

**D.G. VAISHNAV COLLEGE, ARUMBAKKAM,
CHENNAI – 106**



**DEPARTMENT OF JOURNALISM and COMMUNICATION
SYLLABUS AND REGULATIONS**

ACADEMIC YEAR 2019-20

For the candidates admitted from the Academic Year 2020- 21 onwards

Department of Journalism and Communication
For candidates admitted from the academic year 2020-2021

| Curriculum Design Template of M.A. Journalism and Communication 2020-21 | | | | | | | |
|---|------------|---|----------|-----------|---------|--------------------|-----------|
| FIRST SEMESTER | | | | | | | |
| S.No | CourseCode | Name of Course | Semester | InstHours | Credits | ExamDuration Hours | Max Marks |
| 1 | Core 1 | Human Communication | 1 | 5 | 4 | 3 | 100 |
| 2 | Core 2 | Reporting and Writing Skills | 1 | 5 | 4 | 3 | 100 |
| 3 | Core 3 | Editing Skills | 1 | 5 | 4 | 3 | 100 |
| 4 | Core 4 | Information and Communication Technology | 1 | 5 | 4 | 3 | 100 |
| 5 | Elective 1 | Travel Photography /Photojournalism (Practical 1) | 1 | 4 | 3 | 3 | 100 |
| 6 | Elective 2 | Media Skills/Online Journalism and Web Management (Practical 2) | 1 | 4 | 3 | 3 | 100 |
| 7 | | Soft Skills | 1 | | 2 | 100 | |
| SECOND SEMESTER | | | | | | | |
| 8 | Core 5 | Mass Communication Theories | 2 | 5 | 4 | 3 | 100 |
| 9 | Core 6 | Media ,Culture and Society | 2 | 5 | 4 | 3 | 100 |
| 10 | Core 7 | Communication Research Methods | 2 | 5 | 4 | 3 | 100 |
| 11 | Core 8 | Digital Marketing | 2 | 6 | 4 | 3 | 100 |
| 12 | Elective 3 | Human Interest Stories/Cultural Journalism (Practical 3) | 2 | 6 | 3 | 3 | 100 |
| 13 | Elective 4 | Mobile Journalism/ News Production (Practical 4) | 2 | 4 | 3 | 3 | 100 |
| 14 | | Soft Skills | 2 | | 2 | | 100 |

Curriculum Design Template of M.A. Journalism and Communication 2020-2021

THIRD SEMESTER

| S.No | Course Code | Name of Course | Semester | Inst Hours | Credits | Exam Duration Hours | Max Marks |
|------|-------------------------------|---|----------|------------|---------|---------------------|-----------|
| 1 | Core 9 | Media Management | 3 | 4 | 4 | 3 | 100 |
| 2 | Core 10 | Advertising | 3 | 4 | 4 | 3 | 100 |
| 3 | Core 11 | Public Relation & Corporate Communication | 3 | 4 | 4 | 3 | 100 |
| 4 | Core 12 | Dissertation (Practical 5) | 3 | 5 | 4 | 3 | 200 |
| 5 | Elective 5 Inter disciplinary | Documentary Production(Practical 6) | 3 | 5 | 3 | 3 | 100 |
| 6 | Elective 6 | Deprivation Coverage / Event Management (Practical 7) | 3 | 5 | 3 | 3 | 100 |
| 7 | Elective 7 Extra Disciplinary | Developmental Communication /Health Communication (Practical 8) | 3 | 5 | 3 | 3 | 100 |
| 8 | | Soft Skills | 3 | | 2 | 100 | |

FOURTH SEMESTER

| | | | | | | | |
|----|---------|---|---|---|---|---|-----|
| 9 | Core 12 | Media Laws and Ethics | 4 | 4 | 4 | 3 | 100 |
| 10 | Core 13 | Film Studies and Appreciation (Practical 9) | 4 | 5 | 4 | 3 | 100 |
| 11 | Core 14 | Digital Story Telling (Practical 10) | 4 | 5 | 4 | 3 | 100 |
| 12 | | Internship | 4 | 6 | 2 | 3 | 100 |
| 14 | | Soft Skills | 2 | | 2 | | 100 |

1-Year

Semester I

Core Paper 1- Human Communication

Max. Marks : 100

Unit 1

Nature and Scope of Human Communication :Communication Definition—Nature and Scope—Intention and communication Need for and the Importance of Human Communication, Communication as expression, skill and process.

Unit 2

Interpersonal communication: Theories and Models—Transactional analysis, Interactive Model etc. Theories of Message Selection--Cognitive Theories, Theories of Planning, Action, Message Selection and Message Design, Interpersonal Deception theory, Relational Communication Theory

Unit 3

Group communication: Theories and Models- Group-think, Decision Making Process , leadership, team work communication patterns in group context, functional. Interactional and Structural Tradition. Communication and Organization: Classical Posit on. Likert's four Systems Model,

Unit 4

Public communication: Rhetoric Model, Persuasion Models, hint,." ; of Persuasion, Ethical issues in Persuasion, Theories of Message Reception and Processing—Osgood' Meaning Theory, Attribution theory, Social Judgement Theory, Elaboration Likelihood Model, Non-verbal Communication. Theories and Models, Type:, of non-verbal behavior, Kinesics.

Unit 5

Exercises on Public speaking and mime, listening competencies ,interview of a celebrity from any field.

References

Littlejohn, Stephen W. Theories of Human communication Wadsworth, 2002

Wood, Julia T. Communication Mosaics: An Introduction to the Field of Communication, 2001, Wadsworth

Larson, Charles U; Persuasion—Reception and Responsibility. Wadsworth, 2001

Core Paper-2 –Reporting and Writing Skills

Max. Marks : 100

Unit 1

Fundamentals of Journalism :Definition of News, Types of News, Formats, personal attributes of journalism, rights and responsibilities, organization of news room, news values. News organization and structure.Purpose and meaning of news.

Unit 2

Reporting : Sources of News—primary and secondary sources, Reporters responsibilities, Interviewing skills, structure of news reports, report writing—formats, structures, language, style and grammar. Beats :crime, courts, political , local government.

Unit 3

SpecialisedReporting :Reporting speeches, reporting public opinion polls, and show business, reporting human interest stories, Follow-ups and eye-witness reporting, Investigative reporting, computer-assisted reporting.

Unit 4

Feature Writing and Soft News : Basic grammar and common errors in writing news-stories— presentation construction, ensuring copy-flow, Feature writing, interviews and profiles, New journalism writing style, writing reviews, and other special interest columns, introduction to photojournalism, managing news flow, freelancing, rewriting skills.

Unit 5

Journalistic Ethics : Journalism ethics, code of conduct, social responsibility.

References

Herbert, John (2000) Journalism in the Digital Age; Theory and Practice for broadcast,print and on-line media

Breen, M (Ed) (1998). Journalism -Theory and Practice.MacLeay Press

Granato, L (Ed) (1998) Newsgathering on the Net Macmillan

Hennessy, B (1997) Writing Feature Articles. Focal Press

E, Hilard (2000): Writing for TV, Radio and New Media, Thomson Learning

Mencher; Basic News Writing, 3rd Edition

Kessler, E (2000): When Words Collide A Writers guide to Grammar and Style, Thomson Learning

Rich, E (2000): Writing and Reporting News: A Coaching Methods. Thomson Learning

Drent: News Reporters and News Sources: Accomplices n Shaping and Misshaping. 2nd Edition. Prentice-Hall India

Chicago Manual of Style The Essential Guide for writers, editors and Publishers 14th Edition University of Chicago Press. Prentice-Hail India

Core Paper - 3 : Editing Skills

Max. Marks : 100

Unit 1

Structure and function of a newspaper industry. Role and responsibilities of Editor and sub-editors—accuracy and fact checking, traditional editing skills (editors marks, proof reading etc.)

Unit 2

Fundamentals of Newspaper and magazine editing—balance, quality, leads grammar, spelling, punctuation, headlining. Principles of editing and editing to save space.

Unit 3

Writing headlines, types of headlines. Following style-book, page layout and design, news agency copy editing, working with picture editor.

Unit 4

Typography – font type, size. Layout and pagination.

Unit 5

Critical analyse of the editorial page – content and style of writing, comparison of national and vernacular press.

References :

Hodgson, F.W (1998),..News Sub-editing. Focal Press

Davis, A (1998) Magazine Journalism Today. Focal Press

Chicago Manual of Style The Essential Guide for writers, editors and Publishers 14th Edition
University of Chicago Press. Prentice-Hall India

Bowles, E (2000). Creative Editing. Thomson Learning

Hodgson, F.W (1998) News sub-editing- Apple Mac, Quark-Xpress and After. Focal Press

Giles, V and Hodgson, F W (1996) Creative newspaper Design Focal Press

Westley,H Bruce, News Editing,3rd Edition,Oxford&IBH Publishing Company.

Core Paper-4 :Information and Communication Technology

Max. Marks :100

Unit 1

Communication History: The notion of communication revolution. Perspectives on Communication Revolution. Communication in History: Early Means of communications: Oral Vs Written Tradition.

Evolution of Printing and Publication Media:Origin and Growth of Print media, Print-Capitalism, Print and National movement in India: From formative period to contemporary press.

Unit 2

Radio &TV :History of Radio and TV—world and Indian perspective. Direct Broadcasting Satellite Channels in India Origin growth and recent developments Policy Issues in Electronic Media. Pressure Barathietc

Unit 3

Internet and New Media :Brief History of Computers and computing (Computer-media Communication) origin and growth of the Internet. Emerging trends.Early communication tools:Telegraph and Telephony—their Evolution in the west and India. Overview of telecommunication in India today Rural • Telecommunications in India.

Unit 4

Role of Communication in Development:Historical and International Perspective Nature and Scope . Theories of Development and Underdevelopment. Dominant Paradigm and Alternate Paradigm.Communication Strategy' for empowerment.

Unit 5

Communication for Development :History of developmental effort in India. Designing Messages: Planning Strategy and logistics,.Research in development context.Campaign / Project Evaluation Participatory Research Approaches (PRAs).Case Studies in Participatory / development communication. Communication for development in different context (Health, Agriculture, AIDS awareness, Family Planning etc.) .Role of NGOs in development Prospects and problems.Role of ICT in education, (primary/secondary) , tourism and other sectors apart from health and development communicationRole of ICT in development communication with case studies.

Reference

Singhal, Arvind and Rogers, Everett M., India's Communication revolution from Bullock Carts to Cyber Marts. Sage Publications

Singhal, Arvind and Rogers, Everett M., India's information revolution. Sage Publications

Winston, Brian. 1999 Media Technology and Society, A History Front Telegraph to the Internet

Sussman, Gerald. 1999 Communication, Technology and politics in information Age Sage Publications

Page, David and Crawley, William (2000) Satellites Over South Asia Broadcasting Culture, and the Public Interest.

Narula, Development Communication: Theory and Practice

Melkote, Communication for Development in Third World: Theory and Practice for Empowerment-2nd Edition

Nair and White Perspectives on Development Communication

Mody Designing Messages for Development Communication An audience participation based approach

Servaes, Jacobson and White Participatory communication for social change

Singhal and Rogers. India' Information Revolution

Elective Paper-1–Travel Photographyor Photojournalism

Practical

Max. Marks : 100

Photojournalism

1. Photo Journalism – 15 topics- 3 each in Political, Cultural, Social, Event, Crime
2. Photo feature – 3 topics

Travel Photography

Travelogue – 1 trip – Photographs and write up about the aesthetics of the place from tourist spots to eateries to boarding places.

Aspects of Aesthetics of Lighting will be common for both the courses.

Elective Paper 2 - Media Skills / Online Journalism and Web Management

Practical

Max. Marks : 100

Media Skills

In design Software – Layout and Pagination of a Journal and publication of a journal

Online Journalism and Web Management

This paper will strengthen the on line writing and production skills of the students. Their creative writing, technical writing and content writing abilities will be improved. They will upload their production.They will a you tube channel and link it social media.

Unit 1: Using on-line resources - search strategies

Unit 2: Tools and Techniques for Online Journalism (linking audio-video etc.)

Unit 3: Writing for Online Media

Unit 4: Flash for Journalists, Multi media News Presentation

Unit 5: Blogs for Journalists, Using Social Media and Social Networking

Semester II

Core Paper –5:Mass Communication Theories

Marks Max : 100

Unit 1

Models of Communication : Linear Models of Communication and their subsequent evolution (Shannon-Weaver Model, Lasswelletc.) Non-linear Models of Communication: Sociological Model (Primary and Secondary Groups etc), Two-step flow model etc Westley and Maclean Model. Interpersonal and Mass communication, Systems Theory. Information theory (Source Variable, Message Variable, Channel Variable and Receiver Variables), Cybernetic Theory, Dynamic Social Impact Theory

Unit 2

Normative Theories of Press/ Media Performance : Why study theory? Nature and Scope of Mass Communication Theories, Media-Society Relationships, Power of the Media, Evolution of normative theories.

Unit 3

Theories of News and News Analysis: Theories of News flow, sources, and News diffusion White's Gate Keeping Model, Selective Gate keeping News flow and news values, McNelly's Model. Mass Communicator-Public Relationship Determinants of News and content. Agenda Setting Model, Spiral of Silence, Social meaning of news Definition and Theories of Public Opinion.

Unit 4

Political Communication and Public opinion :Elements of political communication. Strategies, propaganda.Public opinion, popular Culture, Opinion Leaders - their role and significance.

Unit 5

Case Studies and Ethical Issues

Free_ Market Model and Public Sphere, Media and Democracy, New World Information and Communications Order (NWICO) Debate, Cultural Imperialism Thesis Women and Media.Media ethics.

References

- McQuail, Denis (2000) Mass Communication Theory 4th Edition. Sage Publication
Kuncik, Michael('1993) Communication and Social Change. Friedrich Ebert Stiftung
McQuail, Denis and Windahl, Seve (1984).Communication Models: For the Study of Communications. Longman
Dissanayake, Wimal (1988). Communication Theory: The Asian Perspective. An AMIC Compialation AMIC
DeFleur, M L., & Ball Rokeach, S (1989). Theories of mass communication (5th ed). New York: Longman

Asa, Berger (2000). Essentials of Mass Communication. Sage Publication
Silverstone, Roger (1999) why study the Media? Sage Publication.
Mattelart, Armanda and Matttelart, `Michele (1998) Theories of Communication: A
Short Introduction Sage Publications

Core Paper-6:Media , Culture and Society

Max. Marks : 100

Unit 1

Why study media? Understanding mass media.Characteristics of mass media.Effects of mass media on individual, society and culture – basic issues.Power of mass media.Media in Indian society.Definition, nature and scope. Function of mass media.

Unit 2

Media Audience analysis (mass, segmentation, product, social uses).Audience making. Active Vs Passive audience: Some theories of audience - Uses and Gratification, Uses and Effects, etc.

Unit 3

Media as text. Approaches to media analysis - Marxist, Semiotics, Sociology, Psychoanalysis. Media and realism (class, gender, race, age, minorities, children, etc.)

Unit 4

Media as consciousness Industry.Social construction of reality by media.Rhetoric of the image, narrative, etc. Media myths (representation, stereotypes, etc.) -- Cultural Studies approach to media, influence of caste on the media content and industry audience as textual determinant, audience as readers, audience positioning, establishing critical autonomy. Feminism.

Unit 5

Media and Popular culture — commodities, culture and sub-culture, popular texts, popular discrimination, politics and popular culture, popular culture Vs people's culture, celebrity industry- personality as brand name, hero-worship, etc. Acquisition and transformation of popular culture

References

Silverstone, Rogers (1999). Why Study Media? Sage Publications
Potter, James W (1998). Media Literacy. Sage Publications
Grossberg, Lawrence et al (1998). Media-Making: Mass Media in a Popular Culture. Sage Publications
Evans, Lewis and hall, Staurt (2000). Visual Culture: The Reader. Sage Publications
Berger, AsaAuthur (1998). Media Analysis Techniques. Sage Publications

Core Paper -7 :Communication Research Methods

Unit 1

Foundations of Communication Research :Definition ,Nature and scope of communication research . Elements of research-epistemology, theoretical framework.Process and types of research.Significance of research.

Unit 2

Types of research design. Hypothesis.Concepts in research.Variables, units of analysis.Validity, Reliability, error factor.

Unit 3

Sampling.Types of sample.Probability and Non- probability.Sampling problems.Sample error.Choosing a sample design.Data Analysis.

Unit 4

Data Collection methods.Primary data and secondary data.Types of secondary data.Survey data, observation data.Questionnaire method.Structured and non- structured.Telephone and personal interviews.Questionnaire construction methods.

Unit 5

Research Application : print media, electronic media, advertising, public relation and new media. Research institutions.scope in media research; funding agencies. Writing a research report and evaluation of research. Legal and ethical issues.

References :

Wimmer, Rogar D and Dommick, Joseph R(1994). Mass Media Research: An Introduction (Fourth Edition Wadsworth Publishing Company)

Berger, Arthur Berger (2000). Media and Communication Research Methods.An Introduction to Qualitative and Quantitative Approaches. Sage Publications

Priest, Susama Horning (1996): Doing Media Research: An Introduction (Sage Publications)

Lewis-Beck, Michael S (ed) (1994) Experimental Design Methods. International handbook of Quantitative Applications in the Social Sciences (Sage Publications)

Kumar, Ranjit. Research Methodology: A Step by Step Guide for Beginners (Sage Publications)

Blaxter, Loraine. Huges, Christina and Tight, Malcolm (1996) How to research (Open University Publications)

May, Tim: Social Research Issues, Methods and Process (2nd edition, Open University Publication)

Crotty, Foundations of Social Science Research (Sage Publications)

Smith, Mark .J, Social Science in Question Towards a Post-disciplinary Framework (Sage Publications)

Hammersley, Martyn. The Politics of Social Research (Sage Publications)

Miller, Delbert C (1983) Handbook of Research Design and Social Measurement, (Fourth Edition Longman)

De Vaus, D.A (1986) Surveys in Social Research (Sage Publications)

Young, Pauline V (1966) Scientific Social Surveys and Research (Printice-Hall, India, 4th edition)

Krishnaswami, O R, (1993) Methodology of Research in Social Sciences (Hamalaya Publishing House)

Silverman David; Qualitative methodology and sociology. Describing the social world(Gower Publication 1985)

Denzin, Norman and Lincoln, Yvonna (Ed) Handbook of qualitative research chapter 8,11,15,16,17,35. (Sage Publication 1994)

Lindof, Thomas R(1995) Qualitative Communication Research Methods

Core Paper - 8 : Digital Marketing

Objective :Students will be able to identify the importance of the digital marketing for marketing success, to manage customer relationships across all digital channels and build better customer relationships, to create a digital marketing plan, and defining a target group, then identifying digital channels, their advantages and limitations, to perceiving ways of their integration taking into consideration the available budget.

UNIT 1

Introduction to Digital Marketing, Evolution of Digital Marketing from traditional to modern era, Role of Internet; Current tools and trends, Infographics, Implications for business & society; Emergence of digital marketing as a tool, P.O.E.M. framework, Digital landscape, Digital Marketing Budgeting, Importance of CRM

UNIT 2

Internet Marketing, opportunities, and challenges; Digital marketing framework; Digital Marketing mix, Impact of digital channels on IMC, Digital marketing plan and models, Target Group Analysis; Content management; Search Engine Advertising, E-mail marketing and plan, E-Mail campaign analysis, Website Designing, Case studies related the unit contents

UNIT 3

Introduction to Social media marketing, platforms, penetration & characteristics; Building a successful social media marketing strategy, Marketing in Facebook, LinkedIn, Twitter, Instagram, YouTube and Other platforms, Introduction to social media metrics, Digital Ad Campaigns in different social media platforms, Case studies related to Social Media Marketing

UNIT 4

Introduction to SEO, SEM, Web Analytics, Mobile Marketing, Trends in Digital Advertising, Blogging, Usage of internet & search engines; search engine and its working pattern, Google Analytics & Google AdWords; data collection for web analytics, Case studies

UNIT 5

Application in project works:

Students must work on

- Creating an advertising campaign through any form of digital marketing viz: Mobile Marketing, Twitter Marketing, Facebook Marketing, LinkedIn Marketing, Instagram or YouTube Marketing.
- Creating web sites
- Google AdWords
- Making a Facebook page, Business tools on LinkedIn, YouTube Advertising (Promoting the campaigns and content)
- Blogging
- Email Marketing on campaigns

Reference Books:

1. Seema Gupta Digital Marketing Mc-Graw Hill 1 st Edition - 2017
2. Ian Dodson The Art of Digital Marketing Wiley Latest Edition
3. Puneet Singh Bhatia Fundamentals of Digital Marketing Pearson 1 st Edition - 2017
4. Vandana Ahuja Digital Marketing Oxford University Press Latest Edition

5. Philip Kotler Marketing 4.0: – Moving from Traditional to Digital Wiley 2017
6. Melissa S. Barker | Donald I. Barker | Nicholas F. Bormann | Debra Zahay | Mary Lou Roberts Social Media Marketing: A Strategic Approach Cengage Latest Edition
7. Ward Hanson , KirthiKalyanam Internet Marketing & e-Commerce Cengage Latest Edition
8. Roberts and Zahay Internet Marketing: Integrating Online & Offline Strategies Cengage Latest Edition
9. Dr.Ragavendra K. and Shruthi P. Digital Marketing Himalaya Publishing House Pvt. Ltd. Latest Edition
10. Prof. Nitin C. Kamat, Mr.ChinmayNitinKamat Digital Social Media Marketing Himalaya Publishing House Pvt. Ltd.

List of Journals / Magazines / Periodicals / Newspapers / e-resources, etc.

1. <https://learndigital.withgoogle.com/digitalunlocked/>
2. <https://digitalskills.fb.com/en-in/>
3. <https://www.hubspot.com/digital-marketing>
4. <http://www.afaqs.com/>
5. <https://www.linkedin.com/learning/>
6. Journal of Marketing

Elective Paper - 3 :Human Interest Stories or Cultural Journalism

Practical

Max. Marks : 100

Human Interest Stories

Objectives:

To develop the ability to frame Human Interest stories which relates to current events and help people to evaluate the impact of such events

To be able to write Human Interest stories to evoke the emotion of reader/viewer and raise awareness of worthy causes

To create stories without losing the value of Human Interest Journalism

Students will write 10 Human Interest stories on current affairs for different media including newspaper, magazine, television and websites.

Cultural Journalism

Objectives:

To write stories on arts and creative work, and on the individuals, institutions and policies that make or enable the creative work.

To develop the aesthetic sense in the art and cultural coverage

To distinguish culturally valuable works from their lesser counterparts.

To deduce the increased interconnectedness of economic and cultural processes

Students will write 10 stories including popular culture, traditional culture and on variety of social groups and their lives.

Elective Paper – 4 : Mobile Journalism or News Production

Practical

Mobile Journalism

Objectives

1. To study the Socio-cultural implications of mobile phone communication and its contribution to information explosion.
2. To understand the need, benefits and significance of mobile journalism .
3. To learn the origins and characteristics of mobile journalism, differences and similarities with conventional journalism, and the applications of mobile journalism.
4. To practically understand the usage of mobile phones as a reporting tool.
5. To apply Mobile journalism techniques for different modes of news gathering and news processing, using open source voice, text and video.

Unit 1Origins and characteristics of mobile phone communication, Socio-cultural implications of mobile phone communication, Introduction to Mobile Journalism

Unit 2The need and importance of Mobile journalism , Mobile Journalism and the main stream media. The significance of mobile journalism during unforeseen circumstances like natural disasters, calamities and epidemics/pandemics.

Unit 3 Mobile field reporting Activities Using mobile phones to report events , with students acting as a MOJO. Rewriting /translating stories from the newspaper for MOJO news.

Unit 4 Planning and producing a MOJO news interview. Scripting and executing an interview, completely with the mobile phone as a tool .

Unit 5 Planning and Producing a News feature/News cast for 5 minutes , completely shot and produced using mobile phone for recording audio and video .
(Editing using mobile phones is recommended).

References

- 1.Baym, Nancy (2010) *Personal Connections in the Digital Age*, Polity.
- 2.Castells, Manuel *et.al* (2009) *Mobile Communication and Society: A Global Perspective(Information Revolution and Global Politics)*, MIT Press.
- 3.Dominick, Joesph (2012) *The Dynamics of Mass Communication:Media in Transition*, McGrawHill.
4. Jenkins, Henry (2008) *Convergence Cultures: Where Old and New Media Collide*, NYU Press.
5. Katz, James (2008) *Handbook of Mobile Communication Studies*, MIT
6. Ling, Rich and Donner, Jonathan (2009) *Mobile Phones and Mobile Communication*, Polity.
7. Quinn, Stephen (2009) *MOJO – Mobile Journalism in the Asian Region*, Konrad-Adenauer Stiftung.

News Production

Unit 1

Basics of Electronic Media Programming :Basics of Broadcast Journalism, News Values, Kinds of News Reporting, Reporting Skills, News agencies. Social Media as a source of news.

Unit 2

Understanding Radio and TV Production : Structure of Radio and Television, Electronic News Gathering (ENG) – Production features, Style and Language, Microphone and Camera Techniques, Elements of News editing, Live Reporting and Presentation skills. News casting.

Unit 3

Radio and TV News Programme Production : Writing for Radio & TV : Formats – news, panel discussion, interviews.

Unit 4

Technology and News : Split screen, multi- camera set up, Flash news, Scroll. Live telecast.

Unit 5

Production of a special news feature for TV on an current issue. Time limit : 5 minutes.

References

M.S. Sharma, “Journalism for students”, Mohit Publications, New Delhi-110 002, 2008.

S.R. Sharma, “Elements of Modern Journalism”, S.S. Publication, Delhi, 1999.

Andrew Boyd, “Broadcast Journalism: Techniques of Radio and TV News”. Focal Press, Oxford, 1997.

Herbert, John (2000) Journalism in the Digital Age; Theory and Practice for broadcast, print and on-line media

E, Hilard (2000): Writing for TV, Radio and New Media, Thomson Learning

II-Year

Semester III

Core Paper 9 - Media Management

Max. Marks : 100

UNIT 1

Media organization and design: some conceptual issues, media management goals, media as business and social institution, media production versus manufacturing process, nature and structure of media organizations, individuals in mass media organizations, task allocation and functions of various departments, media ownership and issues of monopoly, oligopoly, cross media ownership etc., multinational media ownership and control, conglomerate and modern media companies.

UNIT 2

Media entrepreneurship, managing creativity, Greiner's Development Model of a company: Five stages of growth model, behavior in media organization and organizational behaviour, policy versus practice and performance, relationship with internal and external environment, managing the new media, content and skills management, changing nature of management, state of the industry today, employment opportunities in Indian media industry.

UNIT 3

Economics of media: relationship between supplier and buyer, key economic characteristics, selling time and cable economics, diversity of broadcasting- economic view of programming, media diversity and business opportunity, media organization with and without other commercial interests, economic forces, managing revenue, rate structure and packaging.

UNIT 4

Project management in media, managing project and creativity, production project cycle, fundamentals of film production, management themes and production process, project planning, production strategies, sources of funds, budgeting, project responsibility, case study.

UNIT 5

Programming strategies, audience rating, analyzing audience, understanding duality of audience, marketing programs, selling space and time, project management, understanding and using ratings, strategic management, case study.

REFERENCE:

Craft, Leigh and Godfrey: Electronic Media.

Kohli, Vanita: The Indian Media Business.

Media Management in India.

Chiranjeev, Avinash: Electronic Media Management.

Core Paper 10 – Advertising

Max. Marks : 100

Unit 1

Fundamentals of Advertising/ Advertising Organisation/ Media & Advertising : Definition, Nature & Scope of advertising. Roles of Advertising, Societal Communication, Marketing & Economic. Functions of advertising. Need for advertising, Effects of advertising. Legal & Ethical issues in advertising, Components -Advertiser, Advertising agency & Media. Ad agency-structure & Function -structure of small, medium & big agencies, Types of agencies, In House, independent, Full-service & Specialized Multinational accounts and global advertising.

Unit 2

Brand Communication Strategies : Brand Management _ Positioning, Brand Personality, brand image, brand equity case studies

Unit 3

Creative Strategies and Copy Writing : Client Brief, Account Planning, Creative Strategy and Brief, Communication Plan. Target audience, Geographic area, Media & Purpose

Unit 4

Media Planning, Budgeting and Buying : Media research. planning and budgeting, Media buying, creative media options and media vehicles Rural Communication — Alternative media options, below-the-line activities and low-budget advertising .Advertising Management

Unit 5

Presentation of Ad Campaign

References

Sandage, Fryburger and Rotzoll (1996) Advertising Theory and Practice AAITBS Publishers

Stansfield, Richard, Advertising Managers Handbook UBSPD Publications Third Edition

Advertising Handbook: A Reference Annual on Press TV , Radio and Outdoor Advertising_ Different Years ATLANTIS Publications

Bruce G Vanenbergli'and Helen Katez_ Advertising Principles. NTC Business Books

Jones, Philip Jones: Advertising Business Sage Publications

Valladerez_ June A: The Craft of Copy -writing_ Response Books

Jones_ John Philip (1997)- What's in a Brand? Building Brand Equity through Advertising. Tata McGraw- Hill Jones,

John Philip (1997) Behind Powerful Brands from Strategy to Campaign- Tata McGraw- Hill

Mohan_ Advertising Management. Concepts and Cases Tata McGraw- Hill

Sharps' Commercial TV Manual of Advertising and Production Techniques

ParagDsiwan Advertising Management

Core Paper 11 – Public Relations and Corporate Communication

Max. Marks :100

Unit 1:Nature and Scope of Public Relations

Definition, nature and scope.Public Relations Corporate Communications.Marketing Communication Integrated marketing communication Differences and Similarities.

Unit 2: Corporate communications

Corporate Communication, tools & Target Publics, structure & function of a PR/Corporate communication department or an agency. Public Sector Vs Private Sector PR, Corporate Communications including Management of Financial services (investor relations etc.) and software firms. PR communication in the emerging converging — Internet as PR Tool, video conferencing etc

Unit 3: PR/CC Campaigns

PR research- Fact finding exercises, surveys and image audits, different models of PR /CC Campaigns. Framework for PR campaign evaluation Organizing and Implementing a PR campaign Practical issues

Unit 4 : PR/CC Practice

Crisis Management.Image Management. .Event Management - planning,.coordinating, implementing and post-event assessment

Unit 5: Skills and Techniques

Corporate Media Relations — Organizing Press Conferences. Open house, press visits PR Skills — Preparing PR material, Presentation skits, Preparing documents, writing skills, preparing press releases for different context

References

Jefkins, Frank (1997) Planned Press anti Public Relations international textbook Company

Hebert and Peter Lloyd. Public Relations

Black, Sam Practical Public Relations. Universal Book Stall

Balan, K.R. Lectures on Applied Public Relations

Newssom, E (2000) This is PR. Realities of Public Relations Thomson Learning

Newssom, E (1998) Public Relations Writing.Form and Writing Style. Thomson Learning

Core Paper 12 – Dissertation

Practical

Max. Marks : 100

The project will focus on providing students with an ability to independently working a research project. It will emphasis literature renew, theory building skills, matching theory to methods and developing appropriate instruments it will provide an orientation to database search techniques and also using Internet effectively for research. Students will work on any area of their choice within the broad field of electronic media and communications subjected to approval of their supervisor The objective of the course is provide students a comprehensive grounding in communication research They are expected to undertake a through study/research of the chosen subject, systematically and rigorously. They are expected to read relevant journals (some available on-line and of line) and books As such, study paper should have a clear objective and a will developed method_ Students should consult the respective supervisor at every stage of the research work. At the end of summer holidays, students are expected to submit a research proposal containing the following: Topic, Complete Literature Review, Research Design- Hypothesis Research Questions, Unit of Analysis, Variables/Issues to be Studied/ Methods, Sampling Design, Data Analysis Techniques, Questionnaire/Instrument to be used for analysis, Students can also carry out the field work. Students are expected to consult their supervisors at every stage of the research project The project will have to be submitted at the end of Third semester

Elective Paper - 5 : Documentary Production (Interdisciplinary)

Practical

Max. Mark : 100

Objectives

To identify content from real life, books and print materials.

To improve the data collection and research skills for documentary.

To strengthen the script writing ability of the student.

To draft a formal documentary proposal.

To make a socially responsible documentary.

Activity

Topic identification

Research and data collection

Drafting a documentary proposal with factual information

Developing a shooting script.

Filming the documentary

Elective Paper – 6 : Deprivation Coverage or Event Management

Practical

Max. Mark : 100

Deprivation Coverage

Objectives

To explore and identify areas of deprivation.

To improve the communication, questioning, listening, writing and news gathering skills.

To incorporate human interest angle in the news stories.

To write a factual news story on the deprivation.

Activity

Identify the area of Deprivation

Field visit and interaction with the community

Interviews with the stakeholders

Compiling the news story on Deprivation

Event Management

Objective

To help the students to develop skills to design, plan, create, implement, manage, and market event.

The Students will examine the scope of the events industry.

The students will learn how to manage events in a sustainable manner, evaluate event outcomes.

Unit I

Introduction to event Management,

Size & type of event, Event Team, Code of ethics

Unit II

Principles of event Management, Skills to organise an event.

Unit III

Concept & designing.

Analysis of concept, Logistics of concept.

Unit IV

Feasibility, Keys to success

Unit V

SWOT Analysis

Elective Paper – 7 : Developmental Communication or Health Communication

Practical

Max. Marks : 100

Development Communication

Course Objectives:

- This course will have an understanding of the various aspects of our society, its place in the world, its major development issues and how communication can help.
- This course will trace the theory and the research in the development communication and will highlight the present and future trends in the area.

- Understand the role of communication and its affect in promoting and maintaining health and wellness for all individuals

Course Outcome:

- Create a content in social media- based on child education, population planning, sanitation, environment protection and socio-economic development. Use any platforms or tools you want.
- Reviewing the important projects and campaign of government and private effort in different fields
- Create photo stories which assess the factors that affect education, population, poverty etc

Course content:

- **Unit-1:** Introduction to development communication which deals with the study of people and policies
- **Unit-2:** To study the prospects and challenges of development communication in India
- **Unit-3:** Knowing how to effectively plan development communication campaign
- **Unit-4:** To produce social media content which provide awareness among the public and individuals
- **Unit-5:** Developing written or photo journal for the ICT education, rural development, poverty reduction and economic growth

Health Communication

Course Objectives:

- This will prepare the students to enter a local health department, community organization or government agency, and contribute to health communication research.
- Develop effective health messages for individuals and publics by understanding how the media, literacy and policy affect the perceptions of health.
- Understand the role of communication and its affect in promoting and maintaining health and wellness for all individuals

Course Outcome:

- Create a content in social media- based on agriculture, health, education, population planning, sanitation, environment protection and socio-economic development. Use any platforms or tools you want.
- Creating journal with the collected information on the specific topic
- Create photo stories which assess the factors that affect health literacy

Course content:

- **Unit-1:** Introduction to health communication which deals with the study of people wellness and government policies
- **Unit-2:** Introduction to health communication- provide students the competencies in health communication, health psychology and health informatics
- **Unit-3:** Knowing how to effectively frame communication, select media, and construct health campaigns
- **Unit-4:** Compare different media strategies for popularization, advocacy, and intervention in relation to public health
- **Unit-5:** Developing written or photo journal for the health sector which influence people

Semester IV

Core Paper 13 – Media Laws and Ethics

Marks Max :100

Unit 1

Introduction to Constitution Legal Systems in India :Nature and Scope of Indian constitution fundamentals rights: Scope and limitations Specific Provisions of Indian Constitution relating to mass media, Citizenship functions of Executive, Judiciary, Legislature, Directive Principles.

Unit 2

Media Laws in India :Press as Forth Estate Freedom of Press freedom of Expression Rights, Privileges and liabilities of the press, Censorship, Right to information. Laws and Constitutional, Provisions pertaining to Human Rights in India .Libel and Slander, Defamation. Case laws relating to press and media in India

Unit 3

Intellectual Property's Rights :Important acts relating to mass media: Indian Penal Code, PRB Act, Official Secret's Act Copyright Act, Trademark Acts, MRTP, Parliamentary privileges, Contempt of Court, Working Journalist Act.

Unit 4

Privacy and Data Protection :The need for cyber-laws, nature and scope of cyber laws, Approaches to cyber laws cyber crimes, obscenity, digital signature, IPR, Piracy, Privacy. Domain Name Registration Issues, Role and Responsibilities of ICANN, etc. Convergence Bill

Unit 5

Case Studies and Ethical Issues :Themes and issues in Media Ethics, Code of conduct Case Studies in media ethics. Role and Responsibilities of Professional Bodies (Press Council etc.)

References

Basu, Law of the Press in India. Prentice-Hall India

Basu. Introduction to Indian Constitution Prentice-Hall India

Zelezny, E (1997): Communication Law: Liberties restraints and the modern media Thomson Learning

Basu Shorter Constitution of India. Prentice-Hall India

Gillmor, E (1998) Mass communication laws Cases and Comments. Thomson Learning

Gillmor (1996) Fundamentals of Mass Communication laws Thomson Learning

Na. Vijayshankar. Cyber-laws in India, guide

Hameling, Cess (2001) Ethics of Cyber -Space Sage Publications

Day, E (2000). Ethics in Media Communications, cases and Controversies Thomson Learning

Leslie (2000). Mass Communication Ethics Thomson Learning

Belsey, A and Chadwick, R (1902). Ethical issues in Journalism and the media

Core Paper 14 – Film Studies and Appreciation

Practicals

Max Marks : 100

Unit 1: Film Theories – Auteur Theory, Structuralist Film Theory, Marxist Theory on Films, Feminist Film Theory, Post-modernism in Films, Psychological film Theory, Post-Colonial theory. Film Aesthetics, Misc-en-Scene and Film Genres

Unit 2: Major Film Movements -German Expressionism, French New Wave, Italian Neo Realism, Indian New wave and Soviet Montage. New world Cinema, Iranian films, South East Asian Films. Avant-Garde movement, Art Films, Cult Films and Diasporic Cinema

Unit 3: History of Early Cinema with Special Reference to India.Hollywood Studio system, Silent movies, Pioneers in Cinema- D.W.Griffith, George Melies, Edwin Porter, Charlie Chaplin, Sergei Eisenstein. Early Indian Cinema and Dada SahebPhalke, Satyajit Ray's Contribution to Indian Cinema, Regional Indian Cinema and Parallel Cinema movement.

Unit4: History of Political Cinema and the Dynamics of cinema-society interface in Tamilnadu, Dravidian Movement and Cinema, Hero Worship, Film Exhibition and viewership, trends in Tamil cinema.

Unit 5: Film Appreciation

Critical analysis and appreciation of films.

References

Thoraval, Yvs(2000) The Cinema of India(1896-2000)

Hope, Anthony East(Eds) Contemporary Film theory Longman Critical Readers

Roberge, Gaston. theSubject.of Cinema

Roberge, Gaston (1977) Films for an -ecology of Mind

Nicholas, Bill (Eds)(1990) Movies acid Methods', An Anthology, Volume I and II

Wilson, David (Eds) Cahiersdu Cinema (1973-78). History, Ideology and Cultural Struggle.Routledge Vol. 4

Agnihotril: Film Stars in Indian politics

M.SS. Pandian: Image Trap. Sage Publications

Halliwel,, The Filmgoers Companion 6th -Edition

Arora. Encyclopedia of Indian Cinema

Singh, Gokul,andWimalDissanayake, Indian Popular Cinema Orient Longman

Mitra, Anand- India through the Western Lens Creating National images in Film Sage Publications

Kazmi: Politics of India's Conventional Cinema ,Sage Publications

Baskar, Theodor. Eye of-the Serpent

Wolverton: Reality on Reels: How to make documentaries

Core Paper 15 -Digital Story Telling

Practical

Max Marks 100

Course Objective

- This course is designed to provide students a new skill set in digital storytelling ideas, production, and analysis.
- In this course students will develop skills to produce creative online stories that will reverberate with the widest audience possible.
- Creating impactful stories will require a new understanding and thought process of how digital stories differ from those in print, radio and television
- Digital Storytelling will include aspects of advertising, journalism and public relations to better understand online trends and viral content.
- It will further help students learn how to tailor their messages to reach audiences in new ways that will stick in the minds of the targeted audience.

- **Unit I:** Introduction to Digital Storytelling- Digital Storytelling takes the traditional craft and attributes of telling stories and merges them with new techniques.

- **Unit II:** Digital Storytelling will include aspects of advertising, journalism and public relations to understand online trends and viral content.

- **Unit III:** To Analyze the changing roles of storytellers for news, businesses and non profit organizations.

- **Unit IV:** To incorporate a mixture of images, text, sound, audio narration, video and/or music to tell a story.
- **Unit V:** To create unique content and post in the desired online medium- Increase ability to come up with big, original ideas and creatively tell them to reach the broadest audience.

Internship Specialisation

Practical

Max. Marks : 100

The students are to undergo an internship for 12 weeks in a field of Mass Communication as their specialization.

QUESTION PAPER PATTERN

Part A

Answer any 5 of the following (5 questions out of 8)

- 5 x 5 = 25 Marks

Part B

Answer all the questions (Either –Or)

- 5 x 15 = 75 Marks