

**Appendix-H-20**  
**MADURAI KAMARAJ UNIVERSITY**  
*(University with Potential for Excellence)*

**Directorate of Distance Education**

**Syllabus for**  
**B.A. Journalism and Mass Communication (Semester Pattern)**  
**(With effect from the academic year 2019-2020 onwards)**  
**Regulations, Scheme of Examinations and Syllabus**

- 1. About the Department :** The Department of Journalism and Mass Communication in the Directorate of Distance Education of Madurai Kamaraj University is one of the unique departments in the Directorate. The department currently offers P.G. program and U.G program in Journalism and Mass Communication.
- 2. Program Overview:** Journalism and Mass Communication is a discipline that crosses a wide range of disciplines such as Print Media, Audio Visual Media, New Media, Photography, Advertising, Cinematography, Development Communication and Graphics and Animation.
- 3. Objectives of the Program:** With the motto “To seek truth is knowledge” the university is committed to various tasks which include promoting awareness and understanding of the social needs of the country in the students. This course prepares the student to become a successful media personality to bravely address the rapidly changing global and local contexts.
- 4. Program Target Groups:** The Program may be structured in a way to attract aspirant students of rural, semi-urban and urban background who aspire to acquire knowledge in the media field but could not continue the education through regular mode, owing to various constraints.
- 5. Program Requirements:** The eligibility for admission in the programme is a pass in Higher Secondary Examination conducted by the Government of Tamil Nadu or an examination accepted as equivalent(10+2)
- 6. Degree Overview:** The B.A., program intends to be inter/multi-disciplinary scope and content. The various disciplinary background and expertise of faculty of the department would lend weight to structure the program in inter/multi-disciplinary canvas. This program is driven by three core areas:
  1. Media Production and Management
  2. Media Analysis
  3. Media Ethics

7. **Degree Title:** B.A. in Journalism and Mass Communication.
8. **Duration of the Program:** All students must complete the program within three years. The program is a three year program with six semesters. In all the six semester the students may be engaged in mandatory core and optional courses.
9. **Program Structure:** The B.A. Program in Journalism and Mass Communication is designed as core and ancillary course papers; for each semester there may be 2 Language courses (Tamil & English) for first four semesters, 2 core papers and one ancillary paper. There is a practical programme (core) in all the even semesters as part of this program.

#### Course Structure

Semester – I	Credit	
Part-I : Tamil / Alternate Languages	2	L
Part-II : English	2	L
Introduction to Journalism and Mass Communication (T)	4	C
History of Journalism (T)	4	C
Social, Political and International Affairs (T)	4	E
<b>Total</b>	<b>16</b>	

Semester – II	Credit	
Part-I : Tamil / Alternate Languages	2	L
Part-II : English	2	L
News Reporting and Editing (T)	4	C
Photography (T/P)	4	E
Practical – News Production (Print) (P)	5	P
<b>Total</b>	<b>17</b>	

Semester – III	Credit	
Part-I : Tamil / Alternate Languages	2	L
Part-II : English	2	L
Press Laws and Ethics (T)	4	C
Media Management (T)	4	C
Writing for Media (T / P)	4	E
<b>Total</b>	<b>16</b>	

Semester – IV	Credit	
Part-I : Tamil / Alternate Languages	2	L
Part-II : English	2	L
Introduction to Communication Theories (T)	4	C
Advertising and Public Relations (T)	4	E
Practical – Audio and Video Production I (Advertisements)	5	P
<b>Total</b>	<b>17</b>	

Semester –V	credit	
Development News Writing (T)	4	C
Online Media(T)	4	C
Media Literacy (T)	4	C
Broadcast Journalism (T / P)	4	E
<b>Total</b>	<b>16</b>	

Semester –VI	credit	
Media, Culture and Society (T)	4	C
Film Appreciation (T)	4	C
Basics of Audio and Video Editing (T/P)	4	E
Practical – Audio and Video Production II (Documentary or Short film Production) (P)	5	P
<b>Total</b>	<b>17</b>	

**No. of credits – 99 Credits**

**Part-IV : Value Education** is a compulsory paper common for all UG courses. Students have to write examination in **first semester**.

**Part-V : Environmental Studies** is a compulsory paper common for all UG courses. Students have to write examination in **second semester**.

**10.Details of Syllabus:** Each course has a detailed syllabus structured in terms of Units. The detailed syllabus for all core and optional courses has been attached in the Annexure-I.

**11.Time Table for Contact Class & Counseling:** The ODL Regulations insists of minimum 30 hours of study for each course in a semester of which minimum 16 hours are for face-to –face contact classes The following table demonstrates the time allotment for the contact classes per week; for a semester there may be available 5- 6 months and one round of contact/counseling class per month is enough to achieve the required hours.

Per Week	9.00 – 10.30	10.30 – 12.00	1.00 – 2.30	2.30 – 4.00
Day 1	C1	C2	E1	L1
Day 2	C1	C2	E1	L2

- \* C means Core Paper
- \*\* E means Elective Paper
- \*\*\* L means Language Paper

## 12. Evaluation Procedure:

a). : Principles of Evaluation : The rubrics of evaluation of the program will be based on the following principles:

Proof of Initiative, Active immersion, Interaction; Use of DIE - Describe, Interpret, Evaluate; Utilizing variety of sources; Analytical Approach.

b). Methods of Evaluation : The students will be assessed by two pronged evaluation methods: (a) Continuous Internal Evaluation; (b) End-of-semester evaluation.

c) Continuous Internal Evaluation : Aiming to assess values, skills and knowledge imbibed by students, internal assessment is to be done by the concerned faculty-member. It would comprise the following steps:

The students should submit three assignments per subject (Best Two out of Three Assignments).

Components for internal evaluation are to have a time-frame for completion (by students), and concurrent and continuous evaluation (by faculty-members).

The evaluation outcome may be expressed either by pre-determined marks

The evaluation reports submitted by all the faculty-members are to be reviewed, from time to time, by the Examination Committee under the chairmanship of Director in order to ensure transparency, fair-play and accountability.

The passing minimum is 40% (aggregate of both internal and external) and a candidate will be declared to have passed.

Following the review by the Examination Committee, the outcome of internal evaluation will be announced or displayed on the Notice Board and / or web-site as per the timeframe or academic calendar.

### **d) End-of-semester evaluation**

This is to be carried out at the end of first semester, and will aim to assess skills and knowledge acquired by students through class-room interaction. The evaluation can be in the form of written examination, or term paper assignment. Evaluation process should be verifiable and transparent.

Towards this end, the following steps have been adopted:

- All the students pursuing this program have to undergo external evaluation at the end of first semester as per syllabi;
- With regard to written examination the internal faculty may associate themselves with the external examiners in the examination process.
- In the case of written examination, the format of question paper is attached in annexure could be moderated by the Examination Committee.
- Answer-books or –sheets are to be ‘encoded’ (before being passed on to examiner / evaluator, and decoded (before tabulation).

### e) Integration of Continuous and End-of-semester evaluation

The following points have been incorporated for effecting the integration of continuous and end-of-semester evaluation:

- Relational weightage assigned to internal evaluation is 25 percent.
- Relational weightage assigned to end of semester evaluation is 75 percent.
- Following the integration of internal and external evaluations, the results may be expressed in marks
- As soon as the integration of internal and external evaluations has been completed, the results should be announced, in keeping with the academic calendar, to facilitate students' academic or occupational pursuits.

### 13. Description of Evaluation

This table lists all the assessment components that make up the course assessment, their weightings and the dates at which coursework are due. The table in the module specification indicates the week in which coursework should be submitted but the exact day may be decided by the concerned course instructor. The column headed Qual Mark indicates the particular assignment has to be passed.

Course Title	Marks		
	Internal	External	Total
Core Paper I	25	75	100
Core Paper II	25	75	100
Core Paper III	25	75	100
Ancillary Paper	25	75	100
Total Marks	400		

### 14. Scheme & Model Question Paper for End-semester Exam

Time: 3 Hours

Max .Marks: 75

#### Section A: (10x1=10 Marks)

Question No.1 to 10 (Multiple choice)

1. Two questions from each unit.
2. Four option in each question.
3. No “none of these” option.

#### Section B: (5x7=35 Marks)

Answer all the questions choosing either (a) or (b)

Answers not exceeding two pages (One question from each unit).

11. (a) or (b) , 12. (a) or (b), 13. (a) or (b)  
14. (a) or (b) 15. (a) or (b)

**Section C:**

**(3x10=30 Marks)**

Answers not exceeding four pages

Answer any three out of five (One question from each unit)

There will be a 3 hour unseen end-semester examination. The question paper for this exam will be set by the respective course coordinator for core courses and by respective course instructor for optional courses. A model question paper has been attached in Annexure II.

**15. Examination Committee :** The Director may constitute an Examination Committee consisting of at least two members from the faculty. The Committee will look after the proper and timely completion of internal evaluation and conducting end semester examinations; integrating internal evaluation and end semester evaluation with respective weightage and then final marks.

**16. Program Facilities:**

**1. Library & Documentation Unit:** The Directorate has a full-fledged state of the art reference library of standard text and reference books and research journals and well established documentation unit having NSS, NFHS and Census data.

**2. Career Development Committee:** The Director may constitute a Career Development Committee consisting of at least three faculty members of the Directorate to look after the career opportunities of the students of the program. This Committee may undertake necessary initiatives in enhancing capabilities and skills such as English Language proficiency, computer and documentation skills, and competency in project writing; it may organize, if possible, campus recruitment in collaboration with NGO sector and print and visual media.

**I Year - I Semester**

**INTRODUCTION TO JOURNALISM**

**Credits: 4**

**Unit 1:** Concepts and principles of Journalism- News story– Structure, Inverted pyramid Criteria. News: meaning, definition, nature the news process.

**Unit 2:** 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 3:** 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 4:** 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 5:** Communication – History and background, Intra-personal, non-verbal and verbal - Communication as a process - Barriers of communication– Mass communication today and tomorrow.

References:

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

**I Year - I Semester**  
**HISTORY OF JOURNALISM (T)**

**Credits: 4**

**Unit 1:** A brief history of the genesis of writing - Gutenberg Invention leading to printing press - Printing history in India - Press as fourth estate.

**Unit 2:** History of Journalism, early growth of journalism Raja Ram Mohan 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 3:** 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 4:** Origins of Indian Journalism - Indian Pioneers –Tamil press origin - Leaders of Tamil press - Trends of contemporary Tamil Press – Prominent News Papers

**Unit 5:** News Agencies, Controlling influences of press - Regulatory bodies - Amendments in Laws of press - Audience continuum.

References:

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

### **I Year - I Semester**

#### **SOCIAL, POLITICAL AND INTERNATIONAL AFFAIRS (T) - Credits: 4**

**Unit 1:** Government in State and Central. Federalism, Centre-state relations and reports on centre- state relations - Politics at the district level – Panchayatraj, elections and governance.

**Unit 2:** 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 3:** The electoral system – Election and Press - Process stresses and strains; secularism and communalism in India – problems and trends - Media and Psephology.

**Unit 4:** Indian Constitution–Fundamental rights, Freedom of speech, violations - Issues of our society - general study of governance in states and their performance since independence.

**Unit 5:** 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:**

1. Problems of Social Policies 1951 – Titmas RM HM Stationary Off ISBN
2. Social policy 2006 –Deen H Cambridge policy Press.

### **I Year - II Semester**

#### **REPORTING AND EDITING (T) Credits: 4**

**Unit 1:** Introduction to Reporting - News – definition - structure of a news story - types of leads –Elements-Values Types-Structure-Sources of News- Reporting-various beats.

**Unit 2:** 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 3:-** Principles and methods of Editing, Organizations of Editorials -Art of Interviewing. Work flow in the editorial system from reporter to editor.

**Unit 4:** News writing-Headlines-Lead-Variou styles of Writing News-Writing Opinion Pieces-Editorials, Special Articles, Features, Reviews etc.,

**Unit 5:** 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.
- 7.

**I Year - II Semester**  
**PHOTOGRAPHY (T/P) Credits: 4**

**Unit 1:** History of Photography, Characteristics of light, Types of Cameras – structure and functions of camera

**Unit 2:** 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 3:** Kinds of light- indoor and outdoor - Electronic flash and artificial lights - Capturing Colours - Light meters - Accessories and equipments for photography - Aesthetics and Technology.

**Unit 4:** Photo journalism - scope and functions. Branches of Photography - Nature – Architecture - Life - Landscape- Wildlife - Sports - Advertising - Portraits – Travel - Fashion-Industrial - Product - News photography.

**Unit 5:** 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 Books:**

1. Bruce Barnbaum, The Art of Photography: An Approach to Personal Expression. Rocky Nook,2010
2. Jim Zuckerman, Pro Secrets to Dramatic Digital Photos, Pixiq,2010
3. Scott Kelby, The Digital Photography Book, Peachpit Press,2014
4. Bryan Peterson, Understanding Exposure: How to Shoot Great Photographs with Any Camera, Amphoto Books,2010
5. Jim Miotke. Better Photo Basics: The Absolute Beginner's Guide to Taking Photos like a Pro. Amphoto Books.2010

**Websites:**

1. <https://www.creativebloq.com/photography/websites-10121096>
2. <https://digital-photography-school.com>.

**I Year - II Semester**  
**PRACTICAL – NEWS PRODUCTION (PRINT) (P) Credits: 5**

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:**

7 days training programme will be conducted for the students by the University. They have to Produce and submit the assignments.

Lab Journal Production – News Writing and Editing and Designing - – **50Marks**  
Examination on the Last day of the training programme – **50 Marks**  
**Total – 100 Marks.**

The passing minimum is 40 marks. Attendance in this training programme is compulsory (7 days).

**II Year - III Semester**  
**PRESS LAWS AND ETHICS (T) Credits: 4**

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

**Unit 2:** 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 3:** Defamation – libel – slander – sedition - contempt of court acts - Protection of Identity of Source - Professional code of Ethics for Journalists

**Unit 4:** Indian evidence act – official secrets act – copyrights act – Prasar Bharathi act - professional code of ethics.

**Unit 5:** Press council of India – pluralistic media in India.

**References:**

1. Law and the Media – An Everyday Guide for Professionals – Crone
2. Media and Ethics – S K Aggarwal
3. “History of press, Press laws and Communications” - BN Ahuja. Surjeet Pub. New Delhi.1989.
4. “Freedom of the press” - MK Joesph, Anmol pub. New Delhi,1997
5. The crisis of the Indian legal system 1982 – UBaxi.

**II Year - III Semester**  
**MEDIA MANAGEMENT (T) Credits: 4**

**Unit 1:** Management in Media organization – Structure – principles, nature and process of management – levels of management – skills, functions and management roles – types of media organizations.

**Unit 2:**Media Ownership - Types of Media ownership in India - Circulation and Promotion - Public Relations for Media Organization.

**Unit 3:**Problems and Prospects of Newspaper Industry in India - Small newspaper and their problems -News Agencies -Status of Radio and Television in India.

**Unit 4:**Audience Analysis Media –Different Organizations :Roles of INS (Indian Newspaper Society), ABC (Audit Bureau of Circulation),RNI (Registrar of Newspapers of India), NRSC (National Readership Survey Council).

**Unit 5:Principles of Television and Radio Management - Different features of control of ownership with special reference to Prasar bharati Commercial and sponsorship in electronic media - Cable TV Regulation Act**

References:

1. Mathur, B.S., *Principles of Management*, National Publishing House, 1998
2. Lucy, Küng, *Strategic Management in the Media : Theory to Practice*, Jönköping International Business School,2008.
3. Kumar, *Media Management*, AnomolPrakashan,2006.

**II Year - III Semester**  
**WRITING FOR MEDIA (T)**

**Credits: 4**

**Unit 1:** Writing principles, journalistic language - Creative writing of fiction and non- fiction for Print - Sentence Structure, creative journalistic concepts for print.

**Unit 2:** 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 3:** 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 4:** Production elements of Radio and TV - Workflow in TV- Camera, Lights, Microphone, Sound Recorder - Videotape recorder, editing.

**Unit 5:** Freelancing opportunities in Television - Video Outsourcing and programmes outsourcing.

References:

1. **Broadcast Voice, Mills, Jenni. Oxford: Focal Press, 2004.**
2. Broadcast Sound Technology, Michael Talbot-Smith, Oxford: Focal Press.2002
3. An Introduction to Digital Audio, John Watkinson, Oxford: Focal Press.
4. Audio Post-production in Video and Film, Tim Amyes. Oxford: Focal Press.2001
5. Web Design Fundamentals, Daniel Gray, Dream tech Press, New Delhi, 2000.

## II Year - IV Semester

### INTRODUCTION TO COMMUNICATION THEORIES (T) - Credits: 4

**Unit 1:** Communication – Intra personal, inter personal, Small groups, Public and Mass Communication.

**Unit 2:** Elements of Communication – sender- receiver – decoding – encoding – feedback - Authoritarian – Theories of press - libertarian – social responsibility – soviet media theory.

**Unit 3:** Theories of Press - Normative Theory – Developmental theory.

**Unit 4:** Models of Communication - Aristotle – Wilbur Schramm – Harold Lasweel - Berlo-Mass Communication - Mathematical model – SMCR Model - Feedback and procedural nature of communication - the concept and noise of effective communication.

**Unit 5:** Public opinion theory and Democracy – Agenda setting, Two step flow theory.

References:

1. Mass Communication Theory an Introduction, Mc Quail Denis, 6<sup>th</sup> edition, London.
2. Essentials of Mass Communication, Asa Berger, Sage, New Delhi,2000.
3. Media Gratifications Research, Rosengren et al., Sage, London,1985.

## II Year - IV Semester

### ADVERTISING AND PUBLIC RELATIONS (T) - Credits: 4

**Unit 1:** Advertising - Definition, Nature, scope, Origin and Growth. Roles of advertising: Social, Communication, Marketing and Economic.

**Unit 2:** Functions of advertising. - Advertising in marketing mix - Types of advertising - merits and demerits - advertising and consumers - buying systems - target plans.

**Unit 3:**Advertising objectives – Advertising campaign – Conceptualization of Advertising for TV, Radio and Print - Copy, Slogans and Writings - Media planning - developing media objectives - media budget - selection of media - implementing media plans - pre-testing and launch.

**Unit 4:** Advertising agencies, Luminaries of Advertising, Advertising Ethics - Corporate Social Responsibilities and Advertising case studies.

**Unit 5:** 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.

References:

1. *Advertising Basics* Bovell Michael Newman Wiley, Creative Leaps(Reference), John Wiley & Sons (Asia),2003.
2. *Innovative Promotions That Work*, Lisa I. Cyr, Rock Port Publishers,2006.

3. Mass Media, Anmol Publications Pvt Ltd., J.L Kumar, NewDelhi.2006.
4. The Public Relations, 2<sup>nd</sup> Edition, Alison Theaker, Routledge, USA,2004
5. Public Relations: Theory and Practice, Jane Johnston, Clara Zawawi, Allen & Unwin,2009.

### **II Year - IV Semester – PRACTICAL**

#### **AUDIO AND VIDEO PRODUCTION-I (ADVERTISEMENTS) (P) - CREDITS: 4**

Writing scripts for Audio and Video commercials. Producing Audio and Video Commercials.

Scheme of Examination: **7 days training programme will be conducted for the students by the University. They have to Produce and submit the assignments.**

Writing scripts for Audio and Video commercials.

Producing Audio and Video Commercials - **50Marks**

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

**Total – 100 Marks.**

The passing minimum is 40 marks.

Attendance in this training programme is compulsory (7 days)

### **III Year - V Semester**

#### **DEVELOPMENT NEWS WRITING (T)**

**Credits: 4**

**Unit 1:** Concept of Development -Definition, evolution - characteristics of developing society, Development Problems. Media and Rural Development - Perception of development in Media coverage

**Unit 2:** Concept of Development Communication - Inter-relation between development and development communication - Understanding the role of traditional and modern median Development Communication.

**Unit 3:** Concept of Development Journalism - Issues for development journalism- health, nutrition, social issues, resource use - Literacy, agriculture and environment special supplements.

**Unit 4:** Writing development stories –Language, context, news – features – articles – photo features. Information technology - role in development communication

**Unit 5:** Models of Development Communication - Interdependent model- Dependency model-Basic needs model - Gandhian Model - New paradigm of development.

References:

1. Developmental Communication. Narula, U., 1994; Haianand 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.

### **III Year - V Semester**

## **ONLINE MEDIA (T) Credits: 4**

**Unit 1:** Online Media or New Media – Definition – Evolution of Computer Mediated Communication – Human Machine – Virtual Environment – Digital Divide.

**Unit 2:** Web Journalism – Writing and Editing for online - News, image, information blogging - News Websites – News, image updation – Editing of Trending News Topics – News Games.

**Unit 3:** Social Networking Sites (SNS) – Information sharing in SNS. Credibility and sources – Micro blogging in Facebook, twitter, flicker and other sites and integrating SNS in Editorial Information flow.

**Unit 4:** User Generated Contents (UGC) – Managing and integrating UGC with SNS and vertical and horizontal portals.

**Unit 5:** Definition of mobile journalism (Mojo), Mobile sites (Mobi Sites), Mobile Content News and Entertainment Sharing.

### **References:**

1. A Text Book of Internet and Web Page Design, Srivastav Rajkumar
2. Web Masters Hand Book, Galgota
3. Designing Interactive Websites, Mohleo James L and Thompson Leaning
4. Computer Graphic Software Construction, John R Rankin
5. The Internet Book, Comer Douhla E
6. The Information Society, Armand Mattleast

## **III Year - V Semester Media Literacy (T) Credits: 4**

**Unit 1:** Introduction to Media Literacy - Media Literacy concepts - Text and subtext - The language of persuasion Deconstructing Media message.

**Unit 2:** Mass Media Content and reality - What is reality? - Organizing principle: Next step reality - The importance of Media Literacy.

**Unit 3:** Interactive Media - Development of interactive Mass Media - Social Networking Mass Media Interactive Media games.

**Unit 4:** Broadcasting our perspectives on Media effects - Media Violence.

**Unit 5:** Practical Media Skills : Analysis of News, Advertisement, Films - Case Studies.

### **Reference:**

1. Baran, Stanley J., *Introduction to Mass Communication*. New Delhi: Tata Mc Graw Hill, 2010
2. James Potter, W. *Media Literacy*, Los Angels: Sage, 2011.
3. Frechette, J.D. *Developing Media Literacy in cyberspace: Pedagogy and critical*

*learning for the twenty first century classroom*. New York: Praeger, 2011.

4. Buckingham, D. *Media Education: Literacy, Learning and Contemporary Culture*, Cambridge, UK, 2003.

**III Year - V Semester**  
**BROADCAST JOURNALISM (T / P)          Credits: 4**

**Unit 1:** Broadcasting - Techniques of Indoor and outdoor Broadcasting – Recording and Live.

**Unit 2:** Camera Techniques - Piece to Camera - Opening PTC – Bridge PTC –Closing PTC – Working in Studio setup.

**Unit 3:** Production of Radio Programmes – Talk show - Interview –Debate – News story – Drama – Promos.

**Unit 4:** Production of TV Programmes - Talk show - Interview – Debate –News story – Drama – Promos.

**Unit 5:** Anchoring a Show- Presentation -Voice over Presentation - Voice over – Dubbing.

**III Year - V Semester**  
**MEDIA, CULTURE AND SOCIETY (T)          Credits: 4**

**Unit 1:** Media – definition – Different types of traditional Media - Culture – definition – process – culture as a social institution – value systems - Media as vehicles of inter-cultural communication - Impact of new technology on culture.

**Unit 2:** Society – Social Mobility - Media industrialization - social, political and cultural influence - information society - media privatization - media audiences - media and social change.

**Unit 3:** Media Determinants: Globalization, Urbanization, Mobility, Localization, industrialization, modernization. Media society, Media culture. Audience relationship, Feed backs.

**Unit 4:** Media Ideology: Defining ideology – Normative Theories - Audience Relationship: Problematizing audiences, Audience positioning and Subjectivity.

**Unit 5:** Salient features of Indian Constitution – Fundamental rights – Duties – Media laws and acts.

**Reference:**

1. Mass Communication in India, Keval J Kumar, Jaico, 1999.
2. Communication Models by Mc Quail, Dennis and Steven Windhal, New York; Longman, 1981.
3. The Mass Media, Ed. By Arvind Kumar, New Delhi, Anmol pub. 1999.
4. Culture, Society and Media by Michael Curevitch et al., (Ed) Routledge, 1998 Persuasion in practice by Kathleen readon, Sage, 1991.

**III Year - VI Semester**  
**FILM APPRECIATION Credits: 4**

**Unit 1:** 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 2:** 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 3:** 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 4:** Concepts of films –identities and issues- narrative form - non-narrative form- Film style: French New Wave, Soviet Montage Cinema, Asian Cinema.

**Unit 5 :** 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:**

1. Indian Film, Eric Baranenn & Krishnaswamy OVP, 1980 2<sup>nd</sup> Edition.
2. How films are made, Khwaja Ahemad Abbas, National Book Trust, 1977.
3. Film as an art and appreciation, Maric Setton, NCERT, New Delhi
4. Cinematography Censorship rules, Govt. of India Press, Nasik, 1969.

**III Year - VI Semester**  
**BASICS OF AUDIO AND VIDEO EDITING (T/P) - Credits: 4**

**Unit 1: History of Sound:** Introduction to evolution of sound in communication technology and its effectiveness in Communication, Introduction to Motion pictures in effective communication.

**Unit 2:** Introduction to audio editing softwares and file formats Video Standards PAL, NTSC, SECAM, HDTV.

**Unit 3:** Practical: Recording and Editing of audio Programs.

**Unit 4: Video Editing:** Introduction to Video Editing Softwares Basics of Adobe premiere Pro and its functions.

**Unit 5: Recording and Editing:** Practical: Recording and Editing of Video Programs.



## References:

1. B. Musberger, Robert. *Single Camera Video Production*. UK: Focal Press, 2005.
2. Modaff, Norman J. *Electronic Media*. 2011.
3. Roy, Barun. *Beginners' Guide to Journalism and Mass Communication*. V& S Publishers, Hyderabad, 2011.
4. Friedmann, Anthony, *Writing for Visual Media*, Focal Press, 2010.
5. Aravind, Mohan Dwivedi, *Mass Communication And Journalism*, Ramesh publication, 2010
6. Berner , Thomas, *Fundamentals of Journalism : Reporting, writing and editing*, Marquette Books ofSpokane, 2009.

### III Year - VI Semester - PRACTICAL DOCUMENTARY OR SHORT FILM PRODUCTION (P) Credits: 5

Writing scripts for Documentary or short film production - Producing Documentary or short film.

Scheme of Examination: **7 days training programme will be conducted for the students by the university. They have to Produce and submit the assignments.**

Writing scripts and producing Documentary and short film production – **50 Marks**

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

**Total – 100 Marks.**

The passing minimum is 40 marks.

Attendance in this training programme is compulsory (7 days)

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