

Madurai Kamaraj University
B.A., Journalism and Mass Communication
Syllabus
Under Non - Semester Pattern
(With effect from the academic year 2013 -14)

Course of Study

The Degree of Bachelor of Arts (B.A.) in Journalism and Mass Communication aims to develop the skills in the areas of reporting, writing and editing to the prospective candidates. At the end of the course, the students are expected to have good working knowledge in the specialized fields of Journalism. The course is offered under the Non - Semester pattern. The medium of instruction and examinations shall be in English. The students should score 35 marks in each subject. Part I and Part II Language papers and other compulsory papers for all UG courses are applicable to this course also. The period of completion of the B.A. Journalism and Mass Communication shall be three years. Candidates for admission to the course shall be required to have passed Higher Secondary Examination conducted by the Government of Tamil Nadu or an equivalent qualification.

Scheme of Examination

1. For all papers except training programmes

Examination – **100 Marks(Duration 3 Hours)** - The passing minimum is 35 marks

Part – A – Four Questions out of Eight Questions (Answer not to exceed 1 page)

(4X10=40 Marks)

Part – B – Three Questions out of Six Questions. (Answer not to exceed 3 pages)

(3X20=60 Marks)

2. Training Programme

A Training Programme will be conducted during the second and third year of the course of seven days at Madurai.

Productions submitted by students during the training programme – **50 Marks**

Examination (Last day of the training programme) – **50 Marks (Duration 3 Hours)**

Five Questions out of Ten Questions (5X10=50 Marks) (Answer not to exceed 3 pages.)

Total – 100 Marks - The passing minimum is 35 marks. Attendance in this Training programme is compulsory .

Madurai Kamaraj University
Directorate of Distance Education
B.A., Journalism and Mass Communication

Year	Serial Number	Paper Title	Total
I	1	Introduction to Journalism	100
	2	History of Journalism	100
	3	Social, Political and International Affairs	100
II	4	Photography	100
	5	Reporting and Editing	100
	6	Film Appreciation	100
	7	Press Laws and Ethics	100
	8	Training Programme-1 – Reporting, Editing & News production	100
III	9	Creative Writing	100
	10	Advertising	100
	11	Introduction to Communication Theories	100
	12	Development News Writing	100
	13	Online Media	100
	14	Training Programme -2 Photography & AV Production	100

B.A. Journalism and Mass Communication

Year: 1

Introduction to Journalism

Unit I: Concepts and principles of Journalism- News story– Structure, Inverted pyramid Criteria. News: meaning, definition, nature the news process.

Unit II: Types of Journalism – Investigative, Tabloid, Print, Broadcast Journalism and Web. Opinion, News, Feature. Researching, sourcing for news, wire services, use of internet, Use of archives, Plagiarism.

Unit III: News selection, news values, principles for Gate keeping, Hard news vs. Soft news, basic components of a news dateline, credit line, byline. attribution, embargo, source, balance and fairness, brevity.

Unit IV: Elements of Style. Language and principles of writing - Basic differences between the print, electronic and online journalism Language of news. Principles of clear writing. Responsibility to Society- Press and Democracy relationship, Freedom of expression. Self Publishing, Contemporary debates and issues. Changing trends in Journalism.

Unit V: Communication – History and background, Intra-personal, non-verbal and verbal. Communication as a process - Barriers of communication– Mass communication today and tomorrow

Reference

- News Writing and reporting for today's media, Bruce D. Itule and Douglas A. Anderson, McGraw Hill Publication
- News writer's Handbook: An Introduction to Journalism, M.L. Stein, Susan Paterno & R. Christopher Burnett, Blackwell Publishing
- Mass Media In a Changing World, George Rodmann, McGraw Hill Publication
- An Introduction to journalism, Carole Flemming and Emma Hemmingway, Vistaar Publications
- The Newspaper's Handbook, Richard Keeble, Routledge Publication

Year: 1

History of Journalism

Unit-I: A brief history of the genesis of writing. Gutenberg Invention leading to printing press. Printing history in India. Press as fourth estate.

Unit II:

History of Journalism, early growth of journalism Raja Ramohan Roy and the growth of Indian Language Press – East India Company and role of Newspapers and Indian Press in First World War – The role of newspapers in National Liberation Movement. Press in Indian Freedom Movement.

Unit III: Press in Post Independence years. Development of Radio and TV Journalism. Contribution of press in National Development. Censorship and press. Press and society. Language and Press in India.

Unit IV: Origins of Indian Journalism - Indian Pioneers –Tamil press origin. Leaders of Tamil press. Trends of contemporary Tamil Press – Prominent News Papers

Unit V: News Agencies, Controlling influences of press. Regulatory bodies. Amendments in Laws of press. Audience continuum.

Reference:

- History of Indian Journalism: J. Natarajan, Publications Division, New Delhi.
- Mass Communication in India: Keval J. Kumar, Jaico Publishing House.
- History Of Indian Journalism : S P ThiagaRajan
- The Press In India : G N S Raghavan

Year: 1

Social Political and International Affairs

Unit I

Government in State and Central. Federalism, Centre-state relations, and reports on centre-state relations. Politics at the district level – Panchayat raj, elections and governance.

Unit II

Nature of the party system: major national parties and more important regional parties, and their social bases; Influence of regional parties in decision making.

Unit III

The electoral system – Election and Press. Process stresses and strains; secularism and communalism in India – problems and trends. Media and Psephology.

Unit IV

Indian Constitution–Fundamental rights, Freedom of speech, violations. Issues of our society - general study of governance in states and their performance since independence.

Unit V

Brief study of international relations–foreign policies of India. India's relations with China, Pakistan, South Asian countries, West Asian countries, Africa, Europe and America - Concept of global village.

Reference:

- Problems of Social Policies 1951 – Titmas R M HM Stationary Off ISBN
- Social policy 2006 – Deen H Cambridge policy Press

Year: 2

Photography

Unit I: History of Photography, Characteristics of light, Types of Cameras – structure and functions of camera

Unit II: Lens and types of lenses for photography - Short, medium and long focal lengths. Exposure – Focusing, aperture, shutter speed, depth of field. Points of View, Composition and perspectives.

Unit III: Kinds of light- indoor and outdoor - Electronic flash and artificial lights. Capturing Colours. Light meters. Accessories and equipments for photography. Aesthetics and Technology.

Unit IV: Photo journalism - scope and functions. Branches of Photography - Nature - Architecture-Life - Landscape- Wildlife - Sports - Advertising - Portraits - Travel-Fashion-Industrial- Product - News photography.

Unit V: Ethical issues in Photography –Codes of Ethics for photographers. Tragedy image, digital improvements, privacy, moral rights of subjects etc., – Basic software of Photo Editing tools.

Reference:

- New Introductory Photographic Course, John hedgecoe's, Mitchell Beazley, 1990
- 35mm Photographers Handbook, Julian Clader, John Garrelt, Pan Macmillan, 1990
- How to take great Photographs at Night, Richard New man, Collins Brown, 2003
- Photo-Journalism, Rotovision SA, Terry Hope, 2001
- Lighting for Portrait Photography, Rotovision SA, Steve Bavister, 2001
- Darkroom basics and beyond, Roger hicks & Francis schultz, Patterson, 2000

Year: 2

Reporting and Editing

Unit I: Introduction to Reporting - News – definition - structure of a news story - types of leads –Elements-Values Types-Structure-Sources of News- Reporting-various beats.

Unit II: Attributes of a reporter – duties – responsibilities – Specialized reporting - Reporting with reference to different beats specialized reporting for different media. Development Journalism-Specialized Skills-Investigative Reporting.

Unit III:- Principles and methods of Editing, Organizations of Editorials - Art of Interviewing. Work flow in the editorial system from reporter to editor.

Unit IV: News writing-Headlines-Lead-Variou styles of Writing News-Writing Opinion Pieces-Editorials, Special Articles, Features, Reviews etc –

Unit V: Fundamental principles of editing – editorial department – responsibilities of sub editor.Editing concepts – feature of editing – aesthetics in editing - computers in editing – Page Make up.

References

1. Reporting: theory and practice Baba Prasath Basic journalism Mac Milan
2. Quest for news R.R. Iyer
3. News editing in theory and practice- Bannerji
4. Modern reporting and editing D.S. Mehtha
5. News reporting And Editing K M Srivastava
6. Writing The News: A guide for print journalism – walter Fox

Year: 2

Film Appreciation

Unit –I : Introduction - Genres of films – Film History- language, style, grammar, syntax. Film perception: levels of understanding – Film as a medium: Development of cinema as a medium of art and communication.

Unit II: Understanding basic elements of Film: Aesthetics, Acting, Costume, Music Cinematography, Mise-en scene, Sound, Editing, Visual Effects and roles of artists. Film and Meaning.

Unit-III: Classic Film theory and semiotics –Sociology of films - film language - film and psycho – analysis. Post Modernism and structuralism and deconstruction. Post Colonial theory. Impressionism, expressionism, and surrealism - Subjectivity, causality and time and various schools of thoughts.

Unit-IV: Concepts of films –identities and issues- narrative form - non-narrative form- Film style: French New Wave, Soviet Montage Cinema, Asian Cinema.

Unit- V: Indian Classic Cinema. Indian Luminaries of Film and their films. Trend setters. Tamil Cinema and trends - Impact in politics, culture and economy. Film and post modernism - Film and cultural identity: Criticism and Film Review Writing.

References:

- Indian Film, Eric Baranenn&Krishnaswamy OVP, 1980 2nd Edition
- How films are made, KhwajaAhemad Abbas, National Book Trust, 1977
- Film as an art and appreciation, MaricSetton, NCERT, New Delhi
- Cinematography Censorship rules, Govt. of India Press, Nasik, 1969

Year: 2

Press Laws and Ethics

Unit I: Salient features of Indian constitution – fundamental duties and rights – Freedom of speech and expression -article 19 (1) a .

Unit II: Rights, privileges and liabilities of the press – the press and registration of books act –Right to information act - Indian cinematograph act – censorship – cyber laws – press freedom.

Unit III: Defamation – libel – slander – sedition - contempt of court acts. Protection of Identity of Source. Professional code of Ethics for Journalists

Unit IV: Indian evidence act – official secrets act – copyrights act – prasarbharathi act. professional code of ethics.

Unit V: Press council of India – pluralistic media in India.

References

- Law and the Media – An Everyday Guide for Professionals – Crone
- Media and Ethics – S K Aggarwal
- ‘History of press., Press laws and Communications’. BN Ahuja. Surjeet Pub. New Delhi. 1989.
- ‘Freedom of the press’. MK Joesph, Anmol pub. New Delhi, 1997
- The crisis of the Indian legal system 1982 – U Baxi

Year: 2

Training Programme-1: Reporting, Editing and News Production

Reporting, Editing and News Production practical will be conducted to offer training in Report Writing, News Editing and News production. Students will get training exposure to typeset method, CTP, Layout types, special design, printing press organization and production of a lab journal.

Scheme of Examination

Productions submitted by students during the training programme - Lab Journal Production – News Writing and Editing and Designing – **50 Marks**

Examination on the Last day of the training programme – **50 Marks**

Total – 100 Marks - The passing minimum is 35 marks. Attendance in this training programme is compulsory

Year: 3

Creative Writing

Unit I: Writing principles, journalistic language. Creative writing of fiction and non-fiction for Print. Sentence Structure, creative journalistic concepts for print.

Unit –II: Radio journalism - planning and developing stories- writing for Radio News - Radio audiences-interviews -talk shows - sound clips,-sound bites- language and grammar- audio cut, cue lay out- executing program – Radio jockeying.

Unit- III: Nature and characteristics of Television. Techniques of narration, documentary scripting for TV. Writing for television news – time factor - language and style of presentation – Video jockeying.

Unit – IV: Production elements of Radio and TV. Workflow in TV. Camera, Lights, Microphone, Sound Recorder, Videotape recorder, editing.

Unit – V: Freelancing opportunities in Television. Video Outsourcing and programmes outsourcing.

Reference:

- Broadcast Voice, Mills, Jenni. Oxford: Focal Press, 2004.

- Broadcast Sound Technology, Michael Talbot-Smith, Oxford: Focal Press.2002
- An Introduction to Digital Audio, John Watkinson, Oxford: Focal Press.
- Audio Post-production in Video and Film, Tim Amyes. Oxford: Focal Press.2001
- Web Design Fundamentals, Daniel Gray, Dreamtech Press, New Delhi, 2000

Year: 3

Advertising

Unit I: Advertising - Definition, Nature, scope, Origin and Growth. Roles of advertising: Social, Communication, Marketing and Economic.

Unit II: Functions of advertising. - Advertising in marketing mix - Types of advertising - merits and demerits - advertising and consumers - buying systems - target plans.

Unit III: Advertising objectives - Advertising campaign. Conceptualization of Advertising for TV, Radio and Print. Copy, Slogans and Writings.

Unit III :Media planning - developing media objectives - media budget - selection of media - implementing media plans - pre-testing and launch.

Unit IV:PR Definition, Elements of PR – functions of PR – Need of PR – Growth of PR in India, - Publicity, propaganda and public opinion Corporate Communication with the public – internal and external - Community Relations.

Unit V:Advertising agencies, Luminaries of Advertising, Advertising Ethics. Corporate Social Responsibilities and Advertising case studies.

Reference:

- *Advertising Basics* Bovell Michael Newman Wiley, Creative Leaps(Reference), John Wiley & Sons (Asia), 2003
- *Innovative Promotions That Work*, Lisa I.Cyr, Rock Port Publishers, 2006.
- *Mass Media*, Anmol Publications Pvt Ltd., J.L Kumar, New Delhi.2006
- *The Public Relations*, 2nd Edition, Alison Theaker, Routledge, USA, 2004
- *Public Relations: Theory and Practice*, Jane Johnston, Clara Zawawi, Allen&Unwin, 2009

Year: 3

Introduction to Communication Theories

Unit I: Communication – Intra personal, inter personal, Small groups, Public and Mass Communication.

Unit II: Elements of Communication – sender- receiver – decoding – encoding – feedback. Authoritarian – Theories of press - libertarian – social responsibility – soviet media theory.

Unit III: Theories of Press - Normative Theory – Developmental theory

Unit IV: Models of Communication - Aristotle – Wilbur schramm – Harold Lasweel - - Berlo- Mass Communication - mathematical model – SMCR Model. Feed back and procedural nature of communication - the concept and noise of effective communication.

Unit V: Public opinion theory and Democracy – Agenda setting, Two step flow theory.

References

1. Mass Communication Theory an Introduction, McQuail Denis, 6th edition London.
2. Essentials of Mass Communication” by Asa Berger, Sage, New Delhi, 2000.
3. “Media Gratifications Research” by Rosengren et al., Sage, London, 1985.

Year: 3

Development News Writing

Unit I:Concept of Development -Definition, evolution - characteristics of developing society, Development Problems. Media and Rural Development - Perception of development in Media coverage

Unit II:Concept of Development Communication - Inter-relation between development and development communication. Understanding the role of traditional and modern media in Development Communication.

Unit III: Concept of Development Journalism - Issues for development journalism- health, nutrition, social issues, resource use. Literacy, agriculture and environment special supplements.

Unit IV: Writing development stories –Language, context, news – features – articles – photo features. Information technology-role in development communication

Unit V:Models of Development Communication - Interdependent model- Dependency model-Basic needs model- Gandhian Model. New paradigm of development.

REFERENCE

1. Development Communication. Narula, U., 1994; Haiyand Publications Perspectives in Development Communication, Ravindran, N., et. al. 1993, Sage Publications, New Delhi.
2. Development and Communication in India, Raghavan, G.N.S., 1993; Gian Publishing House, New Delhi.
3. Communication Planning for Development, Hancock. A., 1980; UNESCO, Paris.

Year: 3

Online Media

Unit I: Online Media or New Media – Definition – Evolution of Computer Mediated Communication – Human Machine – Virtual Environment – Digital Divide.

Unit II: Web Journalism – Writing and Editing for online. News, image, information blogging. News Websites – News, image updation – Editing of Trending News Topics – News Games.

Unit III: Social Networking Sites (SNS) – Information sharing in SNS. Credibility and sources – Micro blogging in facebook, twitter, flickr and other sites and integrating SNS in Editorial Information flow.

Unit IV: User Generated Contents (UGC) – Managing and integrating UGC with SNS and vertical and horizontal portals.

Unit V: Definition of mobile journalism (Mojo), Mobile sites (MobiSites), Mobile Content News and Entertainment Sharing.

REFERENCE

- A Text Book of Internet and Web Page Design, Srivastav Rajkumar
- Web Masters Hand Book, Galgota
- Designing Interactive Websites, Mohleo James L and Thompson Leaning
- Computer Graphic Software Construction, John R Rankin
- The Internet Book, Comer Douhlas E
- The Information Society, Armand Mattleast

Year: 3

Training Programme-2: Photography & AV Production

Photography & AV Production practical will be conducted to offer training in News Photography and News Audio Visual Production. Students will get exposure to indoor and outdoor shooting of video and photography.

Scheme of Examination

Productions submitted by students during the training programme - Photo Essay production and Audio Visual Production of News, information or interview of a personality – 3-5 minutes duration. – **50 Marks**

Examination (Last day of the training programme) – **50 Marks**

Total – 100 Marks - The passing minimum is 35 marks. Attendance in this Training programme is compulsory

