50
	6.	Elective - III		3	3	25	75	100	38	50
	7.	Practical - I	Communication Design	2	4	50	50	100	25	50
II	8.	Supportive	Online Course MOOC/SWAYAM	3	4	25	75	100	38	50
	09.	Core - IV	Critical Communication Studies	4	4	25	75	100	38	50
	10.	Core - V	Communication Research (***based on e-Pg pathshala)***	4	4	25	75	100	38	50
	11.	Core - VI	Media Production Technique - I	4	4	25	75	100	38	50
	12.	Elective – IV		3	3	25	75	100	38	50
	13.	Elective - V		3	3	25	75	100	38	50
	14.	Practical - II	Audio Production	2	4	50	50	100	25	50
	15.	Practical - III	Basic Photography	2	4	50	50	100	25	50
		Value Added Course	Online Journalism	0	3	25	75	100	38	50
III	16	Supportive	Online Course MOOC/SWAYAM	3	4	25	75	100	38	50
	17.	Core - VII	Advertising and Public Relations	4	4	25	75	100	38	50
	18	Core - VIII	Critical Media Literacy	4	4	25	75	100	38	50
	19	Practical - IV	Media Production Technique - II	2	4	50	50	100	25	50
	20	Elective –VI		3	3	25	75	100	38	50
	21	Elective –VII		3	3	25	75	100	38	50
	22	Practical - V	Digital media Production	2	4	50	50	100	25	50
		Value Added Course	Technical Writing	0	3	25	75	100	38	50
IV	23	Core - IX	Development Communication (***based on e-Pg pathshala)***	4	4	25	75	100	38	50
	24.	Core – X	New Media Studies	4	4	25	75	100	38	50
	25.	Core - XI	International Communication	4	4	25	75	100	38	50
	26	Project	Project	10	4	50	50	100	25	50

Total Credits :91

Subject status No. of credits

Core : 4 Credits
Elective/Optional : 3 Credits
Practical /Lab& Value Added : 2 Credits
Supportive : 3 Credits
Project : 10 Credits

List of Elective Subjects to be offered under CBCS

S.No	Subject Status	Subject Title	Semester
1.	Elective	Feature Writing	Semester I
2.	Elective	Writing for Media	
3.	Elective	Public Communication Campaign	
4.	Elective	Photo Journalism	
5.	Elective	Media Literacy	Semester II
6.	Elective	Tamil Journalism	
7.	Elective	Citizen Journalism	
8.	Elective	Advanced Television Production	Semester III
9.	Elective	Advanced Audio Production	
10.	Elective	Human Rights Reporting	
11.	Elective	Film Studies	

Semester I						
1.INTRODUCTION TO COMMUNICATION						
Course Specific Objective						
The course facilitates the understanding about the concepts and rationale of communication process, modes and motives.						
Hours Per Week						**Credits**
Lecture	4	**Tutorial**	**-**	**Practical**	-	4
Unit I :*Basic Concepts of Communication*						
efining Communication - History of Communication - Define the Concept of Communication						
Unit II: *Types and Formats of Communication*						
ypes of Communication - Forms of Communication - New Media Communication						
Unit III :*Understanding the Process of Communication*						
Flow of Communication Process - Objectives and Purpose of Communication Process - Stakeholders in the Process of Communication						
Unit IV: *Theories and Models of Communication*						
Ancient Communication Theories and Models - Emergence of Mass Communication Theories – Social Theories and Communication						
Unit V:*Communication and the Context*						
Communication and Culture in Tamil Context - Understanding Culture and Communication the present-day context						
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		
Reference Books						

1. Terence P, Moran, Introduction to the History of Communication: Evolutions & Revolutions.
2. Fiske, John, Introduction to Communication Studies'. Routledge, London.
3. Shukla, SK. ' Mass Media and Communication'. Cybertech Publishing, New Delhi
4. Keval J. Kumar "Introduction to Mass Communication", Vipul Prakashan, Bombay

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course facilitates the understanding about the concepts and rationale of communication process, modes and motives.	Define the Concept of Communication	PSO-1	U
	Identify and explicate different forms of Communication and its messages	PSO -1	U
	Analyze the process of communication	PSO-4	An
	Explain the theory and models of communication and its relevance	PSO-1	U
	Analyze and detail the communication process and its implication	PSO-1	An

(R – Remember, U – Understand, Ap– Apply, An– Analyze, E – Evaluate, C– Create)

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course facilitates the understanding about the concepts and rationale of communication process, modes and motives	H	L	M	H	H	L	M	M	L

(H – High Correlation, M – Medium Correlation, L – Low Correlation)

Semester I						
2.Reporting and Editing						
Course Specific Objective						
The course provides the understanding and skills for the learners about the concepts and nuances of News Reporting in media institutions						
Hours Per Week						**Credits**
Lecture	3	**Tutorial**	**-**	**Practical**	1	4
UNIT I :*Defining and Understanding Reporting*						
The meaning and importance of Reporting - The Practice of Reporting in the past and the present						
Unit II: :*Tools and Applications Used for Reporting*						
Methods of Reporting - Employing Technological Tools and Methods in reporting						
Unit III:*Reporting and Editing*						
Basics of Editing and Proofreading - Language as important tool of Communication - Language and Culture						
Unit IV: *Reporting and News values*						
Defining Newsworthiness- Significance of valuing the News - Stakeholders and Newsworthiness						
Unit V:*Case Studies of Reporting*						
Styles of Reporting and Presentation of News						
Course Specific Skills						
Understand and define about basics of reporting	Understand and use different tools and applications for Reporting and News Gathering	Ability to collate information and draft reports	Identify Newsworthy instances, events and matters	Ability to collect verifiable information and reports for News presentation		
Reference Books						

1. Stein, P. & Burnett (2000), News writer's Handbook: An Introduction to Journalism, Blackwell Publishing.
2. Itule& Anderson (2002). News Writing and reporting for today's media, McGraw Hill Publication
3. Stovall , J.G.(2011). Journalism, Prentice Hall.
4. Parthasarathy, R. (1994). Here is the News: Reporting for Media, Sterling Publishers.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course provides the understanding and skills for the learners about the concepts and nuances of News Reporting in media institutions	Understand and define about basics of reporting	PSO -1	R
	Understand and use of different tools and applications for Reporting and News Gathering	PSO-4	U
	Ability to collate information and draft reports	PSO-3	Ap
	Identify Newsworthy instances, events and matters	PSO-1	An
	Ability to collect verifiable information and reports for News presentation	PSO-5	E

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course facilitates the understanding about the concepts and rationale of communication process, modes and motives	H	L	H	L	M	M	H	L	L

Semester I						
3. Communication Ethics, Laws and Policies						
Course Specific Objective						
The Course facilitates the knowledge to make them sensitive to the need for the ethical frame in the communication process and also, informs about the legal framework in the Indian Constitution and other statutory regulations.						
Hours Per Week						**Credits**
Lecture	4	**Tutorial**	**-**	**Practical**	-	4
UNIT I :*Defining Ethics, Understanding Laws and regulations*						
Need and Significance of Ethics - Historical relevance of Ethics, Laws and Rules						
Unit II: :*Laws and Regulatory framework for Communication and its practices*						
ncient traditions of ethics and rules – Indian Philosophical Understanding of Ethics						
Unit III:*The need for Ethics and Ethos*						
Understanding Society and Human Relationship - Philosophical understanding of 'good' and 'bad' - Ethics, Law and Culture						
Unit IV: *Indian and International Legal Framework*						
Indian Context and Ethics - Indian Constitution and its provisions - Significant Amendments and policies related to ethics						
Unit V:*Case Study Analysis*						
Case Studies of Ethical Practices in Indian Media Industries						
Course Specific Skills						
Define Ethics and need for ethical practices	Understand the rudimentary definition of ethics and legal frame	Explicate in broader terms on concepts like ethos, values and common good	Understanding about Indian legal aspects regarding media laws and ethics	Inculcate ethical values for broader professional formation		
Reference Books						

1. Media Communication Ethics: Louis Alvin Day, Wadsworth, 2006.
2. Basu, DD (2010) Law of the Press in India. Prentice-Hall India.
3. KSVenkataramaiah , Mass Media Laws and Regulations in India.
4. KS Padhy , Mass Media and Freedom of Press in India.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The Course facilitates the knowledge to make them sensitive to the need for the ethical frame in the communication process and also, informs about the legal framework in the Indian Constitution and other statutory regulations.	Define Ethics and need for ethical practices	PSO-1	R
	Understand the rudimentary definition of ethics and legal frame	PSO-1	U
	Explicate in broader terms on concepts like ethos, values and common good	PSO-1	U
	Understanding about Indian legal aspects regarding media laws and ethics	PSO-5	An
	Inculcate ethical values for broader professional formation	PSO-3	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The Course facilitates the knowledge to make them sensitive to the need for the ethical frame in the communication process and also, informs about the legal framework in the Indian Constitution and other statutory regulations.	M	M	L	L	L	L	M	L	H

Semester I						
4.Feature Writing - Elective						
Course Specific Objective						
The Course informs about the concepts of feature writing and also, inculcates the necessary skills for writing						
Hours Per Week						**Credits**
Lecture	3	**Tutorial**	**-**	**Practical**	-	3
UNIT I :*Need for Feature Writing*						
Significance of Feature Writing - History of Feature Writing						
Unit II: :*Nuances of Feature Writing*						
Context and Communication - Presentation of Featured Information in Media						
Unit III:*Audiences and Objective of Writing*						
Issues and Challenges in Society and Human Communities						
Unit IV: *Data and Research for Feature Writing*						
Need for Data regarding Context and issues - Method of Data Research - Involving New Media Application for Gathering Information						
Unit V:*Case Studies*						
Case Study analysis of Prominent Features in Popular Media Channels and its significance						
Course Specific Skills						
Identify the need for feature writing	Explain the need and significance of feature writing	Understanding about society, context and related challenges	Develop ability to collect information through systematic research	Develop sensible featured information to be published in media		
Reference Books						

1. Shrivastava K.M (2003). News Reporting and Editing, Sterling Publishers, New Delhi
2. Wray, C. (2005). Writing for magazines (2nd ed.). Boston: McGraw Hill.
3. Brendan Hennessy (2006). Writing Feature and Articles, Taylor & Francis, U.K
4. Leonard Witt, The Complete Book of Feature Writing, F&W Publications, Inc 1991.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The Course informs about the concepts of feature writing and also, inculcates the necessary skills for writing	Identify the need for feature writing	PSO-1	R
	Explain the need and significance of feature writing	PSO-1	U
	Understanding about society, context and related challenges	SO-2	An
	Develop ability to collect information through systematic research	PSO-4	Ap
	Develop sensible featured information to be published in media	PSO-5	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The Course informs about the concepts of feature writing and also, inculcates the necessary skills for writing	H	H	H	L	H	L	M	M	M

Semester I						
5. Writing for Media- Elective						
Course Specific Objective						
This course provides information on the significance and rubrics of Writing for varied types of media formats.						
Hours Per Week						**Credits**
Lecture	2	**Tutorial**		**Practical**	1	3
UNIT I :*Understanding Writing for Media*						
Need and Purpose of Writing for Media						
Unit II: :*Media Genres and Expectation*						
Institutional Framework for writing - Media Formats and Writing Styles - The Language of NewMedia Application.						
Unit III: *Understanding the Process of Writing*						
Audiences and Language - Basics of Audience Research						
Unit IV: *Writing Motifs*						
Setting the Objective for Writing - Writing beyond Cultural understanding						
Unit V:*Writing Lab*						
Genres of Writing - Institutional Standards for Writing						
Course Specific Skills						
Identify the importance of Writing for Media	Identify the writing styles and need for various media channels	Explain the Audience classification and expectation	Understand the need for formulating context specific objectives	Experience and Develop skills for Writing for Media		
Reference Books						

1. Usha Raman, Writing for the Media, Oxford University Press, 2010
2. Thornburg, R. M.(2011).Producing Online News: Stronger Stories, CQ Press, Washington.
3. Robert Hellard, Writing for TV and radio
4. Esta De Fossard, Writing and Producing for TV and Film

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides information on the significance and rubrics of Writing for varied types of media formats.	Identify the importance of Writing for Media	PSO-1	U
	Identify the writing styles and need for various media channels	PSO-3	U
	Explain the Audience classification and expectation	PSO-1	An
	Understand the need for formulating context specific objectives	PSO-4	An
	Experience and Develop skills for Writing for Media	PSO-3	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides information on the significance and rubrics of Writing for varied types of media formats.	H	L	H	H	M	L	M	L	L

Semester I						
6. Public Communication Campaign - Elective						
Course Specific Objective						
The course facilitates information about the need and importance of Public Communication. Also, the effective ways of employing Public Communication Campaign in addressing Social issues and Challenges						
Hours Per Week						**Credits**
Lecture	2	**Tutorial**	-	**Practical**	1	3
UNIT I :*The Need for Public Communication and Social Transformation*						
significance of Public Communication - Communication tradition in Ancient times - Edicts of the rulers						
Unit II: :*Defining Awareness, Sensitization and Empowerment*						
Social Responsibility and its relevance - Motive of Corporate Social Responsibility						
Unit III:*Setting Objectives and Goals in Social Communication*						
Need for Objectives and Goals - Defining Objectives and Setting Goals						
Unit IV: *Audience Analysis and Production of Messages*						
Understanding the Audience and charting methods to formulate message - Issues addressed in Public Communication Campaign.						
Unit V:*Case Studies*						
Case Study Analysis of Public Communication messages that have created impact						
Course Specific Skills						
Define the nuances of Public Communication	Develop skill to distinguish between awareness, sensitization and Empowerment programmes	Skills to specify context-based objectives and purpose	Ability to create messages for public Communication	Develop full scale public Communication Campaign		
Reference Books						

1. Wilson, L. J., & Ogden, J. D. (2008). Strategic communication planning. (5th edition). Duburque, Iowa: Kendall/Hunt.
2. Rice, Ronald E. &Atkin, Charles K. (eds.), Public Communication Campaigns, Sage Publications: Thousand Oaks, CA, 2001, pg. 5.
3. Coffman, J. (2002). Public communication campaign evaluation: An environmental scan of challenges, criticisms, practice, and opportunities. Cambridge, MA: Harvard Family Research Project.
4. Coffman, J. (2003). Lessons in evaluating communications campaigns: Five case studies. Harvard Family Research Project.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course facilitates information about the need and importance of Public Communication. Also, the effective ways of employing Public Communication Campaign in addressing Social issues and Challenges	Define the nuances of Public Communication	PSO-1	R
	Develop skill to distinguish between awareness, sensitization and Empowerment programmes	PSO-3	Ap
	Skills to specify context-based objectives and purpose	PSO-4	U
	Ability to create messages for public Communication	PSO-5	C
	Develop full scale public Communication Campaign	PSO-3	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course facilitates information about the need and importance of Public Communication. Also, the effective ways of employing Public Communication Campaign in addressing Social issues and Challenges	H	H	H	L	L	L	L	M	H

Semester I						
7.Photo Journalism- Elective						
Course Specific Objective						
The course informs about the idea and manifestation of photojournalism. Also, the course significantly informs about the skills needed for photojournalism professional.						
Hours Per Week						**Credits**
Lecture	2	**Tutorial**	-	**Practical**	1	3
UNIT I :*Basics of Photography and Visual Journalism*						
Defining Photography and Journalism - Historical emergence of Photo Journalism - Emergence of Visual Literature and Stories in the Present-day context						
Unit II :*Theories and Hypothetical Supposition of Photojournalism*						
Rule of Third – Aesthetical Objective - Leading Line Theory of Photography - Framing Analysis Theory						
Unit III:*Nuances of Photojournalism*						
Composing photo story - Presentation of Stories on New Media Platforms						
Unit IV: *Framing and Context*						
Culture and Visual Framing - Framing and Presentation of the right meaning						
Unit V:*Case Study Analysis of Photojournalism Stories*						
Case Study analysis of select stories from reputed photojournalist in national and international level						
Course Specific Skills						
Define distinctly thesignificance of photo journalism	Explain in detail the theories and models related to photography	Develop ability to create visual stories from any given context	Develop skill to handle cameras and related tools to capture stories			
Reference Books						

1. Kenneth Kobre, (2008). Photojournalism: Text, Focal Press
2. Kenneth Kobre, Betsy Brill, (2004). Photojournalism: The Professionals' Approach, Volume 1 Focal Press, 2004.
3. Fred S. Parrish, (2002). Photojournalism: An Introduction, Wadsworth/Thomson Learning,
4. John, Newspaper Photography: A Professional View of Photo journalism today
5. Bruck, Practical Composition in Photography

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course informs about the idea and manifestation of photojournalism. Also, the course significantly informs about the skills needed for photojournalism professional.	Define distinctly thesignificance of photo journalism	PSO-1	R
	Explain in detail the theories and models related to photography	PSO-1	U
	Develop ability to create visual stories from any given context	PSO-4	C
	Develop skill to handle cameras and related tools to capture stories	PSO-3	Ap
	Develop skill to handle cameras and related tools to capture stories	PSO-3	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course informs about the idea and manifestation of photojournalism. Also, the course significantly informs about the skills needed for photojournalism professional.	H	L	H	H	L	L	M	L	L

Semester I						
8. Communication Design – Practical						
Course Specific Objective						
The course orients the learners about the basic techniques and skills used in producing various communication products.						
Hours Per Week						**Credits**
Lecture		**Tutorial**		**Practical**	4	2
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						
Course Specific Skills						
Writing skill	Editing skills	Presentation Skills	Presentation Skills	Designing skills		

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course orients the learners about the basic techniques and skills used in producing various communication products.	Writing skill	PSO-3	U
	Editing skills	PSO-3	C
	Presentation Skills	PSO-5	Ap
	Presentation Skills	PSO-5	Ap
	Designing skills	PSO-5	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course orients the learners about the basic techniques and skills used in producing various communication products.	L	L	H	L	H	L	M	L	L

Semester II						
9.CRITICAL COMMUNICATION STUDIES						
Course Specific Objective						
The course informs the learners about chronology of Communication studies, the emergence of communication theories and its relevance in understanding the communication processes and its effect.						
Hours Per Week						**Credits**
Lecture	4	**Tutorial**	**-**	**Practical**	-	4
UNIT I :*Understanding the Communication Process*						
Significance of Communication Process - Perception of Communication - Process of MeaningMaking						
Unit II :*Communication and Society*						
Emergence of Mass Medium - Analysis of Media and Communication						
Unit III:*Popular School of thoughts in Media Discourse Analysis*						
The Chicago School - The Toronto School - The Frankfurt School - The Birmingham School or Cultural Studies.						
Unit IV: *Post Modernism and Critical Understanding*						
Nuances of Post-Modern Thinking - Need for Critical Understanding of Text - Theories of Critical Discourse Analysis						
Unit V:*Emerging Media Trends and Messages*						
Media and Audiences - New Media and its impact						
Course Specific Skills						
Define the concept and process of communication	Identify the relevance of communication and society	Analyze the concepts of school of thought in media discourse	Define and explicate post modernism and critical understanding.	Trace out the emerging trends of communication process		
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
4. Writings of the Young Marx on Politics and Philosophy, edited by L. Easton and K. Guddat (Doubleday).

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course informs the learners about chronology of Communication studies, the emergence of communication theories and its relevance in understanding the communication processes and its effect.	Define the concept and process of communication	PSO-1	R
	Identify the relevance of communication and society	PSO-1	C
	Analyze the concepts of school of thought in media discourse	PSO-4	An
	Define and explicate post modernism and critical understanding.	PSO-1	U
	Trace out the emerging trends of communication process	PSO-1	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course informs the learners about chronology of Communication studies, the emergence of communication theories and its relevance in understanding thecommunication processes and its effect.	H	H	H	H	M	L	M	H	L

Semester II						
10.Communication Research – (e-Pg Pathshala)						
Course Specific Objective						
The Course facilitates the students to understand the nuances of Communication research and itsapplications.						
Hours Per Week						**Credits**
Lecture	4	**Tutorial**	**-**	**Practical**	-	4
UNIT I :*Communication Research*						
Definition of Research - Significance of Communication and Media Research - Research trendsin communications						
Unit II :*Types of Research*						
Applied Research - Fundamental Research - Qualitative and Quantitative Research – ExploratoryResearch						
Unit III:*Research Design*						
Approaching the Research Problem - Research Questions and Hypothesis - Research Methods and Methodology - Theoretical Frame for Research						
Unit IV: *Data Collection and Analysis*						
Data Types - Data Collection Tools and Application - Data Analysis - Data Presentation						
Unit V:*Research Presentation*						
Writing for Research - Literature Review and Analysis - Dissertation						
Course Specific Skills						
Define the concept and process of communication	Explain the concept of communication Research	Identify the types of Research	Analyze and Understand statistical tools for Data Collection	Explain the process of research Presentation		
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.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The Course facilitates the students to understand the nuances of Communication research and its applications.	Define the concept and process of communication	PSO-1	U
	Explain the concept of communication Research	PSO-1	U
	Identify the types of Research	PSO-1	U
	Analyze and Understand statistical tools for Data Collection	PSO-4	An
	Explain the process of research Presentation	PSO-3	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The Course facilitates the students to understand the nuances of Communication research and its applications.	H	L	H	M	L	L	M	L	L

Semester II						
11.Media Production Technique-I						
Course Specific Objective						
It aims to prepare students for a future in a digital and interconnected world by providing the skills, knowledge and understandings to tell their own stories and interpret other stories						
Hours Per Week						**Credits**
Lecture	3	**Tutorial**	**-**	**Practical**	1	4
UNIT I :*Media Production Genres*						
Featured Messages - Theme Based Messages - Fictional Messages - Non-Fictional Messages						
Unit II :*Audio Production*						
Preparation for Audio Production - Understanding the infrastructure and tools for production - Understanding the infrastructure and tools for production - Finalization of Audio production for Dissemination						
Unit III:*Audio Visual Production*						
Preparation for Audio Visual Production - Understanding the infrastructure and tools for production - Understanding the infrastructure and tools for production - Preparing for Editing and Mastering						
Unit IV: *Animation and Graphical Production*						
Preparation for Animation and Graphical Production - Types of Animation and Graphical Production - Implementation of Concepts and Ideas - Understanding the infrastructure and tools for production						
Unit V:*Editing and Mastering Techniques*						
Analyzing the Need for Editing - Linear and Non-Linear Editing - Preparing Para elements for Editing - Final Mix and Rendering						
Course Specific Skills						
Explain the genres of media production	Understand the importance of Audio Production	Experience and Develop skills for Audio-Visual Production	Explain the preparation process of Animation and Graphics	Understand the techniques of Editing and Mastering		
Reference Books						

1. Michael Langford: Basic Photography, Focal Press.
2. Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focul Press, 1996.
3. Vasuki Belavadi (2008). Video Production, Oxford University Press.
4. Esta De Fossard, John Riber (2005). Writing and Production for TELEVISION &FILM, Sage Publication.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
It aims to prepare students for a future in a digital and interconnected world by providing the skills, knowledge and understandings to tell their own stories and interpret other stories	Explain the genres of media production	PSO-1	R
	Understand the importance of Audio Production	PSO-2	U
	Experience and Develop skills for Audio-Visual Production	PSO-5	Ap
	Explain the preparation process of Animation and Graphics	PSO-4	C
	Understand the techniques of Editing and Mastering	PSO-4	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
It aims to prepare students for a future in a digital and interconnected world by providing the skills, knowledge and understandings to tell their own stories and interpret other stories	H	H	H	L	H	H	M	L	L

Semester II						
12.Media Literacy- Elective						
Course Specific Objective						
This course provides adequate information to the students about the significance of the users' understanding about the Communication Media and its process.						
Hours Per Week						**Credits**
Lecture	3	**Tutorial**	**-**	**Practical**	-	3
UNIT I :*Need for Media Literacy*						
Understanding Media Literacy - Historical Relevance of Media Literacy - Process of Conscientization -						
Unit II :*Media and Context*						
Defining Context to understanding media - Audience and Context - Context and Culture						
Unit III:*Understanding Media Institution*						
Institutionalization of Media - Economical Dimension in Media and its products - Media and Commercialization - Interest of Media Institutions						
Unit IV: *Animation and Graphical Production*						
Defining Media Messages - Audience and Media Products - User Generated Content - New Media and Audiences						
Unit V:*Editing and Mastering Techniques*						
Stakeholders of Media and Messages - Empowering Communities and effective media usage						
Course Specific Skills						
Explain the need of Media Literacy	Defining Media and Context	Identify the Media Institutions and its Features	Understand the concept of Media Messages	Explain the importance of promoting Media Literacy		
Reference Books						

1. W. James Potter, Theory of Media Literacy: A Cognitive Approach, SAGE Publications, 2004.
2. W. James Potter, Media Literacy(7ed), Sage Publication, New Delhi, 2014
3. Art Silverblatt, Jane Ferry, Barbara Finan, Approaches to Media Literacy- A Handbook, Routledge, 2015
4. Paul Mihailidis, Peter Lang, Media Literacy and the Emerging Citizen – International Academic Publishers, Switzerland

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides adequate information to the students about the significance of the users' understanding about the Communication Media and its process.	Explain the need of Media Literacy	PSO-1	R
	Defining Media and Context	PSO-1	U
	Identify the Media Institutions and its Features	PSO-1	U
	Understand the concept of Media Messages	PSO-1	Ap
	Explain the importance of promoting Media Literacy	PSO-2	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides adequate information to the students about the significance of the users' understanding about the Communication Media and its process.	H	H	H	M	L	L	L	L	L

Semester II						
13.Tamil Journalism - Elective						
Course Specific Objective						
The learners are introduced and informed about the Tamil Language with special reference to the Cultural significance.						
Hours Per Week						**Credits**
Lecture	3	**Tutorial**	**-**	**Practical**	-	3
UNIT I:History of Tamil Journalism						
Origin of Tamil press, 2000 years old literature - Free Press of India - Trends in Tamil Journalism during pre-independent and post-independent periods						
Unit II:Politics and Tamil Journalism						
Political consciousness in Tamil Journalism - Politics and Journalism, Political and Social Movements and Tamil Journalism						
Unit III:*Tamil Movement*						
Fact vs Fiction in Tamil Journalism with special reference to the journalistic practices of Tamil magazine journalism - News for development – Contemporary Trends.						
Unit IV: Reporting Tools						
Reporting, Editing and Writing skills for Tamil Newspaper and magazines - Current Tamil News Industry						
Unit V:Tamil Journalism For Development						
Tamil culture – Various communities and their cultures, customs; Traditions, Literatures - Sangam and other Tamil literatures - Wikimedia						
Course Specific Skills						
Reference Books						
1.						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The learners are introduced and informed about the Tamil Language with special reference to the Cultural significance.			

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The learners are introduced and informed about the Tamil Language with special reference to the Cultural significance.									

Semester II						
14.Citizen Journalism- Elective						
Course Specific Objective						
The course informs the students about the importance and traits of Citizen Journalism. Also, thecourse introduces the learners to the implementation of Citizen Journalism by Media institutions.						
Hours Per Week						**Credits**
Lecture	2	**Tutorial**	**-**	**Practical**	1	3
UNIT I :*Citizen Journalism*						
Defining Citizen Journalism - History of Citizen Journalism						
Unit II :*Citizen Journalism in Popular Media*						
OhmyNEws- involving Citizen in the process of Journalism and News making						
Unit III:*Journalism and Context*						
Significance of Context Specific Communication - Communication in transforming context and society - Addressing Context Specific challenges and issues						
Unit IV: *Reporting Tools*						
Tools for Reporting and News Gathering - Technological Application for News Gathering - Social Media and Citizen Journalism						
Unit V:*Case Study Analysis*						
Case studies of Citizen Journalism Activities						
Course Specific Skills						
Define the concept of Citizen Journalism	Identify the need of involving Citizen in the process of Journalism	Explain and analyze the significance of Journalism and Context	Identify the Tools and technologies for Reporting	analyze case studies related to Journalism Activities		
Reference Books						

1. Jagdish Chakraborty, (2005) Cyber Media Journalism: Emerging Technologies, Authors Press, New Delhi
2. Callhan, Pearson/Allyn and Bacon, (2007). A Journalist Guide to the Internet: The Net as a Reporting Tool
3. Ryan M. Thornburg, (2011). Producing Online News: Stronger Skills, Stronger Stories, CQ Press,Washington.
4. John Street, PalegraveMcmillan, Hampshire, (2011). Mass Media, Politics And Democracy.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The course informs the students about the importance and traits of Citizen Journalism. Also, the course introduces the learners to the implementation of Citizen Journalism by Media institutions.	Define the concept of Citizen Journalism	PSO-1	U
	Identify the need of involving Citizen in the process of Journalism	PSO-2	U
	Explain and analyze the significance of Journalism and Context	PSO-3	An
	Identify the Tools and technologies for Reporting	PSO-5	U
	analyze case studies related to Journalism Activities	PSO-5	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The course informs the students about the importance and traits of Citizen Journalism. Also, the course introduces the learners to the implementation of Citizen Journalism by Media institutions.	H	H	H	M	H	L	H	L	L

Semester II					
15. Audio Production - Practical					
Course Specific Objective					
This course informs the students to the basic principles of the sound production and also studentswill gain hands on experience on sound recording and mixing					
Hours Per Week					**Credits**
Lecture		**Tutorial**		**Practical** 4	2
UNIT I :*Introduction to Audio*					
Sound and sound wave propagation - Active Listening Skills - Audio Cables and Interconnection					
Unit II :*Microphone techniques*					
Selection and Placement of Microphone - Technical skills - Different types of microphones Accessories for Aiding Microphone					
Unit III:*Studio Equipment*					
Consoles and its types - Technical skills - Audio Mixers and Audio Consoles - Digital Mixers					
Unit IV: *Digital Audio Technology*					
Fundamentals of Digital Audio Technology - ADC, DAC - Digital Audio Workstation					
Unit V:*Mixing and Mastering Techniques*					
Combining individual tracks - Recording and editing skills - Audio Recording Software - Audio recording and editing software					
Course Specific Skills					
Active Listening	Technical skills	Technical skills	Technical skills	Recording and editing skills	

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course informs the students to the basic principles of the sound production and also students will gain hands on experience on sound recording and mixing	Active Listening	PSO-1	R
	Technical skills	PSO-6	Ap
	Technical skills	PSO-5	Ap
	Technical skills	PSO-7	Ap
	Recording and editing skills	PLO-6	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course informs the students to the basic principles of the sound production and also students will gain hands on experience on sound recording and mixing	H	H	H	L	M	H	H	L	L

Semester II						
16. Online Journalism						
Course Specific Objective						
This course informs the students about Journalism through online and new media application						
Hours Per Week						**Credits**
Lecture	2	**Tutorial**		**Practical**	1	2

UNIT I :*Introduction to Reporting*

Research and Reporting, Gathering information and conducting interviews, Fact-checking and verifying information, Writing and organizing a news story

Unit II :*Multimedia Journalism*

Multimedia Journalism-The basics of multimedia storytelling, Using video, audio, and images in news reporting, Ethics and legal issues in multimedia journalism

Unit III:*Social Media and Journalism*

Social Media and Journalism-The role of social media in journalism, Using social media for reporting and audience engagement, Ethical considerations and challenges

Unit IV: *Data Journalism*

Data Journalism-Understanding data journalism and its importance, Gathering, analysing, and visualizing data, Tools, and techniques for data journalism

Unit V:*Journalism in future*

The Future of Journalism, Trends and challenges in the media industry, The impact of technology on journalism, Opportunities, and challenges for aspiring journalists

Course Specific Skills

Understanding about New Media Application	Develop concepts and writing skills	Editing skills in online platforms	Technical skills	Online Presentation Skills

Reference Books

1. Athique, A. (2013). Digital media and society: An introduction. John Wiley & Sons.
2. Buckingham, D. (2007). Youth, identity, and digital media (p. 216). The MIT Press.
3. Dewdney, A., & Ride, P. (2006). The Digital Media Handbook. Routledge.
4. Feldman, T. (2003). An introduction to digital media. Routledge.
5. Lipschultz, J.H. 2022. Social Media Law and Ethics. New York: Routledge.

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course informs the students that journalism in Online and Social Media	Active Listening	PSO-1	R
	Technical skills	PSO-6	Ap
	Technical skills	PSO-5	Ap
	Technical skills	PSO-7	Ap
	Recording and editing skills	PLO-6	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course informs the students that journalism in Online and Social Media	H	H	H	L	M	H	H	H	M

Semester II						
17. Basic Photography - Practical						
Course Specific Objective						
This course enables the students to find out the uses of Camera and lightings. It also informs the students about the application of photography in various fields.						
Hours Per Week						**Credits**
Lecture		**Tutorial**		**Practical**	4	2
UNIT I :*Fundamentals of photography and it's concepts*						
Basic Camera Operations - Camera Handling Skills – Camera - Photographic accessories						
Unit II :*Composition techniques and Visual Elements*						
Compositing and Framing - Technical Skills – Viewfinder						
Unit III:*Classifications of Lens and it's uses*						
Camera Lenses and Focal Length - Focusing Skills - Various types of Lens - Lens in digital gadgets						
Unit IV: *Perception of Light and Shadow*						
Brightness, Darkness, Mood, Tone and Atmosphere - Artistic Skills - Lighting Kits for Photography - Light Meter						
Unit V:*Editing and Publishing*						
Post Production - Editing skills - Image processing Application - Photo retouch						
Course Specific Skills						
Camera Handling Skills	Technical skills	Focusing Skills	Creative Skills	Editing skills		

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course enables the students to find out the uses of Camera and lightings. It also informs the students about the application of photography in various fields.	Camera Handling Skills	PSO-1	R
	Technical skills	PSO-5	U
	Focusing Skills	PSO-5	U
	Creative Skills	PSO-5	Ap
	Editing skills	PSO-5	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course enables the students to find out the uses of Camera and lightings. It also informs the students about the application of photography in various fields.	H	L	H	L	H	L	M	L	L

Semester III						
18.ADVERTISING AND PUBLIC RELATION						
Course Specific Objective						
This course aims to develop adverting skills and also the students can learn about the theoretical framework of PR						
Hours Per Week						**Credits**
Lecture	2	**Tutorial**	**-**	**Practical**	**2**	**4**
Unit I Concept and Understanding advertising and its Practices						
Understanding Advertising and its classification - principles of advertising - functions of Advertising - benefits of advertising						
Unit II Adverting models						
AIDA model -Hierarchy of Effect Model or DAGMAR - The DRIP model - The MASLOW Model						
Unit III Technology and Tools for advertising						
Tools of advertising - Growth of digital marketing tools - Benefits of advertising in social media - Structure of an ad agency						
Unit IV Concept and Understanding PR and its Practices						
Definition, Role & Functions of PR- Public Relation in Public and Private Sector - code of ethics in PR - Benefits of PR Professional						
Unit V Growth and development						
Growth and development of PR in the digital era - standard PR practices in international and National Media						
Course Specific Skills						
Define the Concept of Advertising	Explain the models of and its relevance	Analyze the Technology and Tools	Defining the concept of PR	Examine the growth and development o PR		
Reference Books						
1. Otto Kleppner, Prentice Hall, Fundamentals of Advertising, New Jersey. 2. David Ogilvy, 'Ogilvy on advertising'. 3. Stephenson, Howard. Mc Graw Hill Pub., Illinois, Handbook of Public Relations'. 4. Scott M. Cutlip, Allen H. Center, Glen M. Broom, Effective Public Relations. Pearson Education, 2005						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course aims to develop adverting skills and also the students can learn about the theoretical framework of PR	Define the Concept of Advertising	PSO-1	R
	Explain the models of and its relevance	PSO-1	U
	Analyze the Technology and Tools	PSO-4	An
	Explain the preparation process of Animation and Graphics	PSO-1	U
	Understand the techniques of Editing and Mastering	PSO-5	E

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
It aims to prepare students for a future in a digital and interconnected world by providing the skills, knowledge and understandings to tell their own stories and interpret other stories	H	L	H	L	H	L	H	L	M

Semester III						
19.CRITICAL MEDIA LITERACY						
Course Specific Objective						
This course provides the students with the ability to critically analyze the media messages and draw their own inferences from various media platforms.						
Hours Per Week						**Credits**
Lecture	4	**Tutorial**	**-**	**Practical**	-	4
Unit I Concept Of Media Literacy						
Concept and definition of Media Literacy - The importance of Media Literacy - Nature and scope of media literacy - Digital Literacy and Visual Literacy in new age.						
Unit II Approaches to Media Literacy						
Key concepts in Media Literacy - Analyzing and meaning deriving from hidden messages – Digital Citizenship.						
Unit III Media Analysis						
Deconstructing Ads and bias in News - Analyzing websites and other modes of information - Conditions in Media learning - Power of media learning						
Unit IV Media Message Reception.						
Know and identify the source of message - Media vehicles their working pattern, structure and typesGate keeping- Media exposure and filters - Media stereotyping and it's effects on society						
Unit V Media and Globalization						
Media ownership patterns -Globalization of Media - Media market and propaganda - Cultural hegemony and various concepts in globalization						
Course Specific Skills						
Define the concept of critical media Literacy	Identify the significance of various approaches to Media Literacy	Understand the need for media Analysis	Know and identify the reception of media message	Explicate the importance of media globalization		
Reference Books						
1. W. James Potter, Theory of Media Literacy: A Cognitive Approach, , SAGE Publications, 2004. 2. Art Silverblatt, Jane Ferry, Barbara Finan, Approaches to Media Literacy- A Handbook, Routledge, 2015 3. W. James Potter, Media Literacy (7ed), Sage Publication, New Delhi, 2014 4. , Paul Mihailidis, Peter Lang, Media Literacy and the Emerging Citizen – International Academic Publishers, Switzerland						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides the students with the ability to critically analyze the media messages and draw their own inferences from various media platforms.	Define the concept of critical media Literacy	PSO-1	R
	Identify the significance of various approaches to Media Literacy	PSO-2	U
	Understand the need for media Analysis	PSO-4	An
	Know and identify the reception of media message	PSO-5	Ap
	Explicate the importance of media globalization	PSO-4	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides the students with the ability to critically analyze the media messages and draw their own inferences from various media platforms.	H	H	M	L	H	L	M	M	L

Semester III						
20.FILM STUDIES - Elective						
Course Specific Objective						
To prepare the students to create and analyze moving images, to produce research, and to make art.						
Hours Per Week						**Credits**
Lecture	3	**Tutorial**	**-**	**Practical**	-	3
Unit I Introducing the concept of film studies						
Define film and its Genres - Origins of film studies as an academic discipline - Narrative fiction, Documentary - Anthology film, avant-garde film -						
Unit II origin and development						
History of Film - Evolution and Development- Beginnings of Cinema, Silent Era to Studio Era- Parallel Cinema, Liberalization and Indian Cinema -Rise of Multiplex Cinema -						
Unit III Film theory and forms						
German Expressionism, Italian neo-realism- French new wave, Third Cinema - Auteur Theory, Feminist Film Theory - Queer Theory, Postmodernist Cinema and Characteristics						
Unit IV Understanding Film Language and essential characteristics of film						
Mise-en-scene, Cinematography - Editing and sound, Colour as a storytelling element- formalism and neo formalism - Theorizing Indian cinema/Tamil cinema						
Unit VAnalyzing and Interpreting film						
Film andsemiotics - An approach to film analysis- understanding audience expectations - Cultural/historical analysis - Narrative analysis -						
Course Specific Skills						
Define the concepts of Film Studies	Traceout the origin and development of Film studies	Analyse and understand the theories and froms of film	Understanding Film Language and essential characteristics of film	Identify the need for analysing and interpreting a film		
Reference Books						
1. AshishRajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi. 2. History through the lens ; Perspectives on South Indian Cinema; S Theodore Baskaran; Orient BlackSwan:2009 3. David Bordwell and Kristin Thompson (2010), Film Art: An Introduction, McGraw Hill. 4. Baskaran, Theodore (1981)The Message Bearers: The Nationalist Politics and the Entertainment Media in South India.						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
To prepare the students to create and analyze moving images, to produce research, and to make art.	Define the concepts of Film Studies	PSO-1	R
	Traceout the origin and development of Film studies	PSO-1	U
	Analyse and understand the theories and forms of film	PSO-1	An
	Understanding Film Language and essential characteristics of film	PSO-5	Ap
	Identify the need for analysing and interpreting a film	PSO-3	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
To prepare the students to create and analyze moving images, to produce research, and to make art.	H	M	H	L	H	L	M	M	L

Semester III						
21.ADVANCED TELEVISON PRODUCTION- Elective						
Course Specific Objective						
It facilitate the Students to learn and apply advanced techniques in production and directing television programs						
Hours Per Week						**Credits**
Lecture	1	**Tutorial**	-	**Practical**	2	3
Unit I Introduction to TV production						
Concept of visualization - Approaches to visualization - Visual Grammar						
Unit II The Planning stage						
Scripting and storyboarding - researching, Location - Facilities and equipment - Budgeting and Scheduling						
Unit III Production or Shooting Stage						
Executing shoots, production crew - Blocking, Rehearing - Camera and Lighting Handling Techniques - Visualizing Problems						
Unit IV Post Production stage						
Video Recording and Editing - Rules of Editing - Audio for TV Programme - TV Programme editing applications						
Unit V Analysis of the Programme						
Designing Evaluation Tools and Techniques- Preview and Analysis of Programme						
Course Specific Skills						
Understanding the concepts of TV production	Explicate the methods of scripting and storyboarding	Understand and Analyze the production stage	Explore the need of post production stage in medias production	Analyze and Evaluate the programme.		
Reference Books						
1. HZettel, TV Production Handbook. 2. Janet Trewin, Presenting on TV and Radio, Focal Press, New Delhi 3. Jan R. Hakemulder, Broadcast Journalism, Anmol Publications, Ray AC de Jonge, PP Singh New Delhi. 4. Bhattnagar, Media of Communication: Radio, TV and Video, ABD publishers,2018						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
It facilitate the Students to learn and apply advanced techniques in production and directing television programs	Understanding the concepts of TV production	PSO-1	U
	Explicate the methods of scripting and storyboarding	PSO-1	Ap
	Understand and Analyze the production stage	PSO-4	An
	Explore the need of post production stage in medias production	PSO-5	C
	Analyze and Evaluate the programme.	PSO-4	E

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
It facilitate the Students to learn and apply advanced techniques in production and directing television programs	M	M	H	M	H	H	M	L	L

Semester III						
22.ADVANCED AUDIO PRODUCTION- Elective						
Course Specific Objective						
This course informs about the concept of audio as a creative tool for documentary storytelling, fiction filmmaking, , news media,radio production, and internet production						
Hours Per Week						**Credits**
Lecture	1	**Tutorial**	-	**Practical**	2	3
Unit I Nuances of Audio Production						
Types and nature of Audio Production - Genres of Audio Production and its salient features - Trends in Audio Productions : Content and Composition - Prospects of Audio Production						
Unit II Managing Audio Capturing Devices						
Introduction to Audio Capture Devices - Audio Capture Points and Dynamics - Microphones and related techniques - Audio Capture Devices and Auxiliaries						
Unit III Dynamics of Mixing Consoles and Amplification						
The significance of Audio Signal Processing - Understanding Analog and Digital Signals - Audio Signals : Nature, Range and Dynamics - Sound Design and Integrity						
Unit IV Filter, Effects and Balancing						
Sequencing the Signals - Noise Reduction Techniques - Engaging Filters - Optimizing Signals for Finalization						
Unit V Mastering Final Audio						
Preparing for Final Mix - Understanding the dynamics and elements for final mix - Dynamics of Final Audio Mix - Planning for Distribution and Dissemination						
Course Specific Skills						
Understand the concept of Audio Production	Explain the techniques of audio Capturing	Analyze the need of Audio mixing consoles	Understand the significance of Effects and balancing	Experience and Develop skills for Mastering Final audio		
Reference Books						
1. Waldo Abbot and R Rider (McGraw Hill), Hand Book of Broadcasting. 2. Mehra Massani (NBT), Broadcasting and the People. 3. E Evans, Radio: A Guide to Broadcasting Techniques 4. Rick Thomson, Writing for Broadcast Journalists, Routledge, New York, 2010						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course informs about the concept of audio as a creative tool for documentary storytelling, fiction filmmaking, , news media, radio production, and internet production	Understand the concept of Audio Production	PSO-1	R
	Explain the techniques of audio Capturing	PSO-1	U
	Analyze the need of Audio mixing consoles	PSO-4	An
	Understand the significance of Effects and balancing	PSO-1	Ap
	Experience and Develop skills for Mastering Final audio	PSO-5	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course informs about the concept of audio as a creative tool for documentary storytelling, fiction filmmaking, , news media, radio production, and internet production	H	H	H	M	H	H	H	M	L

Semester III						
23.HUMAN RIGHTS REPORTING- Elective						
Course Specific Objective						
This course orient the learners to identify and understand the fundamental human rights and its relevance						
Hours Per Week						**Credits**
Lecture	2	**Tutorial**	-	**Practical**	1	3
Unit I Introduction to Human Rights						
Concept and nature of human rights, Basic Human rights - Children and Human Rights – International Human Rights - Relationship between Rights and Duties.						
Unit II Historical Perspectives						
History of Human Rights in India - Universal norms and Guidelines on Human Rights – Functions and Power of NHRC, SHRC & NWC						
Unit III Human Rights Violation						
Concept of Human Rights Violation - Societal Problems of Human Rights in India - Media and Contemporary issues on Human Rights - Capital Punishment						
Unit IV Human Rights Laws						
Human Rights and Humanitarian Law - Refugee Law - Women and housing rights in Human Rights - Realization of Human Rights and Role of NGO						
Unit V Report Preparation						
Human Rights Education, Teaching and Training - Emerging Dimensions of Human Rights - Write Reports on any Human Rights Violation at state and National Level						
Course Specific Skills						
Define the nuances of Human rights and its concepts	Trace out the evolution of Human rights reporting	Identify the issues addressed with human rights violation	Explicate the Laws of Human Rights	Prepare reports on any human rights violation issues.		
Reference Books						
1. Human Rights, Questions and Answers, UNESCO, 1982 2. Amnesty International, Human Rights in India. 3. K. Cheous (Ed) Social Justice and Human Rights (Vols 1-7). 4. Timm. R.W. - Working for Justice and Human Rights.						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course orient the learners to identify and understand the fundamental human rights and its relevance	Define the nuances of Human rights and its concepts	PSO-1	R
	Trace out the evolution of Human rights reporting	PSO-1	U
	Identify the issues addressed with human rights violation	PSO-5	Ap
	Explicate the Laws of Human Rights	PSO-5	Ap
	Prepare reports on any human rights violation issues.	PSO-4	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course orients the learners to identify and understand the fundamental human rights and its relevance	H	H	M	M	L	L	L	M	H

Semester III						
24.MEDIA PRODUCTION TECHNIQUE – II - Practical						
Course Specific Objective						
This course facilitates the students to learn technical knowledge and skills for media production treatments						
Hours Per Week						**Credits**
Lecture	-	**Tutorial**	-	**Practical**	4	4
Unit I Scripting and storyboarding						
Concept creation - Storyboarding skills – Celtx - Screenwriting Software						
Unit II Visual and Conceptual language						
Fundamentals of lighting, and composition concepts - Technical skill - Lighting equipments, camera						
Unit III The Production Process						
Actual shoot and creation of any media outlet - Filming skill - Machine Operations - Production Kit						
Unit IVDirecting :Aesthetic Principles and Production Coordination						
Directing aesthetics approaches - Directing skill - DOP						
Unit V The Post production Process						
Final Mixing of Text, Graphics, Audio etc - Editing skills - Video Editing software - Editing and mixing softwares						
Course Specific Skills						
Storyboarding skills	Technical skill	Filming skill	Directing skill	Editing skills		
Reference Books						
1. Michael Langford: Basic Photography, Focal Press. 2. Salkin, Glyn. Sound Recording and Reproduction. Oxford: Focul Press, 1996. 3. Vasuki Belavadi (2008). Video Production, Oxford University Press. 4. Esta De Fossard, John Riber (2005). Writing and Production for TELEVISION &FILM, Sage Publication.						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course facilitates the students to learn technical knowledge and skills for media production treatments	Storyboarding skills	PSO-3	U
	Technical skill	PSO-4	U
	Filming skill	PSO-5	Ap
	Directing skill	PSO-5	Ap
	Editing skills	PSO-3	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course facilitates the students to learn technical knowledge and skills for media production treatments	M	L	H	L	H	H	M	L	L

Semester III						
25.DIGITAL MEDIA PRODUCTION - Practical						
Course Specific Objective						
This course provides both the conceptual and practical knowledge in digital media production.						
Hours Per Week						**Credits**
Lecture	-	**Tutorial**	**-**	**Practical**	4	2
Unit I Digital Content Creation						
Content Creation for Digital Devices - Creative skills - Digital Content creation Tools – Content Management System						
Unit II Production and SEO						
Digital Marketing – Marketing skills - Keyword Research Tools - online visibility management software, keyword and ranking research tools						
Unit III web based content						
Creative and Dynamic content creation - programming skills - Markup languages -						
Unit IV Contemporary Post Production						
compose and distribute digital media - Editing Skills - Post production softwares - AR.VR, 360 video production						
Unit V Digital distribution and publishing						
Digital distribution and publishing -Software skills - Digital Graphic designing softwares - Graphic Design and digital publishing softwares						
Course Specific Skills						
Creative skills	Marketing skills	Programming skills	Editing Skills	Software skills		
Reference Books						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides both the conceptual and practical knowledge in digital media production.	Creative skills	PSO-3	U
	Marketing skills	PSO-5	An
	Programming skills	PSO-5	AP
	Editing Skills	PSO-6	C
	Software skills	PSO-7	C

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides both the conceptual and practical knowledge in digital media production.	L	L	M	L	H	H	H	M	L

Semester III						
Technical Writing						
Course Specific Objective						
This course is to develop the writing skill to students for Industrial and Public Relation						
Hours Per Week						**Credits**
Lecture	4	**Tutorial**	**0**	**Practical**	0	4
Unit I General Overview On International Communication						
Introduction to Technical Writing- The role of technical writing in industry, Understanding audience and purpose, Types of technical documents, Principles of effective technical writing						
Unit II The New World Information And Communication Order (NWICO)						
Writing Technical Reports- Structure of technical reports, Writing abstracts, executive summaries, and introductions, Methods of research and data collection, Writing clear, concise, and coherent technical reports						
Unit III International/Transnational Media Organizations						
Writing Technical Emails and Memos- Writing effective emails and memos, The importance of clarity and conciseness, Writing technical emails and messages for different audiences, Email etiquette and conventions						
Unit IV Social Movements, Cultural Production and Nation Branding.						
Document Design and Graphics-Principles of document design, Creating visual aids and graphics, Formatting and layout techniques, Visual presentation of data						
Unit V Key Figures In International Communication						
Technical Writing in Practice-, Technical writing in different fields, such as engineering, science, and software development, Best practices and ethical considerations in technical writing, Emerging trends and technologies in technical writing, and Job opportunities in technical writing.						
Course Specific Skills						
Understand the specifics of Technical Writing	Develop the skill on Technical writing	Analyze the client and requirement	Understand generic approach in technical writing	Detailed understanding about industries and their approaches		
Reference Books						

1. Technical writing process by – Kieran Morgan and Sanja Spejic -2015
2. Technical Communication by John M. Lannon, Longman, 12th Edition, 2011
3. Technical Writing For Success by Darlene Smith-Worthington Sue Jefferson, Cengage Learning India
4. Technical Communication Principles And Practice by Meenakshi Raman, Andromeda Oxford Ltd.
5. Technical Communication 12th Edition by Mike Markel, Bedford/st Martins

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course is to develop the writing skill to students for Industrial and Public Relation	Understand the basic concepts of International Communication	PSO-1	U
	Understand and identify the various theories related to International Communication	PSO-1	U
	Analyze and explicate the Concept of transnational organization	PSO-1	An
	Trace out the social movements related to global communication	PSO-2	An
	Ability to apply the various concepts in international communication	PSO-5	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course is to develop the writing skill to students for Industrial and Public Relation	H	H	H	H	M	L	H	M	H

Semester IV						
26.DEVELOPMENT COMMUNICATION – (e-pathsala)						
Course Specific Objective						
This course provides strong theoretical foundations to various dimensions of development Communication for social change.						
Hours Per Week						**Credits**
Lecture	4	**Tutorial**	**-**	**Practical**	**0**	**4**
Unit I Concept and Understanding						
Meaning and concept of Development Communication - Historical and conceptual overview of Communication - Approaches of Development Communication						
Unit II Theories and model of Development Communication						
Lerner's Model & Roger's Basic Diffusion Model – Modernization & Neo Modernization Theory, Participatory Model - Systems Theory, Basic Needs Approach - ICT for Development Communication						
Unit III Roles and Responsibilities						
Role of Development Communication - Culture in Development Communication - Goals of Development Communication - Role of Communication in Development Theory						
Unit IV Paradigms of Development Communication						
Dominant Paradigm - Dependency Paradigm - The emerging Paradigm - Communication for Development -						
Unit V Future of development Communication						
Communication and Social Change - Development Communications and New Technologies - International Programme for the Development of Communication.						
Course Specific Skills						
Understanding the concept of Development Communication	Explain the models and theories and its relevance	Explicate the Roles and responsibilities	Analyze and understand the Paradigms of development communication	Trace out the developments and prospects of development communication		
Reference Books						
1. Srinivas R. Melkote & H. Leslie Steeves, Communication for Development in the Third World: Sage, 2008. 2. Arvind Singhal & James W. Dearing, Communication of Innovations– A Journey with Everett Rogers: Sage, 2006. 3. AvikGhosh, Communication Technology and Human Development– Recent Experiences in the Indian Social Sector: Sage, 2006. 4. : D.V.R. Murthy, Kanishka, Development Journalism– What Next?– An Agenda for the Press 2007						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course provides strong theoretical foundations to various dimensions of development Communication for social change.	Understanding the concept of Development Communication	PSO-1	U
	Explain the models and theories and its relevance	PSO-1	U
	Explicate the Roles and responsibilites	PSO-5	U
	Analyse and understand the Paradigms of development communication	PSO-4	An
	Trace out the developments and prospects of development communication	PSO-5	E

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course provides strong theoretical foundations to various dimensions of development Communication for social change.	H	L	M	L	L	L	H	M	M

Semester IV						
27.NEW MEDIA STUDIES						
Course Specific Objective						
This course facilitates the students with technical, social, cultural, ethical, and economic aspects of new media technologies.						
Hours Per Week						**Credits**
Lecture	2	**Tutorial**	**2**	**Practical**	0	4
Unit I Understanding New Media						
Define new media - The rise and growth of New media in Indian context - Information overload in digital space - Convergence and the Contemporary Media						
Unit II Development of Internet technology						
emergence of internet - WWW: Static and dynamic web - The culture of connectivity – digital divide						
Unit III Technology and Tools for new media writing						
new media application and writing - computer aided writing process - Search Engine Optimization - Professional Skills and Technical Capabilities - Analyze and understand the technology and tools for new media writing						
Unit IV New Media Applications and Appliances						
convergence of Communication Technologies - New Media Appliances - New Media Applications - New Media and Audiences - Understand the concept of new media application and appliances						
Unit V Prospects of new media						
Concepts and Growing trends- Hypertext and Hyperlink - New media advances for entertainment, news, Education and Business - Case study on the nuances of New Media - Trace out the Prospects of newmedia						
Course Specific Skills						
Identify the need for understanding New Media	Explicate the development of Internet Technology	Analyze and understand the technology and tools for new media writing.	Understand the concept of new media application and appliances	Trace out the Prospects of new media		
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. Thornburg, R. M.(2011).Producing Online News: Stronger Stories, CQ Press,Washington. 4. Shrivastava, K. M.(2013). Social Media in Business and Governance, Sterling Publishing.						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
This course facilitates the students with technical, social, cultural, ethical, and economic aspects of new media technologies.	Identify the need for understanding New Media	PSO-1	U
	Explicate the development of Internet Technology	PSO-7	An
	Analyze and understand the technology and tools for new media writing.	PSO-5	AN
	Understand the concept of new media application and appliances	PSO-1	U
	Trace out the Prospects of new media	PSO-7	An

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
This course facilitates the students with technical, social, cultural, ethical, and economic aspects of new media technologies.	M	M	M	L	H	H	H	M	M

Semester IV						
29.INTERNATIONAL COMMUNICATION						
Course Specific Objective						
The purpose of this course is to familiarize students with the role of mass media in a global context						
Hours Per Week						**Credits**
Lecture	4	**Tutorial**	**0**	**Practical**	0	4
Unit I General Overview On International Communication						
Concept And Need Of International Communication - Theoretical Understanding On International Communication - Integrative View Of Balanced Information Flow						
Unit 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						
Unit 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						
Unit 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						
Unit 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						
Course Specific Skills						
Understand the basic concepts of International Communication	Understand and Identify the various theories related to International Communication	Analyze and explicate the Concept of transnational organization	Trace out the social movements related to global communication	Ability to apply the various concepts in international communication		
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.						

Course Outcomes

Course Objective	Course Specific Skills	PSO	Cognitive Level
The purpose of this course is to familiarize students with the role of mass media in a global context	Understand the basic concepts of International Communication	PSO-1	U
	Understand and identify the various theories related to International Communication	PSO-1	U
	Analyze and explicate the Concept of transnational organization	PSO-1	An
	Trace out the social movements related to global communication	PSO-2	An
	Ability to apply the various concepts in international communication	PSO-5	Ap

Mapping Course Objective with Programme Learning Outcomes

Course Objective	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8	PLO9
The purpose of this course is to familiarize students with the role of mass media in a global context	H	H	M	M	H	M	M	L	M