

**PERIYAR UNIVERSITY PERIYAR  
PALKALAI NAGAR SALEM-636 011**



**DEGREE OF  
BACHELOR OF ARTS IN JOURNALISM AND MASS COMMUNICATION  
(CHOICE BASED CREDIT SYSTEM)**

**SYLLABUS FOR B.A.JMC**

**FOR THE STUDENTS ADMITTED FROM  
THE ACADEMIC YEAR 2021 – 2022 ONWARDS**

**PERIYAR UNIVERSITY**  
**REGULATIONS FOR B.A., (JOURNALISM AND MASS COMMUNICATION)**  
**DEGREE COURSE with Semester System**  
(Effective from the academic year 2021-2022)

**COURSE DESCRIPTION AND REGULATIONS**

**Definition:**

- BA Journalism & Mass Communication gives training to the students in both technical skills and critical analysis of the media spectrum. It is an undergraduate course of 3 years duration. The course includes the study of mass media such as newspapers, magazines, cinema films, radio, television etc in order to convey information to the audiences.
- **Journalism and Mass communication** is the process of imparting and exchanging information through mass media to large segments of the population. It is usually understood for relating to various forms of media, as these technologies are used for the dissemination of information, of which journalism and advertising are part. Mass communication differs from other forms of communication. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behavior, the attitude, opinion, or emotion of the people receiving the information.

**B.A. Journalism and Mass Communication:**

- B.A. Journalism and Mass Communication is a 3-year full-time undergraduate course, the minimum **eligibility** for admission to which is the successful completion of the Senior Secondary Certificate (10+2 or 10+3 Year Diploma) **qualification** from a recognized educational board, with a minimum aggregate score of 50%. The program is spread over 3 years, divided into 6 semesters of 6 months each.

**Ideal candidates for the course would possess:**

- Interest in conceptualizing, designing, and giving life to creative ideas, interest in, and aptitude for:

A flair for writing	Flair of the language
Strong networking skills	Ability to research well
Excellent communication skills	Analytical skills
Critical thinking	Interpretation skills
Ability to work in stringent deadlines	Ability to work under rough conditions
High confidence	Problem-solving skills
Interviewing skills	Observation skills

**Such graduates are hired in capacities such as:**

- Journalist/Newsreporter
- Fashion Photographer
- TV Correspondent
- Producer
- Radio Jockey(RJ)
- Public Relations Officer
- Content Writer
- Short filmmaking
- Ad filmmaking
- Documentary
- Designing, etc

**Popular areas of employment for such graduates include:**

- News and Media Industry
- Advertising Industry
- Film Industry
- Websites
- Radio Stations
- Colleges and universities
- Animation
- Gaming websites, etc.

**Major components of the course include:**

- Human communication
- Graphic design
- Basics of advertising
- Photography
- Drawing
- Scriptwriting
- Acting
- Film
- Copywriting, among others such.

**Successful graduates of the course may also opt to specialize in:**

- Media management
- International media
- Television production
- Visual design
- Radio programming
- Media trends.

The course also most often includes the mandatory completion of an internship, of 6-8 week duration, in design or media-based organizations.

## **REGULATIONS**

### **1. ELIGIBILITY FOR ADMISSION**

A pass in Higher Secondary Examination or an Examination accepted as equivalent thereto by the syndicate (**10+2 or 10+3 year Diploma**), subject to such conditions as \_\_\_\_\_ may be prescribed thereto are permitted to appear and qualify for the **Bachelor of Arts in Journalism and Mass Communication Degree Examination** of this university after a course of study of three academic years.

### **2. DURATION OF THE COURSE**

The course shall extend over a period of three years comprising of six semesters with two semesters in one academic year. There shall not be less than 90 working days for each semester. Examination shall be conducted at the end of every semester for the respective subjects.

### **3. COURSE OF STUDY**

The course of study shall comprise instruction in the following subjects according to the syllabus and books prescribed from time to time. The syllabus for various subjects shall be clearly demarcated into five viable units in each paper/subject. Part -I, Part-II, Part – III and Part–IV subjects are as prescribed in the scheme of examination.

### **4. EXAMINATIONS**

The theory examination shall be three hours duration to each paper at the end of each semester. The candidate failing in any subject(s) will be permitted to appear for each failed subject(s) in the subsequent examination. The practical examinations for UG course should be conducted at the end of the even semester.

#### **4.(a) Submission of record notebooks for practical examinations**

Candidates appearing for practical examinations should submit bonafide Record NoteBooks prescribed for practical examinations, otherwise the candidates will not be permitted to appear for the practical examinations. However, in genuine cases where the students, who could not submit the record note books, they may be permitted to appear for the practical examinations, provided the concerned Head of the department from the institution of the candidate certified that the candidate has performed the experiments prescribed for the course. For such candidates who do not submit Record Books, zero (0) marks will be awarded for record notebooks.

### **5. Revision of Regulations and Curriculum**

The University may revise/amend/change the Regulations and Scheme of Examinations, if found necessary.

#### **6. (a). Passing Minimum – Theory**

The candidate shall be declared to have passed the examination if the candidate secure not less than 40 marks out of 100 (**CIA – 10 marks out of 25 and EA – 30 marks out of 75**)

in the University examination in each theory paper.

#### **6. (b). Passing Minimum – Practical**

The candidate shall be declared to have passed the examination if the candidate secure not less than 40 marks put together out of 100 (**CIA – 16 marks out of 40 and EA– 24 marks out of 60**) in the University examination in each practical paper.

#### **7. Question Paper Pattern for B.Sc. Visual Communication Course**

##### **7.1 (a). THEORY- Question Paper Pattern [EA] (Total Marks: 75)**

##### **PART–A (15 x 1 = 15 Marks)**

(Answer ALL questions), (Objective Type- Three questions from each unit)

##### **PART–B (2 x 5 = 10 Marks)**

(Answer ANY TWO questions) & (One question from each unit with 2 out of 5 questions))

##### **PART–C (5 x 10 = 50 Marks)**

(Answer FIVE questions) & (Either or Pattern i.e. Internal Choice)

##### **7.1 (b). THEORY - Internal Marks Distribution [CIA] (Total Marks: 25)**

- ❖ Attendance: 5 Marks
- ❖ Assignment: 5 Marks
- ❖ Internal Examinations: 15 Marks

##### **7.2 (a). PRACTICAL – Marks Distribution & Question paper Pattern (Max. Marks: 100) [External [EA]: 60 Marks & Internal [CIA]: 40 Marks]**

#### **8. Commencement of this Regulation**

These regulations shall take effect from the academic year 2020 -2021, i.e. for students who are to be admitted to the first year of the course during the academic year 2020 –2021 and thereafter.

## PERIYAR UNIVERSITY

### B.A. JOURNALISM AND MASS COMMUNICATION Outcome based Education

#### Program Educational Objectives (PEO)

<b>PEO1</b>	: Graduates of the programme will have successful career in all Journalism and Mass Communication and Media related industries and can pursue higher education and research.
<b>PEO2</b>	: Graduates of the programme can work in teams to create the social responsibilities in the broad way as media persons to construct the ethical practices.
<b>PEO3</b>	: Graduates of the programme will continue to develop their knowledge and skills throughout their career.
<b>PEO4</b>	: Graduates of the programme will continue to develop their technical perspective view to accomplish the new technical innovations.

#### Program Outcomes (PO):

<b>PO1</b>	: This program is designed to provide overall and in-depth knowledge about Journalism and Mass Communication to the students. It provides students with an opportunity to critically explore the ways in which world of communications operate in international and national contexts.
<b>PO2</b>	: Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.
<b>PO3</b>	: Their work-related experiences can potentially lead to a broad spectrum of cultural, media-based and artistic activities from inter-personal communication to newspaper, radio & television broadcasting to journalism, digital web production, E-content writing, and public relation, corporate communication to advertising.
<b>PO4</b>	: -The syllabus and curriculum provides students with the means to investigate and learn a range of working involving activities from creative production and creation to promotion, marketing and networking.
<b>PO5</b>	: The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of all forms of media.
<b>PO6</b>	: Provide comprehensive knowledge and skills so that student can work in the field of Print, Electronic and Digital media as well as in to academics.

<b>PO7</b>	:	Apply ethical principles and commit to professional ethics, responsibilities, and norms of the media practice.
<b>PO8</b>	:	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
<b>PO9</b>	:	Recognize the need for media industry and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

**Correlation between the POs and the PEOs**

<b>Program Outcomes</b>		<b>PEO1</b>	<b>PEO2</b>	<b>PEO3</b>	<b>PEO4</b>
<b>PO1</b>	:	✓			
<b>PO2</b>	:		✓		
<b>PO3</b>	:	✓	✓		
<b>PO4</b>	:	✓		✓	
<b>PO5</b>	:				
<b>PO6</b>	:	✓	✓	✓	
<b>PO7</b>	:		✓	✓	
<b>PO8</b>	:		✓		
<b>PO9</b>	:				✓

**Components considered for Course Delivery listed below:**

1. Classroom Lecture
2. Laboratory studio and demo
3. Assignments
4. Mini Project
5. Project
6. Video tutorials
7. External Participation
8. Seminar
9. Internship

Mapping of POs with Course Delivery:

Program Outcomes	Course Delivery								
	1	2	3	4	5	6	7	8	9
PO1	✓	✓	✓	✓	✓	✓		✓	✓
PO2	✓	✓	✓	✓	✓	✓		✓	✓
PO3	✓	✓		✓	✓	✓	✓	✓	✓
PO4				✓	✓		✓	✓	✓
PO5	✓	✓	✓	✓	✓	✓	✓	✓	✓
PO6		✓	✓	✓	✓		✓	✓	✓
PO7		✓	✓	✓	✓		✓	✓	✓
PO8	✓	✓	✓	✓	✓		✓	✓	✓
PO9	✓	✓	✓	✓	✓	✓	✓	✓	✓

Mapping of Course Outcomes with Program Outcomes:

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	L	L	L	H	H	L
2	L	H	M	H	H	H	H	L	L
3	H	H	H	H	M	H	L	H	H
4	H	H	L	L	H	L	H	H	H
5	H	H	H	H	H	M	H	H	H



## SCHEME OF EXAMINATIONS

(The scheme of examinations under CBCS (Choice Based Credit System) for different semesters shall be as follows)

<b>FIRST YEAR</b>								
<b>SEM</b>	<b>SUBJECT CODE</b>	<b>SUBJECTS</b>	<b>TOTAL</b>	<b>HOURS</b>	<b>CREDITS</b>	<b>CIA</b>	<b>EA</b>	<b>TOTAL MARKS</b>
			<b>L</b>	<b>T/P</b>				
<b>I</b>	<b>19UFTA01</b>	LANGUAGE I	6	T	4	25	75	100
	<b>19UFEN01</b>	ENGLISH I-Communicative English	6	T	4	25	75	100
	<b>20UJM01</b>	CORE I: Fundamentals of Journalism and Mass Communication	6	T	4	25	75	100
	<b>20UJM02</b>	CORE II: Cartoon Analysis (Theory)	5	T	4	25	75	100
	<b>20UJMA01</b>	ALLIED I: Introduction to Social Psychology	5	T	3	25	75	100
	<b>19UES01</b>	Value Education: Yoga	2	T	0	25	75	100
		Add-On Course-Professional English	3	1	4	25	75	100
		<b>TOTAL CREDITS &amp; MARKS</b>	<b>33</b>		<b>23</b>			<b>700</b>
<b>II</b>	<b>19UFTA02</b>	LANGUAGE II	6	T	4	25	75	100
	<b>19UFEN02</b>	ENGLISH III-Communicative English	3	T	3	25	75	100
	NMSDC	Language Proficiency for Employability-Effective English	2	T	2	25	75	100
	<b>20UJM03</b>	CORE III: News Writing, Reporting and Editing	6	T	4	25	75	100
	<b>20UJM04</b>	CORE IV: Indian Constitution & Media Law	5	T	4	25	75	100
	<b>20UJMAP01</b>	ALLIED PRACTICAL I: Cartoon	5	P	4	40	60	100
		Environmental studies	2	T	0	25	75	100
		Add-On Course-Professional English	3	1	4	25	75	100

		<b>TOTAL CREDITS &amp; MARKS</b>	<b>32</b>		<b>25</b>			<b>700</b>
<b>First Internship Training in any Media/Production House in 30 days/4 weeks (to be undertaken during summer holidays)</b>			<b>Internship report to be evaluated in the 4<sup>th</sup> Semester</b>					
<b>SECOND YEAR</b>								
SEM	SUBJECT CODE	SUBJECTS	TOTAL	HOURS	CREDITS	CIA	EA	TOTAL MARKS
			L	T/P				
<b>III</b>	<b>17UFTA03</b>	LANGUAGE III	6	T	4	25	75	100
	<b>17UFEN03</b>	ENGLISH III	6	T	4	25	75	100
	<b>20UJM05</b>	CORE V : Photography	5	T	4	25	75	100
	<b>20UJM06</b>	CORE VI: Writing for Media	5	T	4	25	75	100
	<b>20UJMA02</b>	Allied II : Broadcast Journalism	4	T	3	25	75	100
	<b>20UJMSB01</b>	SBECI: News Presentation Skill	2	T	3	25	75	100
	<b>20UJMN01</b>	NMEC I: Social Media Management and Marketing	2	P	2	25	75	100
	<b>NMSDC</b>	Digital Skills for Employability- Microsoft office Essentials	2	T	2	25	75	100
	<b>TOTAL CREDITS &amp; MARKS</b>			<b>32</b>		<b>26</b>		
<b>Compulsory Field/Industrial Visit</b>			<b>within the State</b>					
<b>IV</b>	<b>17UFTA04</b>	LANGUAGE IV	5	T	4	25	75	100
	<b>17UFEN04</b>	ENGLISH IV	5	T	4	25	75	100
	<b>20UJM07</b>	CORE VII: Radio & Television Programme Production	5	T	4	25	75	100
	<b>20UJMP01</b>	CORE PRACTICAL I: Photography	5	P	4	40	60	100
	<b>20UJMA03</b>	ALLIED III: Advertising	4	T	3	25	75	100

	NMSDC	Employability Skills-Microsoft	2	T	2	25	75	100
	<b>20UJMN02</b>	NMEC II: Citizen Journalism (ANYONE FROM NMEC LIST)	2	T	2	25	75	100
	<b>20UJMP02</b>	First Internship Report Evaluation and Viva	0	T	4	40	60	100
	<b>TOTAL CREDITS &amp; MARKS</b>		<b>28</b>		<b>27</b>			<b>800</b>
	<b>Second Internship Training in any Media/ Production House in 30 days/4 weeks (to be undertaken during summer holidays).</b>		<b>Internship report to be evaluated in the 6<sup>th</sup> Semester</b>					
<b>THIRD YEAR</b>								
SEM	SUBJECT CODE	SUBJECTS	TOTAL	HOURS	CREDITS	CIA	EA	TOTAL MARKS
			L	T/P				
V	<b>20UJM08</b>	CORE VIII: Public Relation	6	T	4	25	75	100
	<b>20UJM09</b>	CORE IX: Documentary Script	6	T	4	25	75	100
	<b>20UJM10</b>	CORE X: Communication for Development	6	T	4	25	75	100
	<b>20UJME01</b>	ELECTIVE I: Public Affairs	6	T	4	25	75	100
	<b>20UJMSB03</b>	SBEC III: Web Designing & Mobile Application	6	T	3	25	75	100
	NMSDC	Marketing and Design Tools (Other Arts) – Digital Marketing	2	T	2	25	75	100
	<b>TOTAL CREDITS &amp; MARKS</b>			<b>32</b>		<b>21</b>		
<b>Compulsory Field/Industrial Visit</b>			<b>Outside the State</b>					

VI	20UJM11	CORE XI : Media Society and Culture	6	T	4	25	75	100
	20UJMP03	COMPULSORY PROJECT I: Documentary	6	P	7	40	60	100
	20UJMP04	COMPULSORY PROJECT II : Lab Journal	6	P	7	40	60	100
	20UJME02	ELECTIVE II: Film Studies	6	T	4	25	75	100
	20UJMSB04	SBEC IV: Media Management & Entrepreneurship	6	T	3	25	75	100
	20UJMP05	Second Internship Report Evaluation and Viva	0	P	4	40	60	100
		EXTENSION ACTIVITIES (NCC/NSS/YRC etc.)			1			
	NMSDC	<b>Employability Skills</b>	<b>2</b>	<b>T</b>	<b>2</b>	<b>25</b>	<b>75</b>	<b>100</b>
		<b>TOTAL CREDITS &amp; MARKS</b>	<b>30</b>		<b>30</b>			<b>600</b>

**Mapping of Course Outcomes with Program Outcomes:**

Course Outcomes	Program Outcomes								
	P01	P02	P03	P04	P05	P06	P07	P08	P09
1	H	H	H	L	L	L	H	H	L
2	L	H	M	H	H	H	H	L	L
3	H	H	H	H	M	H	L	H	H
4	H	H	L	L	H	L	H	H	H
5	H	H	H	H	H	M	H	H	H

## FIRSTYEAR

### SEMESTER I

<b>20UJM01</b>	CORE I: Fundamentals of Journalism and Mass Communication	6	T	4	25	75	100
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**UNIT I:** Introduction to Communication: Definition of Communication - Types of Communication: Interpersonal, Group, Mass Communication - Means of Communication - Processes of Communication - Functions of Communication - Elements and Components of Communication - Scope of Communication - Seven C's of Communication.

**UNIT II:** Definition of Mass Communication - Characteristics of mass communication Functions of mass communication: information, education and entertainment – Dysfunctions of mass communication; Communication and public opinion: nature, meaning and process - Mass Communication Types: Print, Electronic and Digital

**UNIT III :** Characteristics of different mass media, audience, reach and access - Folk and Traditional media: Meaning of Folk and Traditional media - Nature and Scope of Folk and Traditional media - Role of folk media in rural communication - Problem faced by Folk and Traditional media

**UNIT IV :** Key Concepts in Communication: Stuart Hall: Encoding & Decoding - Marshall McLuhan: Understanding the Message - Jurgen Habermas: Public Sphere - Louis Althusser: Ideological State Apparatus - Frankfurt School - Raymond Williams: On Television - Pierre Bourdieu: 'Fields of Journalism, Social Science and Politics' - Jean Baudrillard: Simulacra and Simulation

**UNIT V:** Role of Mass Communication in Society - Mass Communication through traditional and Modern Media; Effects of Mass Media on Culture and Society; Media and Cultural Imperialism; Information Society; Mass Communication in Digital era.

**Reference Books:**

1. Hasan, Seema, *Mass Communication: Principles and Concepts*, CBS Publisher, 2010.
2. Kumar J. Keval, *Mass Communication in India, Third Edition*, Mumbai: Jaico publication, 2010
3. Dennis McQuail, (sixth Edition) *Mass Communication Theory*, London, Sage South Asia, 2010
4. Joseph R. Dominick - *Dynamics of Mass Communication- Media in the Digital Age* - ,McGrawHill, 2008, Tenth Editio

<b>20UJM02</b>	COREII:CartoonAnalysis(Theory)	5	T	4	25	75	100
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### **Unit:I DRAWINGBASICS**

Drawingbasics-materialhandlingandunderstanding-teachingvarietyoflines-verticalhorizontal-diagonal- curved lines-dotted lines- and basic shapes- forms-geometricalshapesand non-geometrical shapes-paper balance-Tonal values-Light and Dark- different shadingtechnique-understandinglightingswithdifferentobjects-Fineshading-academicstyleshading.

### **Unit:II PERSPECTIVEDRAWINGS**

Perspective drawings - eyelevel line- vanishing line and vanishing point- teaching types ofperspectives- one point perspective- two point perspective- and three point perspectives-studyof perspective in buildings cape- learning intercross measuring meatheads- applying all threeperspectivein basicgeometrical shape-seascape-cityscape.

### **Unit:III CONCEPT ART**

Historical landscapes- buildings- creating fantasy world- landscapes- creating architecturelandscapes- Weapons and props- Creating architecture- landscapes- Weapons- and props forscience fiction- creative characters designs- creative portrait – making posters for concept artfordifferent themes

### **Unit:IV LINEDRAWINGS**

Understandinglines-convertingphotostolinedrawing-spotstudy drawing-monumentstudy-historicalspotstudy-GestureDrawing-MovementDrawing-ContinuousLineDrawing-ContinuousLineDrawing.

### **Unit:V ABSTRACTARTWORKS**

Introduction to Abstract Art- definitions-impressions-artists – Abstract Art-Studio ActivityCreate an abstract painting- Surrealism – Dali and Dreamscapes- Color Field Painting- Usefound objects to create a readymade art piece- Presentation on Abstract Artist- Critique ofstudentmadeabstractartwork.

### **ReferenceBooks:**

1. RolinaVanVliet “*TheArtofAbstractPainting:AGuidetoCreativityandFreeExpression*,”Paperback– November 1, 2009
2. JohnLowry “*PaintingandUnderstandingAbstractArt*,”Paperback–Import, 27Jul2010
3. Dean Nimmer “*Creating Abstract Art: Ideas and Inspirations for Passionate Art-Making*”,Paperback– October 3,2014
4. KeesVanAalst, “*RealisticAbstracts:PaintingAbstractsBasedonWhatYouSee*,Paperback–March1, 201

<b>20UJMA01</b>	<b>ALLIEDI:IntroductiontoSocialPsychology</b>	<b>5</b>	<b>T</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
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**UNITI:**TheNatureandScopeofSocialPsychology.TheMethodsofSocialPsychology.TheDevelopmentofSocialPsychology:EarlyBeginnings–theContributionsofSociologistsandPsychologists:Comte;LeBon; Durkheim; Cooley;G.H.Mead; McDougall;

**UNITII:**Socialization:SocialLearningProcess.SocializationandMotivation;dependency;Aggression; Co-operation, Acculturation, Accommodation, Need Achievement; affiliation; etc.SocialFactorsin perception.Societyand Personality.

**UNIT III :** Attitudes and Opinions - The Nature and Dimensions of Attitudes.The Formation andChange of Attitudes.Communication and Persuasion.Public opinion – Nature, measurement, formationandchange.Role ofMasscommunication in PublicOpinion Formation andchange.

**UNIT IV :**Groups and group Processes; Nature and Types of groups; Conditions Conclusive toDevelopment of Groups; group Dynamics; Group norms and conformity; Social Facilitation. Groupstructureandgroupperformance; Cooperation andcompetition.

**UNITV:**MassPsychology;AudiencesandCollectiveBehaviour.ClassificationofCollectivemasses.Casual Audiences,IntentionalAudiencesandAudiencesandMassMedia.CollectiveBehaviour– themobs and theDifferentkinds ofMobs. ThePsychologyofMass Movements.

**ReferenceBooks:**

1. McDavidand Harris;“AnIntroduction toSocialPsychology”. Harper&Row, 1968
2. DCrytchfold,RSandBallachey,EL“IndividualinSociety”.McGrawHill.NewYork
3. Sherif,NandSherifC.W.”AnOutlineofSocialPsychology”Harper&Row.NewYork,
4. IntroductiontoSocialPsychology,Prof.B.Kuppuswamy,MediaPromotors&PublishersPvt.Ltd.- Mumbai,2004 / Amazon.

## FIRSTYEAR

### SEMESTER II

<b>20UJM03</b>	CORE III: News Writing, Reporting and Editing	6	T	4	25	75	100
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**UNIT I:** Reporting definition, Principles of reporting, functions and characteristics, responsibilities, writing news-lead-types of leads; body-re-writing-writing techniques.

**UNIT II:** Reporting techniques-qualities of a reporter-news-elements, sources-types-pitfalls and problems in reporting-attribution -off-the-record-embargo-pool reporting; follow -up.

**UNIT III:** TYPES OF REPORTING: Crime, courts, health, civil administration, civic, culture, politics, education beats. headlines :Principles, types and its techniques.

**UNIT IV :** EDITING: Nature and need for editing. Principles of editing, editorial desk, functions of editorial desk, copy-editing preparation of copy for press - style sheet - editing symbols, proof reading symbols and their significance.

**UNIT V :** FUNCTIONS OF EDITING & NEWSROOM STRUCTURE :Functions and qualifications of a sub-editor and chief--sub editor, copy selection and copy testing. Structure and functions of newsroom of daily, weekly newspaper and periodicals, different sections and their functions.

#### **Reference Books:**

1. *News Reporting and Writing*". Mencher, Melvin. McGraw Hill, NY. 2003.
2. *Reporting for the Print media*". (2nd ed.).; Fedler, Fred. Harcourt, Bruce Jovanovich Inc., NY. 1979.
3. *Newspapers Handbook*" (3rd ed.) Keeble, Richard. Routledge, London. 2001.
4. *News Editing in theory and practice*". Banerji, Bagchi & Co., New Delhi. 1992.
5. *Art of editing*". Baskette & Sissors, MacMillan, N



<b>20UJM04</b>	COREIV:IndianConstitution&MediaLaw	5	T	4	25	75	100
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### **Unit1:IndianConstitution**

Nature and Scope of Indian constitution - Preamble, Salient Features, Fundamental Rights and Duties, Directive Principle Of State Policy, Freedom of Speech and Expression: Article 19(1)(a) and Reasonable Restrictions Article 19(2) – Emergencies - Press Freedom during Emergency - Citizenship, Functions of Executive, Judiciary, Legislature.

### **Unit2:Indian ConstitutionandMediaLaws**

Union Government and its Administration: Federalism, Centre-State relationship, President: Role, power and position, PM and Council of Ministers, Cabinet and Central Secretariat, Lok Sabha, Rajya Sabha. State Government and its Administration: Governor: Role and Position, CM and Council of Ministers, State Secretariat: Organisation, Structure and Functions. Local Self Government – Panchayat Raj - Election Commission: Role and Functions.

### **Unit3:FundamentalsofMediaLaws**

Media Acts: Official Secrets Act – Copy Right Act, Censorship, Contempt of Court – Libel & Slander - Defamation – Working Journalist Acts – Press & Registrations of Books Act – Patent Right - Press Commission - Prasar Bharati Act - Indian Evidence Act - Press Council.

### **Unit4:CyberLaws inIndia**

Cyber laws - The need for cyber -laws, nature and scope of cyber laws - Information Technology Act 2000; Intellectual Property Rights (IPR) – Hackers, Cyber Terrorism, Cyber Stalking, Spamming, Cryptography and Digital Signature, Computer Viruses, Piracy, Privacy, plagiarism, software piracy, and internet, pornography - Media Convergence Bill.

### **Unit5:MediaLaw &Ethics**

Right to Information Act – Indian Cinematograph Act 2006 - Human Rights - Indian Penal Code pertaining to media – Sec.144 etc. Media Ethics - Code of ethics, Journalist ethics during Pandemic - economic pressures and social responsibility, basic components of media ethics - truth-telling, credibility, accountability, justice, fairness, freedom - Ethics of Photo and Video Journalism, manipulating news, Advertising Ethics, Ethics in Cyberspace..

### **ReferenceBooks:**

1. Basu, *Law of the Press in India*. Prentice-Hall India
2. Basu. *Introduction to Indian Constitution*. Prentice-Hall India
3. Zelezny, E (1997): *Communication Law: Liberties, Restraints and the Modern Media*. Thomson Learning
4. Basu. *Shorter Constitution of India*. Prentice-Hall India
5. Na. Vijayshankar. *Cyber-laws in India*. Citizen, s guide
6. Hameling, Cess (2001). *Ethics of Cyber-Space*. Sage Publications
7. Day, E (2000): *Ethics in Media Communications: Cases and Controversies*. Thomson Learning

<b>20UJMAP01</b>	<b>ALLIEDPRACTICALI:Cartoon</b>	<b>5</b>	<b>P</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
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The drawing record should contain exercises completed by each student on every practical class during the first semester with proper dates and signature of the concerned lecturer. It should contain a content page of exercises completed by individual students. The following exercises are compulsory. Each exercise should have at least 5 drawings. {Roughs also should be submitted along with the final drawings.}. All exercises must be in pencil and pen (black)

### **LIST OF EXERCISES**

1. Lines to express emotions
2. Form and structure of basic geometrical shapes.
3. Patterns and Structures in day to day life.
4. Perspectives
5. Pencil sketching.
6. Illustrations.
7. Symbols.
8. Scale Drawing.
9. Cartoons (Caricature)
10. Political caricature

### **Reference Books:**

1. Luca Botturi, Todd Stubbs, *Handbook of Visual Languages for Instructional Design: Theories and Practices*, Idea Group, 2008
2. Wilbert Verheest, *Sculpture Tool Materials and Techniques*, Prentice Hall, 2006
3. Milind Mulick–Jyotsna Prakashan, *Water Colour*, Pune, 2001
4. Raviraj, *A Grammar Book of ART & DESIGN*, New Century Book House Pvt Ltd, Chennai, 2008

## SECONDYEAR

### SEMESTER -III

<b>20UJM05</b>	COREV:Photography	5	T	4	25	75	100
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**UNIT-I:**Photography-Definition&concept;Nature&FunctionsofPhotography;Historicaldevelopment of Photography; Camera: Introduction to camera- Human Eye & Camera- Concept of Visual Perception; Basics of Camera: Different types of Camera- Box, TLR, SLR & Digital; Parts &Functionsof Camera- Aperture, Shutter,Lens&Film;CameraAccessories.

**UNIT- II:** Lens- Definition & Concept; Nature & Characteristics of Lens; Types of Lens- Wide angle,Normal & Tele; Special Lens- Zoom, Fish eye & Macro Lens; Focus- Definition & Concept; Types ofFocus- Split Image & Macro Image Focusing; Focal Length- Types of Focal Length- Short, Long &VariableFocalLength;Exposure-DepthofField,AperturePriority&ShutterPriority;Filter- Definition&concept;CharacteristicsofFilters;Types ofFilters.

**UNIT- III:** Film- Definition & Concept; Function & Characteristics of Film; Cross Section of Film;Types of Film- ; Film SpeedDefinition; Functions of Film Speed; Types of Film Speed- Fast Speed &Slow Speed; Film Speed Numbers- ASA, ISO & DIN; Digital Storage- Digital Storage process; Typesof Digital Storage- CompactFlash (CF), Secure Digital Card (SD), MiniSD Card, MicroSD& etc.; FilmDevelopingProcess-Developing,Fixing,Washing&Drying;FilmPrinting.

**UNIT- IV:** Lighting- Definition & concept; Nature of Light; Characteristics of Light; UnderstandingLight- Indoor & Outdoor; Types of Light- Natural & Artificial; Three Point Lighting- Key,Fill&Back Light; Types of Lighting Equipments. Pro-lit, Soft Box &etc; Different accessories of Lighting-Umbrella, &etc; Flash- Functions of Flash; Light Meter, Definition & concept; Functions of LightMeter.

**UNIT-V:**AestheticsofPhotography;Framing-CharacteristicsofFraming;Composition-Characteristicsof Compositions, Types of Composition- Rule of Third, Frame within Frame & Etc.;ScopeofPhotography;TypesofPhotography- PhotoJournalism,AdPhotography,NaturalPhotography,Wild lifePhotography,FashionPhotography&Industrial Photography.

#### **ReferenceBooks:**

1. JamesCurran,*ThePhotographyHandbook*,Routledge,USA,2013
2. BenLong,*CompleteDigital Photography*,CourseTechnology PTR,USA,2010
3. LindaGood,*TeachingandLearningWithDigitalPhotography*,SagePublications,NewDelhi,2009
4. IanJeffrey,*ThePhotographyBook*, FocalPress, UK,2000 (UnitV)
5. *Photo-journalism*, Rotovision SA,TerryAOPE,2001.
6. MichaelLangford:*BasicPhotography*, FocalPress, UK, 200

<b>20UJM06</b>	CORE VI: WritingforMedia	5	T	4	25	75	100
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**UNIT-I:**PrintMedium:NatureandcharacteristicsofaNewspaper-Readers“perception–Information medium – Deadline – content variety – general and specialized newspapers –Editorialpolicy and style – language – inverted pyramid – source attribution – writing features and articles-Comparativeanalysis ofTamil andEnglish dailies– Freelancing.

**UNIT –II :** Magazines: General and specialized magazines – contents – target readers – language – writing style – pictures and illustrations – features and special articles – Tamil Magazines vs Englishmagazines:acomparativeanalysis–Freelancing.

**UNIT-III:**Radio:NatureandcharacteristicsofRadio–Radioforinformation,educationandentertainment – Time and deadline factor – News headlines and highlights – News features– talkshows – interviews – Radio audiences – audience participation –language and style – New wave FMRadio–RadioJockeying–targetaudience–contentvarietyandstyle–music–competition–technologicalfactors inwritingforelectronicmedia.

**UNIT – IV :**Television: Nature and characteristics of television – audio and visual elements – writingtelevision news – time factor –informationaland educational programmes–general andspecialaudienceprogrammes–languageandstyleofpresentation–Videojockeying–entertainmentprogrammes –audienceparticipation.

**UNIT–V:**WebWriting:Internetasamedium-natureandcharacteristics–usersprofile–Newspapers online – hypertext - textual and visual limitations – language and style – multimediasupport – contents online: informational,educational and entertainment– authenticity and piracyissues– regulations.

**ReferenceBooks:**

*Mencher, Melvin. “NewsReportingand Writing”.NewYork.McGrawHillPub.2003.NavinChandra&Chaugan.,,JournalismToday”. NewDelhi.KanishkaPub.1997.*  
*Shrivastava,K.M.,,RadioandTVJournalism”.NewDelhi.SterlingPublishers,1989*  
*Hilliart,Robert.,,WritingforTelevision,radioandNewmedia(8thed.).Belmont.WadsworthPub.2004.*  
*White,Ted.,,BroadcastnewsWriting,ReportingandProducing”(4thed.).Oxford.FocalPress.*

<b>20UJMA02</b>	AlliedII:BroadcastJournalism	4	T	3	25	75	100
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**UNIT I :** Essentials of Newscaster, Audio Byte, Video Byte, Piece to the Camera (PTC): Opening,Bridge and closing., Going Live: Writing and presenting for broadcast, Interviewing for BroadcastNews, Broadcast News Writing Mechanics, Broadcast News Writing Style, News Desk, Teleprompter,Typesof NewsBulletin.

**UNIT II :**Basics of Radio News, Sources of News Local, Wire services, Components of News, Radionews room setup. Radio Broadcast Journalists – Skills of Radio Broadcast Journalists - Identifying,researching and presenting news stories, Elements of editing, integrating bytes and voice casts, Radiotalksand discussions, radiointerviews. 20

**UNIT III :** TV News room operation, Basics of TV News, Structuring a TV news report, V/O's, packages & story formats, News gathering and writing, intro and headline writing, integrating bytes, visualization of News, voice-overs, TV interviews, Process of Live inputs, TV features and News analysis, Gate keeping, News anchoring, Visual sources: servers, graphics, archives, MSR and OB, Vox-Pop, Interview.

**UNIT IV:** Electronic News Gathering – Techniques of ENG, Electronic Field Production (EFP), Satellite Broadcast, Outside Broadcasting, Mobile technologies, convergence, latest technologies for news recording and delivery, broadcasting softwares.

**UNIT V :** Online News broadcasting, Ethics and regulation in Broadcast Journalism, Television News Channels in India, News Broadcasting Standards Authority (NBSA), Satellite link for News reporting from abroad, Satellite bookings & co-ordination with local TV channels, booking local editing facilities.

***Reference Books:***

1. *White, Ted, (2010), Broadcast News Writing, Reporting, and Producing (Fifth Edition). Massachusetts, United States: Focal Press.*
2. *Chapman, Jane & Kinsey, Marie, (2009), Broadcast Journalism: A Critical Introduction. Abingdon, United Kingdom: Routledge.*
3. *Bhatt, S. C., (2007), Broadcast Journalism. Delhi, India: Har Anand Publications.*
4. *Keith Cohler, David, (1993), Broadcast Journalism: A Guide for the Presentation of Radio and Television News. London, United Kingdom: Prentice Hall.*

<b>20UJMSB01</b>	<b>SBECI:NewsPresentationSkill</b>	<b>2</b>	<b>T</b>	<b>3</b>	<b>25</b>	<b>75</b>	<b>100</b>
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**UNIT I:** Introduction to television as a mass medium, History and development of Television, Developments in television news, Television programme production, News production.

**UNIT II:** Anchoring Techniques: voice, speech and body language, language skills, Correcting diction, Familiarization with camera, single camera and multi camera setups, lights and sound. Roles, functions and qualities for a presenter.

**Unit III :** Basic interview skills: one to one interview, Panel discussion, telephonic interview, Skype interview. News story discussion, Content writing for news. Interview techniques, Preparing questions for an interview.

**Unit IV :** Features of News casting, Concept of visual language, Writing for news visuals, Process of news script writing, Writing for television news.

**Unit V :** News casting: Principles & practices, Basics of news crew, basics of narration, simulated newscast, Technical aspects of newscasting. Scope and new trends in newscasting.

**Reference Books:**

1. *Introduction to Broadcast Voice* – Jenny Mill
2. *The Art of Public Speaking* – McGraw-Hill International Edition
3. *Introduction to Broadcast Journalism* – Dr. Keshav Sathaye
4. *Biographies of distinguished Performers & Actors like Shreeram Lagoo, Dada Kondke, Amitabh Bachhan and many more.*
5. *Introduction to Advertising* – Oxford University Press

<b>20UJMN01</b>	NMEC I:SocialMediaManagementandMarketing	2	P	2	25	75	100
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**UNIT- I:** New media- Definition & Introduction; Characteristics of New Media; New Mediatechnology;CommunicationRevolution;NewMediaVsOldMedia;DifferencesbetweenNewMedia; Digitaldivide;E-Governance-Process, Social &LegalFrameworks;New Media&Visual Culture.

**UNIT- II:** Social Media- Definition & Concept; Why Social Media; Characteristics of Social Media;Role of Social Media; Types of Social Media- Blog, Social Networks, Content Communities, Wikis,Tweeters&Podcasts;TheEvolutionofSocialMedia;AttributesofSocialMedia;ImpactofSocialMedia. TheSocialMediaMix:-Tallyingthe BottomLine-PlottingSocial MediaMarketingStrategy -ManagingCybersocialCampaign-LeveragingSearchEngineOptimization(SEO)forSocialMedia- UsingSocialBookmarks, News, andShareButtons.

**UNIT- III:** Social Media & Communication; Social Media tools- social networking, Blogs, Micro-blogging, Wiki,Contentsharing&socialbookmarking;SocialMedia- Creating&Connecting,Creating&Managinggroups,Privacy&Safety;Blog- FeaturesofBlog;TypesofBlogs- Personal,Political,Business,AlmostMedia&MainstreamMediaBlogs;ReadingBlogs;Bloggiculture:presence,credibility, identity,reputation,authority,andinfluence;

**UNIT- IV:** Social Media & Society- Performing Relationship & community, performing identitythroughsocialmedia,socialmediastrategies&planning;ReachingConsumers- EthicalIssues,Privacy, Labour& Identity Regulations; Technological Convergence; Social Media- Activism,Diplomacy, Ground Sourcing & Digital Divide; User-generated content (UGC), Consumer-generatedMedia(CGM), SocialBookmarking &Social Media Optimization.

**UNIT- V:** Challenges in social media- content, advertising & marketing; limitations & influence onindividual&society;socialmediaaudience&behavior;TrendsofSocialMedia- Communities,Audience&Users;Domainsofapplication- SocialMedia&Crowdsourcing;SocialMedia&Organizations;SocialMedia- Government&Diplomacy;SocialMedia-Activism,Race,Class&DigitalDivide.

**ReferenceBooks:**

1. TerryFlew,*NewMedia:AnIntroduction,Oxford,2011*
2. AlexNewson,*BloggingandothersocialMedia,GowerPublishingLimited,England,2009*
3. MartinLister,*NewMedia:ACriticalIntroduction,Routledge, NewYork,2003*
4. BarrieOxford,*NewmediaandPolitics,SagePublications, NewDelhi,2001*
5. HamidMowlana,*GlobalInformation&WorldCommunication,SagePublications,NewDelhi,1997*
6. *SocialMediaMarketingAll-in-OneforDummies* byJanZimmerman
7. *SocialMedia Marketing for Dummies*byShivSingh
8. *SocialMediaMarketing. TheNextGenerationofBusinessEngagement*byDaveEvans

## SECONDYEAR-II

### SEMESTER -IV

<b>20UJM07</b>	COREVII:Radio&TelevisionProgrammeProduction	5	T	4	25	75	100
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**Unit I:**HistoryofRadio,Growthanddevelopment,RadioasaMass-Medium:Usesandcharacteristics of radio. Professions in the Industry – Production crew, Radio jockey, News anchor,Talkshow ManagementStaff,Stationdirector, Programmingproducers.

**Unit II :**Definition, Importance, Scripting, Use of Language, Voice Modulation. Elements of Radio,What is Radio format? Types of Radio formats - Radio Drama, Radio Documentary, Radio Live Show,Jingles,Talk ShowandDiscussions, Radio Musicprogrammeand NewsBulletins.

**Unit III :**Basic Equipment - Microphone Types, Console - meaning and uses. Recording on differentconsoles - digital, analogue recording / multi- track. Editing software - types and uses (Neuando,Audicityand SonyVegas).Packaging: musicandsound effects.

**UnitIV:**BasicTelevisionStudioStructure,ElementsofStudioProduction,ElementsofFieldProduction, Studio Layout and Design. Digital Television – Camera parts, Operations and functions,Accessories, Types of Video camera, Video Formats, Picture Compositions, Framing effective Shots,Lightsand lightinginstruments, Techniques oftelevision lighting.

**Unit V :** Video recording and storage systems, designing and Using Television Graphics, Singlecamerasetup,MultiCamerasetup, Livecoverage,other-Communicationsystems,SignalTransport.

#### **ReferenceBooks:**

1. *TheTVStudioProductionHandbook*, LucyBrown, LyndsayDuthie, I.B.Tauris, 2016
2. *TelevisionProgrammeProduction: VariousActivitiesStudios UseToProduceaShow*, AshokJailkhani and Maharaj Shah, V&S Publishers, 2013.
3. *ConsumingTelevision: TelevisionanditsAudiences* BobMullan, Wiley-Blackwell1997
4. *ElectronicMedi*, RashmiSharma, RegalPublisher, 2007
5. *RadioProgrammeProduction: AManual forTraining*, UNESCO, 1973
6. *RadioProgrammeProduction*, M.Neelamalar, PHILearningPvt. Ltd, 2017
7. *RadioJournalismandProduction*, Dr.DilipKumar, GalgotiaPublishingCompany, 2017



<b>20UJMP01</b>	<b>COREPRACTICALI:Photography</b>	<b>5</b>	<b>P</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>100</b>
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1. Outdoor-Single/Group-people
2. Composition -Normal, Wide,Tele
3. Nature-Landscape-Wide,Closeup
4. Stilllife
5. Silhouette
6. NewsPhotography/ Photo Journalism
7. Photo Essay
8. IndustrialPhotography
9. FoodsandBeverages
10. WildlifePhotography
11. AdvertisingPhotography
12. Architecture(Interior&Exterior)
13. Action photography(Pan&Freezeframe)
14. Indoorphotography(Portrait–Single&Group)
15. Lighting(Top Light,KeyLight,Back  
Light,SideLight,LowLight,FillLight,DiffusedLight,SpotLight)
16. MultipleExposures.

\*Take4 Pictureswith theentireSpecificationsnote down,print  
andpreparerecordnotebook.Recordshould contain minimum of 50 pictures.

<b>20UJMA03</b>	ALLIEDIII:Advertising	4	T	3	25	75	100
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**UNIT I:** Definition, nature and scope of

advertising, role of advertising, functions of advertising, Advertising environment, advertising agency and media, latest trends in Indian advertising.

Advertising as a process of communication - Social effects of advertising.

**UNIT II:** Types of advertising: consumer, corporate, industrial, retail, cooperative and Public

Service Advertising. - tone and content; reading the advertisement - review with current ad campaigns. Classification of advertising based on target audience, geographic area, media and purpose, Internet advertising and promos, Brand positioning, brand name, brand personality, brand equity and brand management.

**UNIT III:** Advertising agency: Structure and functions; Leading agencies in India -

Diversification and competition - full service agencies - multinational clients - challenges and opportunities.

Integrated Marketing Communications, Publicity, Propaganda and Public relations, Advertising and public relations, ethics and regulations.

**UNIT IV:** Components of advertisement - visuals - types of visuals, advertising copy -

headlines, signature, slogans & logos. Visualization and execution of advertisements -

Advertising campaign: objectives, client brief, account planning, advertising strategy, creative strategy, creative process and execution: message, appeals, target market, level of response. Media research, planning, budgeting and media buying, pretesting and post testing.

**UNIT V:** Multinational Brands - Multinational Advertising Agencies - Indian Agencies with

Foreign Agencies - Multinational campaign strategies and cost considerations -

creativity and content in International advertisements - cultural differences and global advertising campaigns - implications

- regulations. Professional ethics in advertising - cases of ethical violations - Advertising Standards Council - Social and cultural issues - Global regulations and Future trend.

**Reference books:**

1. Kleppner, Otto; *Fundamentals of Advertising*; Prentice Hall; New Jersey. 1980.
2. Gupta, Sen; *Brand Positioning*; Tata McGraw Hill; New Delhi; 1990.
3. Hart, Norman; *The practice of advertising*; Heinemann Pub.; London. 1990.
4. Mooij, Mariëkaede; *Advertising Worldwide (2nd edn.)*; Prentice Hall; UK. 1994.
5. Mohan, M; "Advertising management concepts and cases"; Tata McGraw Hill; New Delhi. 1989.
6. Chunnawalla and K.C. Sethia; "Foundations of Advertising: Theory and practice",
7. S.H. HKazmi, Satish K  
Batra, *Advertising and sales promotion*, Excel Book, New Delhi, 2000
8. J. Vilanilam, G.K. Varghese, *Advertising Basics*, Response books, New Delhi, 2001
9. Sean Brierley, — *The Advertising and Handbook*, 2nd Edition New York, 2000
10. McGraw Hill, — *Principles of advertising and IMC*, 2nd Edition New

<b>20UJMN02</b>	NMEC II: Citizen Journalism	2	T	2	25	75	100
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**UNIT I :** Citizen – definition -Society - Community – Society Vs Community - Culture and communication – Access to knowledge & Culture – Public Sphere - Political sphere - Mediated communication (Historical context) – Mediated communication in modern culture - News inflation and filtering

**UNIT II:** Design of technologies (control and desire), Inequalities of design, control of public space – laws and regulation - Media stereotypes and bias - Media ecology (Tribal age, Literacy age, Print age, Electronic age, New media age), Media in transition, Technological convergence, Media identity, Introduction of participatory culture, Disruptions (New Technologies, New Audiences, New Rhetorics, New Authority)

**UNIT III:** Digital Revolution- Media literacy – Content analysis in modern context- Democracy in Virtual World- Activism & Civil Disobedience – Activism and civil disobedience without media literacy- Social Justice – Vigilantism- Safe space – Political correctness- post-truth- Technological determinism, Mobile Journalism (MOJO)

**UNIT IV:** Internet as Human right (net neutrality)- Social Networks and participatory culture – online privacy and citizen surveillance – Crowdsourcing- Non-fiction documentaries- Advocacy Films - Alternative journalists and their agenda- Parody news shows – significance and context.

**UNIT V:** Open data and open governance - New forms of civic media - Access to information in digital world- Available tools for citizen journalist- Indian government and civic media – impartiality in citizen journalism – source journalism, Citizen media, Participatory journalism. Hyper Local Journalism in today's media market.

**Reference Books:**

1. Hoffmann David, (2014), *Citizens Rising: Independent Journalism and the Spread of Democracy*. Delhi, India: Prakash Books India Pvt. Ltd.
2. Mohamed Ali Sayed, (2013), *Citizen Journalism and Democratic Transformation in Egypt*. Saarbrücken, Germany: Omni Scriptum.
3. Paramjeet Singh Dhawal, (2001), *International Encyclopaedia of New Media: Citizen Journalism*. Bengaluru, India: Anmol Publications

## THIRD YEAR

### SEMESTER - V

20UJM08	CORE VIII: Public Relation	6	T	4	25	75	100
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**UNIT I :** Nature and scope of public relations Definition of PR, relevance of public relations in modern societies; Principles of public relations; role of public relations in corporate organizations; Attributes of public relations practitioner. Differentiating public relations from propaganda, advertising and publicity: Code of conduct for PR professionals.

**UNIT II:** PR Process: Fact finding, planning, implementation and evaluation; Organizational structure of PR Department and its functions. In-house Department and PR counselling firms: advantages and limitations.

**UNIT III :** Tools of public relations Institutional publications: House journals; House advertisements; Print and electronic media, Social media; Corporate advertising; Photographs, films, Audio-visual displays, New media and new communication technologies: News releases and press conferences; Media tours, Public service announcements/ads; Special events: open house-exhibition-demos.

**UNIT IV:** Types of PR Publics: Internal publics and external publics: Employees relations; Stockholder relations; Customer relations; Community relations; Supplier relations; Distributor and dealers relations; Government relations; Investors relations; Media relations; Educational institutions relations; NGO's ; Role of public relations in government: Recent trends in PR strategies-local govt-state/central.

**UNIT V :** Corporate public relations; Corporate culture; Corporate credibility; Challenges of corporate public relations; Establishing corporate credibility; Restoring corporate credibility: openness and honesty, consistent action, corporate social responsibility; Status of PR education in India; Major issues facing corporate public relations professionals; Corporate Communication strategies in the context of Globalization; Crisis management; Disaster management and Issues management; Professional organisations in India and abroad.

#### **References Book:**

1. Baskin Otis & Aronoff Craig, (2000), *Public Relation., The Profession & The Practice.* New York, United States: McGraw-Hill Humanities/Social Sciences/Languages
2. Centre Allen & Walsh Frank, (1981), *Public Relations Practices: Case Studies.* New Jersey, United States: Prentice Hall

<b>20UJM09</b>	<b>CORE IX:DocumentaryScript</b>	6	T	4	25	75	100
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**UNIT- I** : Introduction of visualization- Framing & Composition, Principles of Script Writing & Creativewriting; Script Formats; Ideageneration & Source for idea; Elements of Script; Characteristics of Script-Creativity & Marketing.

**UNIT- II** : Writing for Television- Characteristics of TV Script; Types of TV Shows- News stories, Chat show, Talk show & Reality Show; TV Script Treatment- Concept, Target Audience, Style of Production, Creative Approach, Running Order, Set Design & Budget.

**UNIT-III**: Writing for Advertising- Understanding Product and Brand equity, Basic research, Demographic appeals, Idea generation; Types of Advertising- Commercials, PSA & Corporate films; Advertising Script Format- Concept, USP, Target Audience, Creative Copy & Storyboard.

**UNIT-IV**: Writing for Documentary-

Docudrama, Educational Television, Mockumentary, Ethnographic Films, Basic Research, Characteristics of Documentary, Documentary Structure, Realism, Documentary synopsis; Documentary Script Format Concept & Research; Elements of Documentary Script- Visual, Sound & Story Elements; Writing Visually, Narration / Commentary.

**UNIT- V**: Writing for Feature Film & Short film- Generating Idea; Themes- Concept- Slug line; Planning of Story, Three Act, Structure- Act-I- Introduction- Characters, Situation, Needs/goals, Problems, Questions- dramatic premise established; Act- II- Development, Complications & Conflict; Act- III- Resolution, problems solved, goals reached, questions answered, mysteries revealed; Plot Development- Main Plot & Sub Plot; Characters- Main, Supportive & Atmosphere, Characters; First Draft, Screenplay, Dialogue, Script Breakdown, Final Draft, Shooting Script.

**Reference Books:**

1. William Smethurst, *How to Write for Television*, How To Books, UK, 2009
2. Syd Field, *Screenplay: The Foundations of Screenwriting*, Dell Publishing, USA, 2005
3. Clifford Thurlow, *The Complete Guide from Script to Screen*, Oxford University Press, UK, 2008.
4. Ellen Sandler, *The TV Writer's Workbook: A Creative Approach To Television Scripts*, 2007.
5. Charlie Moritz, *Scriptwriting for the Screen*, Routledge, USA, 2001.

<b>20UJM10</b>	<b>COREX:CommunicationforDevelopment</b>	6	T	4	25	75	100
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**UNIT I:** Concepts of Development: Approaches to development (Gandhian, Western, Eastern, Schumaker, Communist), Complexities of development indicators; Economic growth theories; Paradigms of development-dominant and alternative paradigms; Self-reliance theory, Cultural model, Participatory model.

**UNIT II:** Social development-Economic development-Political development-Cultural development-meaning, nature, direction and process; Theories of social change, Factors of social change; Role of communication in social change, Diffusion of innovation concept of modernization and post-modern.

**UNIT III:** Panchayati Raj-planning at national, state, regional, district, block and village levels. Ingredients of development a) Education b) Health c) Population Planning b) Agriculture e) Media f) Good Governance g) Water - Case studies in agriculture, population and environment empowerment of the impoverished communication experiments in India and other developing countries on development projects and communication strategies, Development support organizations; Governmental and non-governmental; Different experiments in India and Asia.

**UNIT IV:** Development Communication, Media and National Development, Community Radio, Defining development communication development communication policies and practices in India; Indian media and development communication; Development support communication; Role of folk and ICT in development.

**UNIT V:** Prospects and challenges of Development Communication, Planning Development Communication Campaign, Alternative Theories of Communication for Development: Development of What and Whom? Strategies for participatory communication; Ethical perspective, Need for alternative communication.

**References:**

1. Altafin, I. (1991) *Participatory Communication in Social Development Evaluation. Community Development Journal*, 26(4), 312-314.
2. Atkin C. & Wallack L. (Eds.) (1990) *Mass Communication and Public Health: Complexities and Conflicts. Newbury Park: Sage Publications.*
3. E. M. Rogers (Ed.) *Communication and development: Critical perspectives (pp.15-42). Beverly Hills: Sage. Bowes, J.E. (1997) Communication and community development for health*
4. *Communication as culture: essay on media and society. Boston: Unwin Hyman. Diaz, Bordenave, J. (1977) Communication and rural development. Paris: Unesco. Glanz K. & Rimer B.K. (1995) Theory at a glance.*
5. Hornik, R.C. (1989) *Channel effectiveness in development communication programs. In Rice, R.E. & Atkin, C. K. (Eds.) Public information campaigns, 2nd edition, (pp.309-330). Newbury Park: Sage.*
6. Melkote, S.R. (1991) *Communication for development in the Third world. Newbury Park: Sage.*
7. Mita, R. & Simmons, R. (1995) *Diffusion of the culture of contraception: Program effects on young women in rural Bangladesh, Studies in family planning, 26 (1), 1-13. Mlana, P.M. (1991)*
8. Mody, B. (1991) *Designing messages for development communication: A audience participation-based approach. Newbury Park, CA: Sage*
9. Quarmyne, W. (1991) *Towards a more participatory environment: Cross-linking establishment and alternative media, In K. Bofo (Ed.), Communication processes: Alternative channels and strategies for development support. Ottawa: IDRC.*

10. Rockefeller Foundation (1999) Communication for social change: A position paper and conference report. New York: Rockefeller Foundation.
11. Rogers, E.M.  
(1976) Communication and development: The passing of the dominant paradigm, *Communication Research* 3 (2), 213-240.
12. Rogers, E.M. (1983) *Diffusion of innovations*, 3rd edition. New York: Free Press.
13. Rogers, E.M. & Kincaid, D.L. (1981) *Communication networks: A paradigm for new research*. New York: Free Press.
14. Rogers, E.M. & Singhal, A. (1989), *India's information revolution*. California, United States: SAGE Publishing

<b>20UJME01</b>	<b>ELECTIVE I: Public Affairs</b>	<b>6</b>	<b>T</b>	<b>4</b>	<b>25</b>	<b>75</b>	<b>100</b>
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### **Unit-I**

- 1.1 Contemporary activities at local, regional, national and international level about socio-economic issues
- 1.2 General knowledge and general awareness at local level about socio-economic issues
- 1.3 General knowledge and general awareness at regional level about socio-economic issues
- 1.4 General knowledge and general awareness at national level about socio-economic issues
- 1.5 General knowledge and general awareness at international level about socio-economic issues

### **Unit-II**

- 2.1 Contemporary activities at local, regional, national and international level about political issues
- 2.2 General knowledge and general awareness at local level about political issues
- 2.3 General knowledge and general awareness at regional level about political issues
- 2.4 General knowledge and general awareness at national level about socio-economic issues
- 2.5 General knowledge and general awareness at international level about socio-economic issues

### **Unit-III**

- 3.1 Contemporary activities at local, regional, national and international level about educational and cultural issues
- 3.2 General knowledge and general awareness at local level about educational and cultural issues
- 3.3 General knowledge and general awareness at regional level about educational and cultural issues
- 3.4 General knowledge and general awareness at national level about educational and cultural issues
- 3.5 General knowledge and general awareness at international level about educational and cultural issues

### **Unit-IV**

- 4.1 Contemporary activities at local, regional, national and international level about religious and spiritual issues
- 4.2 General knowledge and general awareness at local level about religious and spiritual issues
- 4.3 General knowledge and general awareness at regional level about religious and spiritual issues
- 4.4 General knowledge and general awareness at national level about religious and spiritual issues
- 4.5 General knowledge and general awareness at international level about religious and spiritual issues

### **Unit-V**

- 5.1 Contemporary activities at local, regional, national and international level about media-related issues
- 5.2 General knowledge and general awareness at local level about media-related issues
- 5.3 General knowledge and general awareness at regional level about media-related issues
- 5.4 General knowledge and general awareness at national level about media-related issues
- 5.5 General knowledge and general awareness at international level about media-related issues

### **Assignments**

- Practicing and making assignments of general knowledge, general awareness, current affairs and contemporary activities of local, regional, national and international level of social, economic, political, educational, cultural, religious, spiritual and media-related issues from the latest monthly competitive magazines of standard publications like Competition Success Review, Pratiyogita Darpan (English), Pratiyogita Darpan (Hindi), etc.
- Reading editorials of standard newspapers of either English or Hindi and writing a summary of it for the proper understanding of current general awareness.
- Analysing special articles published on the editorial or op-ed pages and then chalking out striking



points for better understanding of contemporary activities of the above-mentioned levels and said issues.

**Reference Book:**

1. „Arihant Current Affairs“ (Latest edition), „Basic General Knowledge“ (Latest edition). By V.V. K. Subburaj. Publication of Sura College Competition.
2. „Basic General Knowledge“ (Latest edition). By V.V.K. Subburaj. Publication of Sura College Competition.
3. „General Knowledge“ (Latest edition): India & World. By Saumya Ranjan Behera. Maxcurious Publications
4. „General Knowledge“ (Latest edition) By Manohar Pandey (Online publication).
5. „Manorama“ (Latest edition).

<b>20UJMSB03</b>	<b>SBECIII:WebDesigning&amp;M obileApplication</b>	6	T	3	25	75	100
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**Unit-1 :**The internet and Intranet. Protocols, Browsers, Search engines, Web structure, Web blogs- IntroductiontoHTML:WhatisHTML?-HTMLDocuments-BasicstructureofanHTMLdocument -CreatinganHTMLdocument-MarkupTags-Heading-Paragraphs-LineBreaks-HTMLTags.Elements of HTML: Introduction to elements of HTML-Working with Text-Working withLists,TablesandFrames- WorkingwithHyperlinks,ImagesandMultimedia-WorkingwithFormsandcontrols.

**Unit-2 :**Web Design Principles: Planning process -Five Golden rules of web -Designing navigationbar - Page design -Home Page Layout -Design Concept. Basics in Web Design: Brief History ofInternet - What is World Wide Web? - Web Standards -Audience requirement. Introduction to WebPublishing: Creating the Web Site - Saving the site - Working on the web site -Creating web sitestructure- CreatingTitles forweb pages-Themes-Publishingweb sites.

**Unit-3 :**Introduction to Android: The Android Platform, Android SDK, Eclipse Installation, AndroidInstallation, Building you First Android application, Understanding Anatomy of Android Application,Android Manifest file. Android Application Design Essentials: Anatomy of an Android applications,Android terminologies, Application Context, Activities, Services, Intents, Receiving and BroadcastingIntents,AndroidManifest Fileanditscommonsettings,UsingIntentFilter,Permissions.

**Unit-4 :**Android User Interface Design Essentials: User Interface Screen elements, Designing UserInterfaceswithLayouts,DrawingandWorkingwithAnimation.TestingAndroidapplications,Publishin g Android application, Using Android preferences, Managing Applicationresources in ahierarchy,workingwithdifferent types of resources.

**Unit-5 :** Using Common Android APIs: Using Android Data and Storage APIs, Managing data usingSqlite, Sharing Data between Applications with Content Providers, Using Android Networking APIs,Using Android Web APIs, Using Android Telephony APIs, Deploying Android Application to theWorld.

#### **ReferenceBooks:**

1. Aibara, F., & Bayross, I. (2008). *HTMLforBeginners*. ShroffPublishersandDistributorsPvt.Ltd..
2. Kent, P. (2000). *Thecompleteidiot'sguidetotheInternet*. Penguin.
3. Nielsen, J. (1999). *Designingwebusability: Thepracticeofsimplicity*. NewRidersPublishing.
4. Norton, P. (1996). *PeterNorton'sintroductiontocomputers*. Glencoe/McGraw-Hill.
5. Powell, T.A. (1998). *HTML: TheCompleteReference (Vol.2)*. Osborne/McGraw-Hill.
6. *InternetBible*, IDGBooks, NewDelhi, 1998.
7. *Internetforeveryone*, Lenoet al., LoneTechworld, Chennai1998.
8. *BuildingaWebsite*, TimWorsley, OrlingKindersely, NewDelhi, 2000.
9. *WebDesign Fundamentals*, DanielGray, Drea
10. LaurenDarceyandShaneConder, "AndroidWirelessApplicationDevelopment", Pearson
11. Education, 2nded. (2011)
12. RetoMeier, "ProfessionalAndroid2ApplicationDevelopment", WileyIndiaPvtLtd

13. MarkLMurphy, "BeginningAndroid", WileyIndiaPvtLtd

14. AndroidApplicationDevelopmentAllinoneforDummiesbyBarryBurd, Edition:I

## THIRD YEAR

### SEMESTER-VI

20UJM11	CORE XI : Media Society and Culture	6	T	4	25	75	100
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**UNIT- I:** Mass Media- Definition, Nature & Scopes; Historical Development of Mass Media; Understanding Mass Media; Characteristics of Mass Media; Significance of media Impact of Mass Media on individual, society and culture; Power of Mass Media; Functions of Mass Media; Types of Mass Media- Print, Electronic, Traditional & New Media; Media and Social Institutions; Sociology of Mass Media- Cultural Studies, Multiculturalism & Media Culture.

**UNIT- II:** Media Audiences- Interpretation & Resistance; Media Audiences Analysis- Mass, Segmentation, Product & Social Uses; Public & Public Opinion; Mass Media & Public Opinion; Media in Society; Effects of Mass Media; Mass Media & Indian Family; Media World Vs Native Culture; Mass Media & Women; Violence in Media; Audience Making- Active Vs Passive audience; Theories of audience- Uses and Gratification Theory- Uses & Effects Theory.

**UNIT- III:** Media & Popular Culture- Commodities, Culture and Sub-Culture; Popular texts: Popular Discrimination; Politics & Popular Culture; Popular Culture Vs People's Culture; Acquisition & transformation of popular culture; Celebrity Culture- Film Industry; Personality & Brand Management; Hero-worship & etc.; Film, Television & Visual Culture; Advertising & Commercial Culture; Literacy & Media Literacy; Importance of Media Literacy; Youth, Television & Socialization.

**UNIT- IV:** Psychoanalysis- definition & concept; psychoanalytic techniques; Psychoanalytic process; Feminism- definition & concept; historical & Characteristics of Feminism; Modernism- definition & concept; Modern & Modernity; Historical & Characteristics of Modernism; Modernism Vs Postmodernism; Marxism- definition & concept; history of Marx's theory; Criticisms of Marx's Theory; Marx's Understanding of Globalization.

**UNIT- V:** Audience Analysis- Ratings in Advertising, Ratings in Programming & Ratings Services; Audience Rating- Rating Points- GRPs & TRPs; Reach Vs GRP; Types of Audience Rating- Average Audience Rating, Total Audience Rating & Cumulative Audience Rating; CPM and CPP; Ratings Data Collection Methods; Audience & Marketing Trends; Selling Space & Time.

#### Reference:

1. Ravi Sundaram, *Media Studies: No Limits*, Oxford University Press, UK, 2012
2. A Dictionary of Media and Communication, Oxford University Press, UK, 2011
3. Asa Berger, *Media Analysis Technique*, Sage Publications, India, 1998 (Unit IV & V)
4. Lawrence Grossberg, *Media-Making: Mass Media in a popular culture*, Sage Publications, 1998 (Unit III)

5. *Richard Collins, Media, Culture & Society- A Critical Reader, Sage Publications Ltd, 1986(UnitI&II)*

20UJME02	ELECTIVEII:FilmStudies	6	T	4	25	75	100
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**UNIT- I:** Film studies- definition & Concept; - Culture & Art; Film as a medium; Characteristic of Film Studies; Film theory & Semiotics; Formalism and Neo Formalism; Film Language; Film & Psychoanalysis; Film & Cultural Identity; Aesthetics & Film interpretation. History of Cinema- Motion Picture- Pioneers of Cinema- The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box- Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD).

**UNIT- II:** World Cinema- Different Schools of World Cinema; German Expressionism- Style & Characteristics- Fritz Lang- The Golden Age of German Cinema; French Impressionism, Surrealism & New Wave Cinema; Montage- Definition & Concept; Origin of Montage; Soviet Montage- Lev Kuleshov, Vsevolod Pudovkin & Sergei Eisenstein; Italian Neo Realism- origin & development- Vittorio De Sica; Japanese Cinema- Akira Kurasova; Latin Cinema; Third world Cinema.

**UNIT- III:** Mise-en-scene- Definition & Concept; Film Genre- Definition & Concept; Types of Film Genres- Main Film Genres, Sub Film Genres & Hybrids Genres;. Narrative Cinema- Definition & Concept; Story, Three Act Structure & Plot; Non Narrative Cinema- Avant-garde & Experimental film; Types of Non Narrative Cinema- Documentary, Abstract, Music Videos & Live Cinema (Performance); Style & Ideology.

**UNIT- IV:** Development of Cinema- The Birth of the Talkies, Great Depression era, Second World War era, The Western Era, Cold War Era, Box- Office Era, New Technology Era, Special Effects Era, Digital Era & High Definition Era (HD) - Indian Cinema- Arrival of the Cinema; Pioneers of Indian Cinema- Dada Saheb Phalke; Talkie Indian Cinema; Studio System- New Indian Cinema- Satyajit Ray & Mrinal Sen; Emerging Trends of Digital Film & Short Films.

**UNIT- V:** Emergence of Indian Regional Cinemas. Tamil cinema- Development of Tamil Talkies; Talkie Studio- Modern Theatres, Jupiter pictures, AVM Studio, Gemini studio, Vahini Studio, L.V. Prasad; Writer's era- Film Institutes, New Dimension of Tamil Cinema- Marketing & Distribution Film Festivals- International & National Festivals; Film Awards- International & National Film Festivals; Government and Indian Cinema- CBFC, NFDC, Film Division, National Film Awards, NFAI, FTII & Film Society;

**Reference:**

1. Ashish Rajadhyasha, Paul Wileman, 2005. *Encyclopedia of Indian cinema*. Oxford University Press. New Delhi.
2. Rabiger, Michael. 2004. *Directing the Documentary*. 4th edition. Oxford. Focal press.
3. Proferes, Nicholas. 2001. *Film Directing Fundamentals*. Oxford: Focal Press.
4. Mamer, Bruce. 2000. *Film Production Technique*. 2nd Edition.
5. Belmont Wadsworth Publication. Nelmes, Jill. 1996. *Introduction to film*

*studies. Routledge. London. Edited by Gerald Mast, Cohen Marshall and Braudy Leo. 1992.*

<b>20UJMSB04</b>	SBECIV:MediaManagement &Entrepreneurship	6	T	3	25	75	100
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**UNIT I:** Management-Meaning,Nature,Scope,Objectives&FunctionofManagement;Definition & Concept, Fundamentals of Management; Hierarchy of Management;Functions & Structureof Management; Principles of Management; Media Management- Nature, Scope, Objectives ofMediaManagement;PrinciplesofMediaManagement;Structure&FunctionsofMediaDepartment s-Administrative,Financial,Circulation,Marketing,Personal&Productiondepartment;Mediaas aIndustry&Profession.

**UNIT II:** Ownership- Definition & Concept; Licensing & Franchising; Rules & Regulations- Monopolies, Oligopolies, Conglomerates, Mergers, & Acquisitions; Media ownership- Concept&Structures;TypesofMediaOwnership- SoleProprietorship,Partnership,PrivateLimitedCompany,PublicLimitedCompanies,Trusts,Coop eratives,ReligiousInstitutions&Franchises;

**UNIT III:** Media Organization- Concept & Structure; Functions of Media Organization- Organizing,Leading,Communicating,Coordinating,Controlling,Planning,Scheduling,Budgeting ,Production,Monitoring,Distribution&Documentation;OrganizationalBehavior- Nature&TheoriesofOrganizationalBehavior;OrganizationalSystem&IndividualBehavior- Ability,Personality, Attitude,Learning& Perception;GroupDynamics& OrganizationalBehavior;Leadership& LeadershipQualities.

**UNIT IV:** Media Economics- Definition & Concept; Economics of Print & Electronic Media; MediaBusiness-Legal&Financial;MediaRevenues- MediaSales,Advertising&CapitalCost;Sponsorship- Definition&Concept;Principlesofsponsorship,ReasonforCompaniestoSponsor;Elements ofSponsorship;Identifyingappropriate Sponsors& Sponsorships;ManagingSponsorship Relationships.

**UNIT V:** Event Management- Need for Event Management; Principles of Event Management- Planning,Creativity,Briefing,Timelinesandbudgeting;Types of Event&EventManagement;Understanding Events;Growing importanceofEvents- Exhibitions,Audio &ProductLaunch, MovieRelease&AdvertisingCampaign.

**ReferenceBooks:**

- 1) AlanB.Albarran,*Managementof ElectronicMedia*,Wadsworth,USA,2010
- 2) AlanB. Albarran, *TheMediaEconomy*, Routledge, NewYork, 2010
- 3) GeorgeSylvie,*MediaManagement:ACasebookApproach*,LawrenceErlbaumAssociates,USA, 2009
- 4) LucyKeung,*StrategicManagement intheMedia*,SagePublications,NewDelhi,2008
- 5) PeterPringle,*ElectronicMediaManagement*,FocalPress,UK,2006)