

FATIMA COLLEGE (AUTONOMOUS)



**Re-Accredited with “A” Grade by NAAC (3rd Cycle)
74th Rank in India Ranking 2020 (NIRF) by MHRD
Maryland, Madurai- 625 018, Tamil Nadu, India**

NAME OF THE DEPARTMENT: JOURNALISM AND MASS COMMUNICATION

NAME OF THE PROGRAMME: B.A

PROGRAMME CODE : USJM

ACADEMIC YEAR : 2020-21

PART – III -MAJOR, ALLIED & ELECTIVES – 95 CREDITS**CORE COURSES : 60CREDITS**

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	19JM1CC1	Introduction to Journalism and Mass Communication	6	4	40	60	100
2.		19JM1CP1	News Editing Techniques	6	4	40	60	100
3.	II	19JM2CC2	Media Laws and Ethics	6	4	40	60	100
4.		19JM2CP2	Photo Journalism	6	4	40	60	100
5.	III	19JM3CC3	Radio and Television Production Techniques	6	4	40	60	100
6.		19JM3CP3	Broadcast Journalism	6	4	40	60	100
7.	IV	19JM4CC4	Communication Theories	6	4	40	60	100
8.		19JM4CP4	Television Production	6	4	40	60	100
9.	V	19JM5CC5	Development Communication	5	4	40	60	100
10.		19JM5CC6	Film Studies	5	4	40	60	100
11.		19JM5CC7	Media Literacy	5	4	40	60	100
12.		19JM5CP5	Documentary Production	5	4	40	60	100
13.	VI	19JM6CC8	Media Management	5	4	40	60	100
14.		19JM6CC9	Basic Media Research	5	4	40	60	100
15.		19JM6CP6	Short Film production	5	4	40	60	100

ALLIED-20 CREDITS

S. NO	SEM.	COURSECODE	COURSE TITLE	HR S	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	19JM1AC1	News Reporting and Writing	5	5	40	60	100
2.	II	19JM2AC2	National and International Affairs	5	5	40	60	100
3.	III	19JM3AC3	Media Culture and Society	5	5	40	60	100
4.	IV	19JM4AC4	Basics of Advertising	5	5	40	60	100

ELECTIVES-15 CREDITS

S.No	S E M	COURSECODE	COURSE TITLE	HR S	CRE DIT	CIA Mks	ESE Mks	TOT. Mks
1.	V	19JM5ME1	Business Communication	5	5	40	60	100
2.		19JM5ME2	Specialized Reporting			40	60	100
3.	VI	19JM6ME3	Integrated Marketing Communication	5	5	40	60	100
4.		19JM6ME4	Public Relations			40	60	100
5.		19JM6ME5	New Media	5	5	40	60	100
6.		19JM6ME6	Gendered Representation in Media			40	60	100

PART – IV – 20 CREDITS

- **VALUE EDUCATION**
- **ENVIRONMENTAL AWARENESS**
- **NON-MAJOR ELECTIVE**
- **SKILL BASED COURSES**

S. No	SEM.	COURSE CODE	COURSE TITLE	HR S	CRE DIT	CIA Mks	ESE Mks	TOT. Mks
1.	I	19G1VE	Value Education (Including Meditation in Action Movement)	1	1	40	60	100
2.		19JM1NME	Event Management	2	2	40	60	100
3.	II	19G2VE	Value Education	1	1	40	60	100
4.		19JM2NME	Event Management	2	2	40	60	100
5.	III	19G3EE	Environmental Education	1	1	40	60	100
6.		19JM3SB1	Basics of Audio and Video Editing	2	2	40	60	100
7.	IV	19G4EE	Environmental Education	1	1	40	60	100
8.		19JM4SB2	Advertisement Production	2	2	40	60	100
9.	V	19JM5SB3	Web Designing	2	2	40	60	100
10.		19JM5SB4	Broadcast Media Operation	2	2	40	60	100
11.	VI	19JM6SB5	Writing for Media	2	2	40	60	100
12.		19JM6SB6	Women and Media	2	2	40	60	100

PART – V – 1CREDIT**OFF-CLASS PROGRAMME****ALL PART-V****Shift I**

- Physical Education
- NSS
- NCC
- Women Empowerment Cell
- AICUF

Shift II

- Physical Education
- Rotaract
- Women Empowerment Cell
- AICUF
- Youth Red Cross / NSS

Kindly retain your respective Part V

OFF-CLASS PROGRAMME**ADD-ON COURSES**

Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ESE Mks	Total Marks
COMPUTER APPLICATIONS (offered by the department of PGDCA for Shift I)	40	2	I&II	40	60	100
ONLINE SELF LEARNING COURSE- Foundation Course for Arts	40	3	I	50	-	50
ONLINE SELF LEARNING COURSE- Foundation Course for Science	40	3	II	50	-	50

Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ESE Mks	Total Marks
ETHICAL STUDIES- Value Education	15	2	III-VI	50 each Sem este r	-	100
HUMAN RIGHTS	15	2	V	-	-	100
OUTREACH PROGRAMME- Reach Out to Society through Action ROSA	100	3	V & VI	-	-	100
PROJECT	30	4	VI	40	60	100
READING CULTURE	10/Se mester	1	II-VI	-	-	-
MOOC COURSES (Department Specific Courses/any other courses) * Students can opt other than the listed course from UGC-SWAYAM UGC / CEC	-	Minimu m 2 Credits	-	-	-	-
TOTAL		22 +				

EXTRA CREDIT COURSE

Course Code	Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ESE Mks	Total Marks
19UGSLJM1	SELF-LEARNING COURSE for ADVANCED LEARNERS (offered for III UG) Computer Skills for Media	NA	2	V & VI	40	60	100

OFF CLASS PROGRAMMES

19UGVAJMC1 - Crash Course – Scripting and Video Film Making

I B.A
SEMESTER – I

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CRE DITS
USJM	19JM1CC1	Introduction to Journalism and Mass Communication	Lecture	6	4

COURSE DESCRIPTION:

This course covers the historical evolution of media. Contemporary developments are also included

COURSE OBJECTIVES:

The course enables the students to understand the mass communication process, the development of the individual and mass media industries.

UNITS:**UNIT –I COMMUNICATION BASICS****[20HRS]**

Definition: Nature and scope of communication, Need of Communication

Types of Communication: Verbal, Non-Verbal, Inter Personal, Intra personal, Group and Mass Communication

Characteristics and tools of Mass Communication and its Process.

UNIT –II HISTORY OF MASS MEDIA IN INDIA**[20HRS]**

History of Mass Media in India: Print. Radio, TV, Cinema and News Media.

Evolution of Mass Communication as development communication In India.

Traditional Media: Definition, nature and characteristics. Types of Traditional media.

Indian Press from Mission to Profession.

Pioneers of Journalism in India

UNIT –III JOURNALISM AS PROFESSION [15HRS]

Journalist Definition, Qualities, duties, rights and responsibilities of Journalist

News and reporting style

News value, process of news

UNIT –IV TYPES OF JOURNALISM [20HRS]

Introduction to various branches in Journalism: Investigative, sports, Business, Political, Cinema, Yellow Journalism etc.

Journalistic Terminologies

News Agencies

News Organization and the process of news

UNIT –V MEDIA AND SOCIETY [15HRS]

Internet, use of internet, New media: Definition, nature and Characteristics

Self -Study: Role of New media Communication as a Mass Communication tool. Impact of New Media in the Society.

TEXT BOOK

Material taken from the following book:

1. Grover, Indu. Sethi, Nishi, Grover, Deepak. *Handbook of Communication and Media*. Somani Agrotech Publishing Academy, New Delhi, 2007.

REFERENCES:

1. Mehta, D.S. *Mass Communication and Journalism in India*. Sage publications, 2013.
2. Narula, Uma. *Theories of Mass Communication*. HarAnand Publications, 2007.
3. Roy, Barun. *Beginners' Guide to Journalism and Mass Communication*. V & S Publishers, 2011.
4. Naqvi, Hena. *Journalism and Mass Communication*. Upkar's Publication, 2000.
5. Kumar, J. Keval. *Mass Communication in India*. Jaico Publishing House, 2013.

DIGITAL OPEN EDUCATIONAL RESOURCES

https://en.wikipedia.org/wiki/Mass_communication

<https://en.wikipedia.org/wiki/Communication>

https://en.wikipedia.org/wiki/History_of_communication

<https://www.seamedu.com/blog/mass-communication-a-brief-history-and-current-trends/>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the definition, need and importance of journalism and mass communication	K1, K2	PSO4, PSO5
CO2	Trace the origin and development of various media.	K1, K2	PSO4, PSO5
CO3	Learn the Qualities, duties, rights and responsibilities of a Journalist.	K1, K2	PSO1, PSO2, PSO5
CO4	Gain adequate knowledge about various branches in Journalism.	K1, K2, K3	PSO1, PSO4, PSO5
CO5	Apply knowledge of the relationship between Media and Society in analysing Media contents	K4	PSO4, PSO5

I B.A
SEMESTER – I

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM1CP1	News Editing Techniques	PRACTICAL	6	4

COURSE DESCRIPTION:

The course enables students to grasp the practice, duties and ethics involved in news editing.

COURSE OBJECTIVES:

- To enable students to proofread media content
- To design newspaper and magazine using editing techniques and software

UNIT I: FUNDAMENTAL OF NEWS [20HRS]

Fundamental roles of Editor, Sub-Editor and copy editors

Self-Study: Information checking – Sources, References, Plagiarism

UNIT II: NEWS WRITING [20HRS]

Writing Hard News, Soft News and Feature

Proof Reading Techniques

UNIT III: PHOTO EDITING [15HRS]

Style books and Policies

Photo editing: Importance of pictures, selection of news pictures, Style sheet, Caption Writing

UNIT IV: DESIGNING [15HRS]

Page design and lay-out

Typography

UNIT V: DESIGNING SOFTWARE [20HRS]

Working on In Design, coral draw

TEXT BOOKS:

Materials taken from the following book:

1. Berner R. Thomas. *Fundamentals of Journalism: Reporting, Writing and Editing*. Marquette Books of Spokane, Phoenix, 2009.

REFERENCES:

1. Critchfield Richard. *The Indian Reporter's*. Allied Pacific, 1962.
2. Harrower Tim. *Inside Reporting, A Practical Guide to The Craft of Journalism*. Mc Graw-Hill, 2007.
3. Mencher Melvin. *News Reporting and Writing*. Mc Graw-Hill, 2008.
4. Rich Carole. *Writing and Reporting News: A Coaching Method*. Cengage Learning, 2009.

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://en.wikipedia.org/wiki/Journalism>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Define and identify the role of editor	K1	PSO1
CO 2	Understand the significance of using accurate language for the media	K1, K2	PSO1
CO 3	Analyse the importance of pictures, style sheets and captions	K3	PSO1, PSO3
CO 4	Apply the skills acquired to work on layouts	K3, K4	PSO1, PSO3, PSO5
CO 5	Design a Newspaper and Magazine using software	K4	PSO1, PSO3, PSO5

III B.A
SEMESTER -II

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM2CC2	Media Laws and Ethics	Lecture	6	4

COURSE DESCRIPTION:

The course examines the various media laws, policy and regulatory frameworks in India.

COURSE OBJECTIVES:

The course will educate the students on the avoidance of unethical practices while understanding the freedom of speech and expression.

UNITS:**UNIT - I: FUNDAMENTAL LAWS****[15 HRS]**

Salient features of Indian Constitution(Pg. 5 - 13)
Fundamental Rights
Directive Principles of state Policy
Emergency Provisions
Freedom of Media (Pg. 15 - 24)

UNIT - II: LIBEL & SLANDER**[15 HRS]**

Defamation (Pg. 25 - 33)
Provisions of IPC and CPC (Pgs. 34 - 47)
Official Secrets Act, (Pg. 49 - 54)
Contempt of Court (55 - 63)
Patents Act; Copyright Act (Pg. 94 - 106)
Advertising Acts (Pg. 118 - 125)

UNIT - III: NEW MEDIA ACT**[20 HRS]**

Right to Information: Right to Information Act 2005 and its implication
Cyber Crimes (Pg 126 - 128)

IT Act 2000 (Pg 129 - 133)

Working Journalist Act(Pg 72 - 75)

UNIT – IV: BROADCASTING

[20 HRS]

Broadcasting in regulating media. (Pg 150 - 162)

Functions of Press Commission and Press Council.

Cinematograph Act (Pg 163 - 176)

Functions of Film Division, NFDC and CBFC.

Self-Study: Functions of Prasar Bharathi, Vividh Bharathi and Doordarshan

UNIT – V: MEDIA ETHICS

[20 HRS]

Media Ethics(Pg. 177 - 189)

Broadcasting Ethics (Pg. 203 - 205)

Principles of Self-Regulation (Pg. 206 -210)

TEXT BOOK:

(Materials taken from the following books:)

1. Nonlamellar, M. *Media Law and Ethics*. PHI Learning Pvt. Ltd, 2010.

REFERENCES:

1. Aggarwal S.K, *Media and Ethics*, Shipra Publications, 2003.
2. Crone, Tom. *Law and the Media, An Everyday Guide for Professionals*. Focal Press, 2013.
3. Zamir, Niazi. *The Press in Chains*. Oxford University Press, 2010.

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<https://www.nwcbooks.com/download/media-law-and-ethics/>

https://en.wikibooks.org/wiki/Introduction_to_Mass_Media/Media_Law_and_Ethics

http://www.jru.edu.in/wp-content/uploads/moocs/e-books/journalism-and-mass-communication/Media_Ethics_Laws.pdf

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Appreciate the freedom of speech and expression	K1	PSO2, PSO4, PSO5
CO2	Comprehend media constitutional laws and ways to solve simple media law cases.	K1, K2,	PSO2, PSO4, PSO5
CO3	Acquire Knowledge of Media Regulatory bodies of India	K1	PSO1, PSO2, PSO4, PSO5
CO4	Understand the major challenges of ethical journalism	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Apply knowledge of self-regulation and other ethical practices in profession	K4	PSO2, PSO4, PSO5

I B.A
SEMESTER – II

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USJM	19JM2CP2	Photo Journalism	PRACTICAL	6	4

COURSE DESCRIPTION:

The course enables students to apply photography skills to the practice of shooting individually and in group on specific assignments.

COURSE OBJECTIVES:

- To enable the students to learn the basics of camera techniques
- To provide training in the application of the necessary software.

UNIT-I: HISTORY OF PHOTOGRAPHY**[20HRS]**

Pioneers in Photography
Early experiments in photography
Revolution of digital

UNIT-II: CAMERA BASIC**[20HRS]**

Basics of Camera
Basics of Camera Types of Lens and Filters,
Usage of lens and filters. Types of shots and angles,
Mounting equipment

UNIT-III: TYPES OF PHOTOGRAPHY**[20HRS]**

Photo-journalism: photo-essay, narrative visuals, ethics, Journalistic relevance
Street Photography
War photography
Wild life photography
Feature, photography
Sports Photography
Business photography

[15HRS]**UNIT-IV: ONLINE PHOTOGRAPHY**

Media for photography, WordPress, Making a photo essay (practical)

Self-Study: Instagram, Pinterest, Flickr, Tumblr

UNIT-V: PHOTO EDITING SOFTWARES**[15HRS]**

Editing: Photoshop, Light room

REFERENCES:

1. Kobre, Kenneth. *Photojournalism: The Professional's Approach*. Focal Press, 2008.
2. Good, Jennifer. *Understanding Photojournalism*. Bloomsbury Academic, 2017.

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://www.pixpa.com/blog/photojournalism>

<https://studio.pixpa.com/signup?refcode=blogref15>

<https://www.thesprucecrafts.com/an-introduction-to-photojournalism-2688644>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the Elements of Photography and its functions	K1, K2	PSO1
CO 2	Learn Aesthetics of Photography, composition and Visual Story Telling.	K1, K2, K3	PSO1, PSO3
CO 3	Acquire Knowledge in Basic Lighting, Exposure and Focusing	K1, K2, K3	PSO1, PSO3, PSO5
CO 4	Hands on Experience to Setup Lights for Indoor or an Outdoor Photography	K2, K3, K4	PSO1, PSO3, PSO5
CO 5	Learn Different types of photography - Nature, wildlife, sports and social media photography Instagram, Pinterest, Flickr, Tumblr, WordPress and Final album Making	K1, K2, K3	PSO1, PSO3, PSO5

II B.A
SEMESTER – III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM3CC3	Radio and Television Production Techniques	Lecture	6	4

COURSE DESCRIPTION:

The course enables students to learn the production process and techniques involved in Radio and Television Production.

COURSE OBJECTIVE:

The objective of Radio and Television production is to equip students with theoretical and applied knowledge as well as skills required for managing radio and television programming, and producing and broadcasting various programs

UNIT I: RADIO PROGRAMME FORMAT AND CREW [20HRS]

Understanding Radio Programme Productions (Radio Production.Pgs.1-16)

Various Program formats (Radio Production.Pgs.115-284)

Production Crew (Radio Production.Pgs.276-284)

UNIT II: RADIO PROGRAMME PRODUCTION TECHNIQUES [15HRS]

Radio Studio (Radio Production.Pgs.19-35)

Mixing Console (Radio Production.Pgs.16)

Types of Microphones (Radio Production.Pgs.27-28)

UNIT III: TELEVISION PROGRAMME FORMAT AND CREW [20HRS]

Understanding Various Phases of TV Production (Video Production.Pgs.68-95)

Various Program formats

Production Crew (Video Production.Pgs.57-64)

UNIT IV: TV PROGRAMME PRODUCTION TECHNIQUES [15HRS]

Camera Techniques (Video Production.Pgs.99-126)

Single and Muti-Camera productions

Lighting Techniques (Video Production.Pgs.142-160)

Types of Lens (Video Production.Pgs.50-56)

Techniques of production in various environments

UNIT V: ETHICAL ISSUES [20HRS]

Code of ethics for Radio

Code of ethics for Television

Ethical violations in Radio programs

Ethical violations in Television programs

Writing for Electronic Media

TEXT BOOKS:

McLeish, Robert.*Radio Production*.Elsevier,2003

Gupta,R. *Mass Communication and Journalism*.Ramesh Publishing House,2017
 Belavadi,Vasuki. *Video Production*.Oxford University Press,2008
 Bhattnagar, Aditi. *Media of Communication Radio TV & Video*. ABD publishers, 2018
 Kumar Singh, Samir. *Electronic Media and Communication*.ABD publishers, 2017

REFERENCES:

Joseph, Dominick. *The Dynamics of Mass Communication*.Mc Graw Hill, 2007
 Herbert Zettl, *Television Production*. Handbook.Wadsworth, 2010

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<https://www.mercy.edu/degrees-programs/bs-media-studies-radio-and-television-production>

http://www.universityofcalicut.info/SDE/Radio%20&%20Television_25april2015.pdf

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COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Comprehend the format and crew of Radio and television Programmes	K1, K2	PSO1, PSO5
CO 2	Gain knowledge and understanding of different media systems operating at the national and international level.	K1, K2	PSO2, PSO5
CO 3	Demonstrate knowledge and understanding of the workings of media institutions and actors, media governance and regulatory structures.	K3, K4	PSO1, PSO5
CO 4	Display the skills required for media production	K3, K4	PSO1, PSO5
CO 5	Identify the ethical violations in Radio and Television Programme	K1/K2	PSO2, PSO5

II B.A
SEMESTER – III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM3CP3	Broadcast Journalism	PRACTICAL	6	4

COURSE DESCRIPTION:

The practical course gives experience to students in the application of audio-visual technologies.

COURSE OBJECTIVES:

The course teaches the 'on' and 'off' air in radio programmes.

UNIT I: BROADCASTING [15HRS]

Techniques of Indoor and outdoor Broadcasting

Production of Radio News Bulletins

Television News Bulletins

UNIT II: NEWS PRODUCTION [15HRS]

Production of News Story for TV

News Story for Radio

UNIT III: INTERVIEW [20 HRS]

Production of TV Interview

Radio Interview

UNIT IV: CAMERA TECHNIQUES [20 HRS]

Piece to Camera-Anchoring a Show, Opening PTC, Bridge PTC, Closing PTC

UNIT V: EDITING SOFTWARE [20 HRS]

Self-Study: Presentation-Voice over
Adobe Premiere and Cubase

REFERENCES:

Boyd, Andrew and Peter Stewart. *Broadcast Journalism: Techniques of Radio and Television News*. Focal Press, 2008.

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<https://broadcastjem.wordpress.com/>

https://study.com/what_is_broadcasting_journalism.html

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Conceptualize, write scripts and storyboard for various Genres	K1, K2, K3, K4	PSO1, PSO5
CO 2	Gain Hands on Experience in handling Camera and Techniques	K3	PSO1, PSO5
CO 3	Know the importance of the audio and the recording process	K2, K3	PSO1, PSO5
CO 4	Produce Radio News Bulletins and Television News Bulletins	K2, K3	PSO1, PSO3, PSO5
CO 5	Produce News Story for TV and Radio	K4	PSO1, PSO3, PSO5
CO6	Apply various cinematography techniques & software required for Anchoring a Show	K4	PSO1, PSO3, PSO5

II B.A
SEMESTER -IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM4CC4	COMMUNICATION THEORIES	LECTURE	6	4

COURSE DESCRIPTION

The overarching goal of this course is to analyze communication in a systematic way.

COURSE OBJECTIVES

This course is designed with the following objectives:

- To introduce the students to theories of communication
- To make the students aware about various models of communication and theories and its effect.

UNITS

UNIT -I COMMUNICATION

(15HRS.)

Mass Communication Theory (Baran, Pg 23 - 34)

Types of Communication – Inter personal, Intra personal, Mass, Organizational Verbal, Non-verbal.

Classification of Communication Models (Scholes, Pg 11 - 20)

Normative theories of Mass Communication (Baran, Pg 86 -93)

UNIT -II THEORIES OF SOCIETY

(15 HRS.)

Society, Media and Audience Reciprocal Relationships (Scholes, Pg 38 - 40)

Marshall McLuhan (Baran, Pg 285 -290)

Agenda Setting (Baran, Pg 299 - 307)

The Spiral of Silence

UNIT -III MODELS FOR AUDIENCE

(15HRS.)

Audience Based Models (Scholes, Pg 21 – 32)

Aristotle's Model, Lass well Model, Shannon and Weaver Model.

Wendell Johnsons Model, Wilbur Schramm's Model.

Berlo's Model, Gerber's Model.

UNIT –IV VIDEO EDITING

(15HRS.)

Development Communication (DEVCOM) Models (Pg 45 – 58)

Intercultural Communication Models (Pg 80 – 85)

Communication Management Models (Pg 86 – 96)

UNIT –V RECORDING AND EDITING

(15HRS.)

Cognitive Dissonance

Dependency Theory (Baran, Pgs 307 - 313)

Cultivation Analysis.

Play Theory

Dance's Helical Model

Johari Window

TEXT BOOKS:

(Materials taken from the following books:)

1. Scholes, Eileen. *Handbook of Communication*. Infinity books, 2012.
2. Baran, Stanley J. and Davis, Dennis K. eds. *Mass Communication Theory Foundations, Ferment, and Future*. Thomson Learning, Inc, 2000.

REFERENCES

1. Denis, Mc Quail. *Mass Communication Theory*. Sage Publications, 2010.
2. D.S, Mehta. *Mass Communication and Journalism in India*. Sage publications, 2001.
3. Uma, Narula. *Theories of Mass Communication*. HarAnand Publications, 2007.
4. Kumar J. Keval, (1994) *Mass Communication in India*. Jaico Publishing House, 2007.

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<https://www.managementstudyguide.com/communication-theory.htm>

<https://www.peoi.org/Courses/Coursesen/mass/mass2.html>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the classification of Communication	K1	PSO1
CO 2	Learn Model of communication	K1& K2	PSO1
CO 3	Analyze Normative Theories	K1 & K3	PSO1, PSO5
CO 4	Evaluate the different communication Theory.	K1, K2, K3	PSO5
CO 5	Understand the role of communication theory.	K2& K3	PSO5

II B.A
SEMESTER -IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM4CP4	TELEVISION PRODUCTION	PRACTICAL	6	4

COURSE DESCRIPTION:

This is a skill-based course designed to enable the learners to acquire basic skills required to become a journalist. This Course is an introduction to the basic principles, procedures & techniques of Television Production

COURSE OBJECTIVES:

This course is designed with the following objectives:

- The course aims to introduce the students to the basic working skills and knowledge of the television production and equipment and software.
- It introduces the students to the basic writing and recording skills for various television formats.

UNITS:

UNIT -I PRE-PRODUCTION

(15 HRS.)

Scripts
Storyboards
Budgets
Casting

UNIT -II PRODUCTION

(15 HRS.)

Floor plan, sets, make-up, costume, jewellery, lights, audio, graphic rehearsals.
Shooting schedules.

UNIT -III POST-PRODUCTION

(15 HRS.)

Post-Production editing
Indoor and outdoor shootings

UNIT -IV LOCATION

(15 HRS.)

Indoor and outdoor shootings

Planning and management of live shows

UNIT –V SHOOTING

(15 HRS.)

Entertainment programs with various concepts

Multi-camera production

Adobe Premiere Pro

REFERENCES:

Belavadi, Vasuki. *Video Production*. Oxford University Press, 2008

Bhattacharjee, Aditi. *Media of Communication Radio TV & Video*. ABD publishers, 2018

Kumar Singh, Samir. *Electronic Media and Communication*. ABD publishers, 2017

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://www.mercy.edu/degrees-programs/bs-media-studies-radio-and-television-production>

http://www.universityofcalicut.info/SDE/Radio%20&%20Television_25april2015.pdf

f

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the various Pre-production activities	K1	PSO1, PSO5
CO 2	Plan and execute the production process	K2 & K4	PSO1, PSO5
CO 3	Remove green matte background and create an animated title.	K3 & K4	PSO1, PSO3, PSO5
CO 4	Operate the studio console and equipment	K3 & K4	PSO1, PSO5
CO5	Demonstrate competency in shooting and editing video in the field and studio	K3 & K4	PSO1, PSO3, PSO5

SEMESTER – V*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM5CC6	Development Communication	Lecture	5	4

COURSE DESCRIPTION:

- To enable the students to understand factors governing national development

COURSE OBJECTIVES:

- To enable the students to critically evaluate developmental approaches and programmes in the context of Economic and development theories
- To enable students to become agents of change

UNITS:**UNIT I- DEVELOPMENT & MODELS****[15 HRS]**

Foundations of Development: [Pg: 25 – 42]

Historical perspective of Development

Key concept of Development

Alternative Development Concept

Development Goals – The Millennium Development Goals

Models of development - concept of Model [Pg: 46 - 56]

Unilinear Model – Diffusion Model – Mechanistic Model – Organic Model

Gandhian Model of Development

UNIT II – RURAL DEVELOPMENT**[15 HRS]**

Role of Communication in development (Pg. 97 - 126)

Practice of Development Communication in India

Communication for Rural Development in India (Pg. 129 -147)

UNIT III - SUSTAINABLE DEVELOPMENT**[15 HRS]**

The historical context of Sustainable Development (Pg. 76 - 94)

Sustainable Development in India

Challenges to Sustainable Development

UNIT IV - NGO & FOLK MEDIA**[15 HRS]**

Role of NGOs in Development (Pg. 171 - 177)

Role of Communication in NGOs

Role of Media in Development Coverage (Print, Electronic Media) (Pg. 190 - 202)

Major Folk forms in Role of Folk Media in Development in India (Pg. 246 - 267)

Self-Study: Application of Social Media for Development (Pg. 209 - 218)**UNIT V – DEVELOPMENT OF SOCIETY****[15 HRS]**

Environment Communication (Pg. 220 - 241)

Agriculture Development Communication (Pg. 270 - 285)

Health Communication (Pg. 287 - 304) Human Rights Communication (Pg. 306 - 317)

TEXT BOOK:**(Materials taken from the following book:)**

1. Guru, B.P. Mahesh Chandra. *Applied Development Communication*. Dominant Publishers, 2016.

REFERENCES:

1. Ahuja, B.N., & Chhabra, S.S. (1998). *Development Communications*. Delhi: Surjeet Publications.
2. Puri, Manish. *Constitutional and Political Development in India*. Mohif Publications, 2016.

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://www.definitions.net/definition/development+communication>

<https://www.businesstopia.net/mass-communication/development-communication-theory>

https://www.researchgate.net/publication/276928937_Introduction_to_Development_Communication

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Recognize and explain the concept and importance of development	K1	PSO4, PSO5
CO2	Distinguish between communication and development communication.	K1, K2	PSO2, PSO4, PSO5
CO3	Describe use of different media in development communication.	K1	PSO2, PSO5
CO4	Evaluate developmental approaches and programmes in the context of Economic and development theories	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Understand key issues in sustainable development as a basis for engaging in effective development communication	K4	PSO2, PSO4, PSO5

III B.A.
SEMESTER -V
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM5CC6	FILM STUDIES	LECTURE	5	4

COURSE DESCRIPTION

This course deals with various theoretical, historical, and critical approaches to films.

COURSE OBJECTIVES

- To make the students understand how film reflects societal concerns
- To facilitate exploration of the history of cinema and also critically analyze movies that are being screened.

UNITS:

UNIT -I HISTORY OF CINEMA (15HRS.)

History of Cinema.

Tamil Cinema German expressionism, Soviet montage, Italian neo-realism, French new wave.

Third world cinema.

UNIT -II PRODUCTION PROCESS (15HRS.)

Single – Camera Production process

Pre – production, Production, Post – production

Production Personnel: Roles and Responsibilities Film Language, Lighting

UNIT -III EVOLUTION OF INDIAN CINEMA (15HRS.)

The beginning, Talkies, Studio system, Regional language cinema

The Censorship of films in India cinema.

UNIT –IV FILM GENRES

(15HRS.)

Three Film Genres Act Structure

Comedy, Documentary, Horror, Musicals, War Films

Drama, Science Fiction, Animation, Black Cinema ,Epic Film Noir, Gangster, Action.

UNIT –V FILM PIONEERS

(15HRS.)

International and India film makers and their contribution.

Case study of their works - Satyajit Ray, MrinalSen,AdoorGopalakrishnan,

D.W.Griffith,Eisenstein, Vittorio DeSice,Akira Kurosawa, Alfred

Hitchcock.**Self-Study:**Criticism and review of cinema

TEXT BOOKS:

Materials taken from the following book:

1.Belavadi, Vasuki. *Video Production*. New Delhi: Oxford University Press, 2013.

REFERENCES

1. Kumar, KevalJ.*Mass Communication in India*. Mumbai: Jaico Publishing House,2013.
2. Hayward, Susan.*The Key Concepts of Cinema Studies*.London: Routledge, 2000.
3. Emmons, Mark. *Film and television: A Guide to the Reference Literature*.2007
4. Clark. *Complete A-Z Media & Film Studies Handbook*. Vivienne,2009
5. Satish Sharma.*History of Mediaand Mass Communication*. ABD publication, 2018.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. <https://www.mediacollege.com/lighting/three-point/>
2. <https://thefilmproduction.wordpress.com/>
3. <https://www.futurelearn.com/courses/film-production/0/steps/12304>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Acquire knowledge on history of Cinema, cinema movements	K1	PSO1& PSO2
CO2	Understand the key production roles and responsibility	K1& K2	PSO2
CO3	Acquire knowledge in film language	K1 & K2	PSO1, PSO5
CO4	Analyse structures of power, economics, and ideology and Film Genres	K2 & K4	PSO4, PSO5
CO5	Critique narration in relation to real life	K3&K4	PSO1, PSO4, PSO5

III B.A
SEMESTER – V

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM5CC7	Media Literacy	Lecture	5	4

COURSE DESCRIPTION

This course aims to make the students understand the dynamics behind media messages.

COURSE OBJECTIVES

To understand media literacy and use media skills to critically analyse the media context. The students could understand the dynamics behind media messages

UNITS

UNIT –I Introduction to Media Literacy

(15 HRS.)

Media Literacy concepts

Text and subtext

The language of persuasion

Deconstructing Media message

UNIT –II Mass Media Content and reality

(15 HRS.)

What is reality?

Organizing principle: Next step reality

The importance of Media Literacy

UNIT –III Interactive Media

(15 HRS.)

Development of interactive Mass Media

Social Networking Mass Media

Interactive Media games

UNIT –IV Media Violence

(15 HRS.)

Broadening our perspectives on Media effects. [Pg.: 247-259(Potter)]

Media Violence. Pg. 313-326 (Potter)

UNIT –V Practical Media Skills

(15 HRS.)

Analysis of News, Advertisement, Films.

Self-study: Case Studies

TEXT BOOKS:

Materials chosen from this book:

1. Baran, Stanley J. *Introduction to Mass Communication*. New Delhi: Tata MC Graw Hill, 2010

2. James Potter, W. *Media Literacy*. Los Angeles: Sage, 2011.

REFERENCES:

1. Baran, Stanley J. *Introduction to Mass Communication*. New Delhi: Tata MC Graw Hill, 2010
2. James Potter, W. *Media Literacy*. Los Angeles: Sage, 2011.
3. Frechette, J.D. *Developing Media Literacy in Cyberspace: Pedagogy and Critical Learning for the Twenty first Century Classroom*. New York: Praeger, 2011.
4. Buckingham, D. *Media Education: Literacy, Learning and Contemporary Culture*. Cambridge, UK, 2003.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. www.medialiteracyproject.org

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the importance and impact of media and Media Literacy concepts	K1, K2	PSO4, PSO5
CO2	Safely and responsibly access a variety of media texts from different media platforms.	K1, K2,	PSO2, PSO4, PSO5
CO3	Understand the Interactive Media and the language of persuasion	K1, K2	PSO1, PSO2, PSO5
CO4	Critique media content	K3	PSO2, PSO4, PSO5
CO5	Act as responsible digital citizens	K4	PSO2, PSO4, PSO5

III B.A
SEMESTER -V

For those who joined in 2019 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USJM	19JM5CP5	DOCUMENTARY FILM PRODUCTION	PRACTICAL	5	4

COURSE DESCRIPTION:

The central goal of this course is to provide students with perspectives, background, and ways of thinking about documentary films that will facilitate critical inquiry and enlightened viewing, both in this class and in their film-going future.

COURSE OBJECTIVES:

This course is designed with the following objectives:

- To provide the learners hands on experience in documentary film production
- To enable them to analyze the variety of creative approaches in the documentary genre

UNITS:**UNIT -I PRE-PRODUCTION PROCESS (15 HRS.)**

Researching the topic
writing the Proposal
writing the treatment
setting the budget.

UNIT -II BUDGETING AND SCRIPTING (15 HRS.)

Budgeting and Scripting
Finalising the budget and the script.

UNIT -III PRODUCTION PROCESS (15 HRS.)

Structuring the programme
Storyboard and script designing.
Script layout.

UNIT –IV POST PRODUCTION PROCESS**(15 HRS.)**

Editing

Adding Animation etc.

UNIT –V RE RECORDING**(15 HRS.)**

Dubbing and translation

Dubbing and translation

Adding titles

Distribution process.

Adobe Premiere pro

REFERENCES:

1. Bernard, Sheila Curran. *Documentary Storytelling: Creative Nonfiction on Screen*. Focal Press: 2011.
2. Hampe, Barry. *Making Documentary Films and Videos: A Practical Guide to Planning, Filming and Editing Documentaries*. Holt Paperbacks: 2007.

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://www.futurelearn.com/courses/film-production/0/steps/12304>

<https://www.videomaker.com/article/c06/18423-six-primary-styles-of-documentary-production>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Grasp Pre –production process	K1	PSO1, PSO5
CO 2	Prepare a Budget and Script	K2 & K4	PSO1, PSO5
CO 3	Plan the Production Process	K3	PSO1, PSO5
CO 4	Understand Post production process	K1 & K2	PSO1, PSO5
CO 5	Execute Dubbing and translation.	K2, K3, K4	PSO1, PSO3

III B.A
SEMESTER – V

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM6CC8	Media Management	Lecture	5	4

COURSE DESCRIPTION:

This course aims to enable the students to develop an integrated marketing plan using a wide variety of media that will take a comprehensive approach to a marketing challenge

COURSE OBJECTIVES:

To introduce students to principles of Media business management

To familiarize students to Indian media organization and their management practices.

UNITS:

UNIT I - Management in Media Organizations [15 HRS]

Structure – principles, nature and process of management – levels of management – skills, functions and management roles – types of media organizations

UNIT II -Media Ownership [15 HRS]

Types of Media ownership in India. Circulation and Promotion. Public Relations for Media Organization.

UNIT III - Problems and Prospects [15 HRS]

Problems and Prospects of Newspaper Industry in India,
Self-Study: Small newspaper and their problems; News Agencies.
Status of Radio and Television in India.

UNIT IV – Media Organizations [15 HRS]

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

UNIT V - Sponsorship**[15 HRS]**

Principles of Television and Radio Management,
Different features of control of ownership with special reference to Prasarbharati
Commercials and sponsorship in electronic media Cable TV Regulation Act

TEXT BOOKS:

1. Mathur, B.S. *Principles of Management*. National Publishing House, 1998

REFERENCES:

1. Lucy, Küng. *Strategic Management in the Media: Theory to Practice*. Jönköping International Business School, 2008.
2. Kumar. *Media Management*. Anomol Prakashan, 2006

DIGITAL OPEN EDUCATIONAL RESOURCES

https://www.researchgate.net/publication/312557618_Media_Management

<https://simplicable.com/new/media-management>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Define the Management in Media organization	K1	PSO5
CO2	Understanding Media Ownership	K1, K2	PSO2, PSO4, PSO5
CO3	Analyse the Status of Radio and Television in India	K3	PSO1, PSO4, PSO5
CO4	Evaluate the different Organizations roles	K3, K4	PSO2, PSO4, PSO5
CO5	Understand Commercials and sponsorship in electronic media	K2	PSO2, PSO5

III B.A
SEMESTER -VI

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM6CC9	BASIC MEDIA RESEARCH	Lecture	5	4

COURSE DESCRIPTION

This course presents methods that are central to research in media and communication. Methods include research, interviews, surveys and introductory statistics.

COURSE OBJECTIVES

- Learners will gain knowledge of the tools of research.
- Learners will be adept in writing a report after analysis and interpretation.

UNITS:

UNIT -I COMMUNICATION RESEARCH (15HRS.)

Definitions, Meaning and Concept

Role and Functions

Scope and Importance of Communication research

UNIT -II RESEARCH PROCESS (15HRS.)

Steps Involved

Sampling Design

Types of Sampling- Probability And Non-Probability

Meaning of Hypothesis.

UNIT -III RESEARCH DESIGN (15HRS.)

Need for Research Design

Content analysis

Definition and Uses Of Content Analysis

Choosing the Methodology.

UNIT –IV DATA COLLECTION**(15HRS.)**

Questionnaire, Interview Guide, Schedule, Observation Methods, Rating Scales.

Tools of Data Collection - sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, focus groups telephone, surveys, online polls.

UNIT – V DATA ANALYSIS**(15 HRS.)**

Writing Research Reports

Chapterization

Use of Graphics & Content coding.

TEXT BOOKS:

Materials taken from the following book:

1. Kothari, C.R. *Research Methodology*. New Age International Publishers, 2014.

REFERENCES

1. Handiya, G. & Chingangbam, P. *Mass Communication: Research and Analysis* Pearl Books, 2013.
2. Kothari, C.R. *Research Methodology*. New Age International Publishers, 2014.
3. Adele Emm. *Researching for the Media, Television, Radio and Journalism*. Routledge, 2014.
4. Frey. *Handbook of Applied Communication Research*. Routledge, 2019.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. <https://www.encyclopedia.com/social-sciences/encyclopedias-almanacs-transcripts-and-maps/mass-media-research/>
2. https://www.academia.edu/4068243/NOTES_ON_COMMUNICATION_RESEARCH_1

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COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify the research topics pertaining to Media.	K1	PSO1 & PSO5
CO 2	Outline the basic frame work of research process	K1& K2	PSO1 & PSO5
CO 3	Apply the concepts of research and its methods in the thesis	K3	PSO1 & PSO5
CO 4	Employ the required formats for citation	K1, K2, K3	PSO1 & PSO5
CO 5	Critically analyse research methods and develop the skills for writing a thesis	K3& K4	PSO1, PSO4 & PSO5

III B.A
SEMESTER -VI

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USJM	19JM6CP6	SHORT FILM PRODUCTION	PRACTICAL	5	5

COURSE DESCRIPTION:

This course involves practical study of the creative and technical aspects of film production. Students will make a dramatic film in small groups. This will develop their skills at scripting, photography, mise-en-scene, performance, editing, sound recording and mixing.

COURSE OBJECTIVES:

- Learners will be proficient in production and post production skills to enter the entertainment industry broadcasting
- Learners will be able to research, gather, synthesize information.

UNITS:

UNIT -I PRE -PRODUCTION PROCESS (15 HRS.)

Researching the topic
writing the Proposal
writing the treatment
setting the budget.

UNIT -II BUDGETING AND SCRIPTING (15 HRS.)

Budgeting and Scripting
Finalising the budget and the script.

UNIT -III PRODUCTION PROCESS (15 HRS.)

Structuring the programme
Storyboard and script designing.
Script layout.

UNIT –IV POST PRODUCTION PROCESS (15 HRS.)

Editing

Adding Animation etc.

UNIT –V RE RECORDING (15 HRS.)

Dubbing and translation

Dubbing and translation

Adding titles

Distribution process.

Adobe Premiere pro

REFERENCES:

1. Ascher, Steven. *The Film-Maker's Handbook: A Comprehensive Guide for the Digital Age*. Plume, 2012.
2. Rea, Peter W. *Producing and Directing the Short Film and Video*. Focal Press, 2015.

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://www.futurelearn.com/courses/film-production/0/steps/12304>

<https://in.search.yahoo.com/search?fr=mcafee&type=E211IN885G0&p=short+film+production>

<https://www.studiobinder.com/blog/making-short-film-pre-production/>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Grasp Pre –production process	K1	PSO1, PSO5
CO 2	Prepare a Budget and Script	K2 & K4	PSO1, PSO5
CO 3	Plan the Production Process	K3	PSO1, PSO5
CO 4	Understand Post production process	K1 & K2	PSO1, PSO5
CO 5	Execute Dubbing and translation.	K2, K3, K4	PSO1, PSO3

I B.A
SEMESTER –I
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM1AC1	NEWS REPORTING AND WRITING	LECTURE	5	5

COURSE DESCRIPTION

The course enables students learn the basic techniques of gathering, analysing and writing news for the media.

COURSE OBJECTIVES

- To enable the students to develop reporting, interviewing and writing techniques and skills for the radio, television and online media.

UNITS:

UNIT –I JOURNALIST

(15HRS.)

Duties and Responsibilities of a Reporter

Types of Reports

Rights of a Journalist

Leads – 5 W and an H – Inverted Pyramid and news writing style

UNIT –II NEWS SOURCES

(15HRS.)

Primary research – background – Different types of journalism (political, economic, current issues)

Interview techniques – protecting sources

Writing for print / writing for the web

Copyright – Plagiarism – Ethics

UNIT –III TYPES OF NEWS

(15HRS.)

Features – different types of features

Editorial – opinion - comments

Hard and Soft news – Difference between newspaper and magazine – Writing short and writing long – Styles

UNIT –IV NEWS EDITING

(15HRS.)

Difference between editing news article and marketing communication.

Self-Study: Adjusting photos and text – Caption writing – Photo-reportage or communicating by the image

UNIT –V NEWS AGENCIES

(15HRS.)

Media organization and hierarchy

News, sources, news agencies, Citizen Journalism and media

Organization of a newspaper, Vocabulary of press room

Story structure, Rewriting according to the editorial line

TEXT BOOKS:

Materials taken from the following book:

1. Berner R. Thomas. *Fundamentals of Journalism: Reporting, Writing and Editing*. Marquette Books of Spokane, Phoenix, 2009.

REFERENCES

1. Critchfield Richard. *The Indian Reporter's*. Allied Pacific, 1962.
2. Harrower Tim. *Inside Reporting, A Practical Guide to The Craft of Journalism*. Mc Graw-Hill, 2007.
3. Mencher, Melvin. *News Reporting and Writing*. Mc Graw-Hill, 2008.
4. Rich Carole. *Writing and Reporting News: A Coaching Method*. Cengage Learning, 2009.

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3. <https://www.seamedu.com/blog/mass-communication-a-brief-history-and-current-trends/>
4. https://en.wikipedia.org/wiki/News_style/
5. <https://en.wikipedia.org/wiki/Journalism/>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Evaluate newsworthiness of information.	K1	PSO1& PSO2
CO 2	Demonstrate an understanding of story idea creation	K1& K2	PSO5
CO 3	Comprehend the basic structure and format of a news story (lead, body, and conclusion).	K1 & K3	PSO3
CO 4	Produce Content for Print, Broadcast and blogs and websites	K1, K2, K3	PSO3
CO 5	Demonstrate an understanding of online journalism and alternative story forms	K4	PSO1
CO 6	Demonstrate an understanding of journalism ethics.	K4	PSO5

I B.A
SEMESTER – II

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM2AC2	National and International Affairs	Lecture	5	5

COURSE DESCRIPTION

The course enables students to analyse National and International events/issues from a critical perspective

COURSE OBJECTIVES

To present to the students a general introduction to the discipline of International Relations and to major themes in world politics.

UNITS

UNIT I: CITIZEN LED MOVEMENTS IN INDIA [15 HRS]

Indian Independence movements (India and the Contemporary World.Pgs.50-53)

The Idea of Satyagraha (India and the Contemporary World.Pgs.54-65)

The Salt March Movement (India and the Contemporary World.Pgs.54-65)

Civil Disobedience Movement (India and the Contemporary World.Pgs.54-65)

B. R. Ambedkar's Political views (Dalit Movement in India.Pgs.72-90)

Dalit Movement (Dalit Movement in India.Pgs.111-156)

Cinema and Dalit Politics

UNIT -II DRAVIDIAN POLITICS [15 HRS]

Dravidian Movement (Party Politics in India.Pgs.1-14)

Periyar E. V. Ramasamy's political views.

Genesis of DMK

Cinema and Dravidian Politics

UNIT -III - POLITICAL THEORIES [15 HRS]

Communism (Party Politics in India.Pg.118-154)

Totalitarianism (Norman Lowe. Pg.133-145)

Colonialism (International Relations. 199-203)

Capitalism

Liberalism

Conservatism (Indian Polity. Pg. 69-75)

Radicals (Indian Polity. Pg. 69-75)

Reactionaries (Indian Polity. Pg. 69-75)

Pluralism (International Relations.Pg.32-33)

Propaganda-Types and Techniques

UNIT –IVNEO- COLONIALISM

[15 HRS]

Political Devices (International Relations.Pg.199-203)

Foreign Aid (International Relations.Pg.199-203)

Multinational Corporations (International Relations.Pg.199-203)

Treaties and Agreements (Indian Polity. Pg. 67-68)

Disarmament and Arms Control (International Relations.Pg.303-318)

Transfer of Technology (International Relations.Pg.199-203)

Cultural Device (International Relations.Pg.199-203)

Foreign Policy of present Indian Government (International Relations. 463-464)

Media Conglomeration

UNIT –V CASE STUDY

[15 HRS]

Corruption

Left wing extremism

Right wing extremism

Border Conflict

Language Conflict

Honour Killing

Self-Study: Cartoons that explains Political/Social

Issues; Photographs that explains Political/Social

Issues

Text Books:

(Materials taken from the following books)

1. Laxmikanth, M. *Indian Polity*. McGraw Hill Education (India) Private Limited, 2017
2. Ghosh, Peu. *International Relations*. PHI Learning Private Limited, 2016
3. Sharma, S.P. *Party Politics in India*. McGraw Hill Education (India) Private Limited, 2005
4. Lowe, Norman. *Mastering Modern World History*. Macmillan Education Ltd, 2001.

REFERENCES:

1. Laxmikanth, M. *Indian Polity*. McGraw Hill Education (India) Private Limited, 2017
5. Ghosh, Peu. *International Relations*. PHI Learning Private Limited, 2016
6. Sharma, S.P. *Party Politics in India*. McGraw Hill Education (India) Private Limited, 2005
7. Lowe, Norman. *Mastering Modern World History*. Macmillan Education Ltd, 2001.
8. Kumar, S. *International Relations*. R.P. Publications, 2017.

DIGITAL OPEN EDUCATIONAL RESOURCES

https://www.epw.in/system/files/pdf/1964_16/39/the_dravida_movement.pdf

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the significance of Citizen led movements in India	K1, K2	PSO4, PSO5
CO2	Trace the evolution of Dravidian politics in Tamil Nadu	K1, K2	PSO4, PSO5
CO3	Analyse the various Political theories	K3, K4	PSO4, PSO5
CO4	Evaluate the causes and processes of modern and neo-colonial international issues	K3, K4	PSO4, PSO5
CO5	Critique some controversial laws and demonstrate critical thinking skills through writing and discussion.	K4	PSO4, PSO5

II B.A
SEMESTER – III

For those who joined in 2019 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USJM	19JM 3AC3	Media, Culture and Society	Lecture	5	5

COURSE DESCRIPTION:

This course aims to introduce students to an interdisciplinary framework that will allow exploring and theorizing on the intersections of culture and media.

COURSE OBJECTIVES:

- To make the students learn about the Mass Media approaches and ideologies in various dimension
- To enable them acquire deep knowledge on the functions and influence of Media in Culture and Society

UNITS:**Unit I: MEDIA AND POPULAR CULTURE****[15HRS]**

Culture and sub-culture (Media and Modernity.Pgs.112-146)

Popular texts

Popular discrimination

Politics popular culture

Popular culture Vs people's culture

Celebrity industry-personality as brand name, hero-worship etc.

Acquisition and transformation of popular culture

Unit II: MEDIA AS TEXT**[15HRS]**

Ideology

Semiotics

Signs

Psychoanalysis

Genre

Narrative

Unit III: MEDIA AS CONSCIOUSNESS INDUSTRY

[15HRS]

Social construction of reality by media.

Media myths

Representation

Stereotypes

Unit IV: MEDIA AUDIENCE ANALYSIS

[15HRS]

Audience making. (UGC-NET.Pgs.41-91)

Active Vs Passive audience (UGC-NET.Pgs.41-91)

Women as Audiences (UGC-NET.Pgs.41-91)

Uses and Gratification Uses and Effects etc. (UGC-NET.Pgs.20)

Children as Audience (UGC-NET.Pgs.41-91)

Negative effects of watching violent cartoons on kids. Controversial Magazine Covers.

Unit V: CASE STUDY

[15HRS]

(Critique the media content using theoretical frameworks of Marshall McLuhan)

The medium is the message (Understanding Media.Pgs.3-6)

Self-Study: Clothing: Our extended skin. (Understanding Media.Pgs.129-132) Narcissus as Narcosis (Understanding Media.Pgs.45-52)

TEXTBOOKS:

(Materials taken from the following books:)

1. McLuhan, Marshall. *Understanding Media*.Routledge,2018.
2. Mathur, Pradeep. *Issues in Mass Communication*. Kanishka,2018.
3. Singh, Preeti. *Television viewing behaviour*, Navyug,2018.
4. Hartley, John. *Communication, Cultural and Media Studies*. Routledge, 2004.
5. Holliday, Adrian. *Intercultural Communication*, Routledge,2004.

REFERENCES:

- 1.Potter, James. *Media Literacy*. Sage Publications,2004.
- 2.Grossberg, Lawrence.*Media-Making: Mass Media in a Popular Culture*. Sage Publications,2004.

3. Berger, Authur. *Media Analysis Technique*. Sage Publications, 2005.

DIGITAL OPEN EDUCATIONAL RESOURCES

[http://rjhssonline.com/HTMLPaper.aspx?Journal=Research%20Journal%20of%20Humanities%20and%20SoEVALUATION PATTERN:1%20Sciences;PID=2018-9-1-47](http://rjhssonline.com/HTMLPaper.aspx?Journal=Research%20Journal%20of%20Humanities%20and%20SoEVALUATION%20PATTERN:1%20Sciences;PID=2018-9-1-47)

<https://medium.com/@Phaylen/the-ongoing-problem-with-trans-representation-in-media5aeeb8174963>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the relationship between the state, media and the public.	K1	PSO4, PSO5
CO2	Analyze media performance and content from a gender perspective	K1, K2,	PSO2, PSO4, PSO5
CO3	Identify misogyny, hegemony, culture representations and various other phenomena in films with ease.	K1	PSO1, PSO2, PSO5
CO4	Critique the media content using theoretical frameworks such as Marshall, McLuhan's.	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Evaluate a film and bring out the various hidden meaning.	K4	PSO2, PSO4, PSO5

II B.A
SEMESTER – IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM4AC4	Basics of Advertising	ALLIED SUBJECT	5	5

COURSE DESCRIPTION:

This course enables the students to learn the nature of advertisement and their scope in media

COURSE OBJECTIVES:

Advertising being an important decision-making tool, the course would take the students through principles and various types of Advertising, PR & Corporate Communications

UNIT I: ADVERTISING CONCEPTS

[15 HRS]

Nature and Scope of Advertising,
Definition of Advertising,
Types of Advertising
Function of advertising

UNIT II: ADVERTISING AGENCY

[15 HRS]

Advertising Agency
Structure of Advertising Agency,
Functions of Advertising Agency

UNIT III: ADVERTISING MEDIA

[15 HRS]

Advertising media
Types of medium
New media

UNIT IV: WRITING FOR ADVERTISEMENT:

[15 HRS]

Print Media
Radio Commercials

Television Commercials and Web

UNIT V: PUBLIC RELATION [15 HRS]

PR & Corporate Communications.

Practical skills on creating advertisements for various Mass Media Tools.

Self-Study: Designing advertisement; Layouts scripting advertisements

TEXT BOOKS:

Materials taken from the following book:

1. Anvesh, Sharma. *Fundamentals of Advertising Basic Theory and Concept*. Navyug Books International, Delhi, 2016.

REFERENCE BOOKS:

1. Ruchi, Gupta. *Advertising Principle and Concept*. Sage Publications, 2016.
2. Kalpesh, Dhirubhai Naik. *Marketing Communication and Advertising*. Horizon Press. Jaipur, 2018
3. Arivash, Chiranjeev. *Visual Communication*. Jnanada Prakashan Publication, 2018.
4. Priyanka, Singh. *Communication Management*. Shree Publication, 2018.
5. Gaur, D.K. *Journalism*. Omega publication, 2018.

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Trace the origin and development of advertising and Nature and Scope of Advertising	K1, K2	PSO1
CO2	Analyse the different types of advertising & advertising agencies	K1, K2, K3	PSO1, PSO5
CO3	Learn the Elements of ad copy in advertisement	K1, K2	PSO1, PSO5
CO4	Understand the components of a brand image	K1/K2/K3	PSO1, PSO5
CO5	Acquire knowledge on public relation	K1/K2/K4	PSO1, PSO5

III B.A
SEMESTER – V

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM5ME1	BUSINESS COMMUNICATION	Lecture	5	5

COURSE DESCRIPTION:

This course helps the students to learn the effective use of various types of oral, written and digital communication modes geared to a range of business audiences.

COURSE OBJECTIVES:

- Learners will be equipped with the latest information on language in general and the writing process meant for coverage of business issues.
- Learners will be able to demonstrate techniques for graphically communicating information for written as well as oral communication.

UNITS:**UNIT I - Introduction of Understanding Communication [15hrs]**

Communication Process, Types of Communication, Classification of Communication Channels, The Nature of Business Communication, Types of Business Communication

UNIT II – Listening & Writing [15 HRS]

Importance of Listening, Barriers to Listening, Strategies for Effective Listening, General Principles of Writing, Principles of Business Writing

UNIT III - Speaking [15 HRS]

Importance of Speaking, Tips for effective speaking, Principles of delivering speech, Email Etiquettes, Telephone etiquettes, Attending meetings, soft skills.

UNIT IV - Presentations [15 HRS]

Oral Business Presentations, Internal Business Communication: Writing Memos, Circulars and Notices, House Journals. Jargons and terminologies of business.

Self-Study: Advantages of Oral Communication

UNIT V – Other Business Communications [15 HRS]

Connecting to the Media through News Releases, Press Conferences, Advertising, Public Relation skills, Corporate communication, Crisis Management.

TEXT BOOKS: -**Materials taken from the following book:**

1. Indu, Grover. *Mass Communication in India*. Agrotech Publishing, 2007.

REFERENCES:

1. Meeta, Ghosh. *Business Communication Skill*. Pearson Education, 2007.
2. Rayburn. *Business of Streaming and Digital Media*. Focal press, 2005.
3. Pushpa, Lata. *Communication Skill*. Oxford, 2011.

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<https://www.nextiva.com/blog/what-is-business-communication.html>

https://www.managementstudyguide.com/business_communication.html

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the characteristics of effective business writing	K1, K2	PSO1, PSO4, PSO5
CO2	Learn the importance of listening and writing	K1, K2	PSO2, PSO4, PSO5
CO3	Improve their speaking skills and other communication etiquettes	K2, K3	PSO1, PSO2, PSO5
CO4	Create and deliver effective Business Presentations	K3, K4	PSO1, PSO5
CO5	Understand other types of business communications	K2, K3	PSO4, PSO5

III B.A
SEMESTER – V

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM5ME2	Specialised reporting	Lecture	5	5

COURSE DESCRIPTION:

Specialized reporting is a skill-based paper intended for the students to choose their area of interest and work on the nuances of a specific field. This will help them identify themselves excelled in writing reports on the particular type of news they get.

COURSE OBJECTIVES:

- The students pick up the different beats of journalism and understand the do's and dont's of reporting
- This course enhances the skill of reporting all kinds of news

UNITS:

UNIT I- Different Beats of Journalism

[15 HRS]

News sense and reporting techniques.

Writing news stories.

Techniques of translating news reports, press notes.

Differences in news and information.

Introduction to different beats of journalism.

UNIT II - Career Opportunities

[15 HRS]

Need for Science Journalism, writing feature story on science and technology.

Interviewing scientists, science communicators.

Career opportunities and future in Science journalism.

UNIT III - Reporting of Sports Events

[15 HRS]

Legacy of sports reporters and commentators- English, Hindi.

Sports magazines in India, planning and coverage of major games, tournaments.

Translation of sports stories;

Use of photos: action photos, cut outs, profile photos;

Use of archives and reference section, Sports columns by experts, players, syndicated columns; ghost writing for sports columns.

UNIT IV - Reporting of Political Events

[15 HRS]

Political reporting, Media and political conflict.

Understanding the difference in advertorials, propaganda and news stories.

Self-Study: Career opportunities and future of political journalist.

UNIT V- Crime Reporting

[15 HRS]

Understanding crime, do's and don'ts of a crime reporter, coverage of court cases, media's depiction of crime and criminal justice, media trials.

TEXT BOOKS:

Materials taken from the following book:

1. Parthasarathy, Rangaswamy. *Journalism in India*. Macmillan, 2001.

REFERENCES:

1. Virbala, Aggarwal. *Handbook of Journalism and Mass Communication*. Concept Publishing House, 2009
2. Ganesh, .*Essentials of Mass Media Writing*. Authors Press, 2008.
3. Parthasarathy, Rangaswamy. *Basic Journalism*. Macmillan, 2007

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<https://www.kullabs.com/classes/subjects/units/lessons/notes/note-detail/7201>

<http://akumedia.aku.edu/wp-content/uploads/2015/11/basics-specialized-reporting.pdf>

https://www.researchgate.net/publication/328838446_Selected_Themes_in_Specialised_Reporting

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Identify areas of interest in reporting.	K1	PSO4, PSO5
CO2	Transform themselves into a special correspondent.	K1, K2, K3	PSO2, PSO4, PSO5
CO3	Analyse and sort out problems in reporting.	K3	PSO1, PSO2, PSO5
CO4	Get acquainted with the types of reporting	K1, K2, K3	PSO1, PSO4, PSO5
CO5	Become adept at the techniques of writing a specific report.	K4	PSO1, PSO3, PSO5

III B.A
SEMESTER – VI

For those who joined in 2019 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGOR Y	HRS/WEE K	CREDIT S
USJM	19JM6ME3	Integrated Marketing Communication	Lecture	5	5

COURSE DESCRIPTION:

This course enables the students to understand the principles and practices of marketing communication, involving tools used by marketers to inform consumers.

COURSE OBJECTIVES:

To initiate the students into the world of Integrated marketing communications, public relations and technical writing to pave the way for the students to choose the career of professional corporate communicators

UNITS:**UNIT –I INTRODUCTION TO IMC****[15 HRS]**

An Introduction of Integrated Marketing Communications Role of IMC in the Marketing Process

UNIT –II ADVERTISING**[15 HRS]**

Advertising and Promotion
Perspectives on Consumer Behaviour

UNIT –III IMC PROGRAMME**[15 HRS]**

Developing the Integrated marketing Communications Program

UNIT –IV PREPARATION**[15 HRS]**

Planning and Development
Implementation and Evaluation
Media Planning and Strategy

UNIT –V PUBLIC RELATIONS**[15 HRS]**

Public Relations, Publicity, and Corporate Advertising
Direct Marketing and Marketing on the Internet
Sales Promotion
Evaluating the social Ethical, and Economic Aspects of Advertising and Promotion

Self-Study: Evaluation of Print Media; Evaluation of Broadcast Media,

TEXT BOOK:

Materials taken from the following book:

- George Belch, Michael Belch. *Advertising and Promotion: An Integrated Marketing Communications Perspective*. San Diego University Advertising McGraw-Hill, 2014.

REFERENCES:

1. Morrissey. *Advanced Media Communication and Production*. Mohit Publications. 2015.
2. Manish, Uri. *Constitutional and Political Development in India*. Mohit Publications, 2016.
- 3.

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<https://www.managementstudyguide.com/integrated-marketing-communications.htm>

<https://learn.g2.com/integrated-marketing-communications>

<https://www.thebalancesmb.com/integrated-marketing-communication-imc-2295501>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Comprehend the role and process of Integrated Marketing Communications	K1	PSO1, PSO5
CO2	Understand Perspectives on Consumer Behaviour	K1, K2	PSO1, PSO2, PSO5
CO3	Develop the Integrated marketing Communications Program	K3, K4	PSO1, PSO5
CO4	Gain knowledge on Planning and Strategy of IM	K1, K2	PSO1, PSO5
CO5	Evaluate role of Public relations and various aspects of advertising and promotion	K3	PSO4, PSO5

III B.A
SEMESTER – VI

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM6ME4	PUBLIC RELATIONS	MAJOR ELECTIVE	5	5

COURSE DESCRIPTION:

This course helps students understand the role and scope of Public Relation

COURSE OBJECTIVE:

The course makes the students learn the basic concepts of Public relation and its tools. The course enables the students to enhance their skills for organizing public relation campaigns and press releases.

UNITS:

UNIT I - UNDERSTANDING PUBLIC RELATION [15 HRS]

Concepts, Definitions of PR, Brief History of Public Relations - The Pioneers and their Works (Ivy Lee and Edward Burney), Publicity, Propaganda and Advertising, Defining Publics/Stakeholders.

UNIT II -PUBLIC RELATION PROCESS AND PRACTICE [15 HRS]

The PR Process, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases.) and Media Relations management

UNIT III - THE PUBLIC RELATIONS ENVIRONMENT [15 HRS]

Trends, Growth and Power of Public Opinion, Political PR, Sports PR Entertainment and Celebrity Management, Understanding Media Needs/New Value of Information etc.

UNIT IV -PUBLIC RELATIONS AND WRITING [15 HRS]

Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.

UNIT V -EVOLVING ROLE OF PUBLIC RELATIONS [15 HRS]

Crisis Communication - PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations- Research in PR - Laws and Ethics in PR

Self-study: Introduction to PR Awards - PR Measurements - Campaign Planning in PR

TEXT BOOKS:

Gupta, Ruchi. *Advertising principle and concept*. Sage Publications, 2016.

REFERENCE BOOKS:

1. Ahuja and Chabra *Public Relations*, Surtees Publications, 2006.
2. Kaul, J M. *Public Relations in India*. Naya Prokash, 1976.
3. Kumar J. Keval, *Mass Communication in India*, Jaico Publishing House, 2013
4. Priyanka, Singh. *Communication Management*. Shree publication, 2018.

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Identify the concepts of Public Relation	K1	PSO1, PSO5
CO 2	Explore the role and importance of propaganda and advertising	K1/K2/K3	PSO2, PSO5
CO 3	Understand the tools of media relations	K2	PSO1, PSO5
CO 4	Enhance the writing skills for press release	K1, K3	PSO1, PSO5
CO 5	Learn to conduct public relation campaigns	K2, K4	PSO4, PSO5

III B.A
SEMESTER – VI

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM6ME5	NEW MEDIA	Lecture	5	5

COURSE DESCRIPTION:

This course enables the students to build their foundational knowledge on New Media.

COURSE OBJECTIVES:

The course makes the students learn the basic structures and tools to prepare for media writing.

To enable students to enhance their writing for Blog and make them citizen journalists.

UNITS:**UNIT – I: ORIGIN OF INTERNET****[15 HRS]**

The Internet: An Overview

Communication for social change

Internet as a medium of communication: history and evolution of internet:

India and Internet

Characteristics of New Media

New Media aesthetics

UNIT- II: SOCIAL MEDIA**[15 HRS]**

Categories of Social Media

Cloud Computing – A Ground-Breaking Development

Leading Social Networks

Online Newspaper

Internet Radio

Internet Television

UNIT – III: ONLINE REPORTING**[15 HRS]**

Online reporting: Language and style of Online Journalism

Tools for Newsgathering

News determinants in Cyber space

Online Editing

Website Design

UNIT – IV: BLOG

[15 HRS]

How to Blog What is a Blog?

Terminology

Mechanics

Frequency and Handling Comments

Cyber Crimes and Social Media

Issues Concerning Social Web

UNIT V – GLOBALISATION

[15 HRS]

Social Media and Globalisation

Globalisation through Social Media

Self-Study: Social Media Influence on activism Social Media Versus Traditional Me

TEXT BOOKS:

(Materials taken from the following books:)

1. Kasturi, Suman Kumar. *Social Media Connecting the World 24x7*. Dominant Publishers & Distributors Pvt. Ltd, 2008.
2. Sharma, Ajay Kumar. *Media and Communication in the New World Order*. ABD Publishers, 2017.
3. Gupta.P.K. *Role of Social Media in Society Transformation*. Yking Books, 2018.

REFERENCES:

1. Kumar, Arvind. *Digital Media & Weblog Journalism*, Anmol Publications Pvt. Ltd. 2006.
2. Friend, Cecilia and Jane B. Singer, *Online Journalism Ethics; Traditions and Transitions*. PHI Learning Pvt. Ltd, 2004.
3. Leah A. Lie vrouw and Sonia Livingstone. eds. *Handbook of New Media, Social Shaping and Social Consequences of ICTs*. Sage Publications, 2007.
4. Saxena, Sunil. *Web Journalism 2.0*. Tata McGraw-Hill, 2012.

DIGITAL OPEN EDUCATIONAL RESOURCES

https://www.webopedia.com/TERM/N/new_media.html

<https://online.seu.edu/articles/what-is-new-media/>

<https://online.seu.edu/articles/5-types-of-new-media/>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Recognize the tenets of online journalism and the new media	K1	PSO1, PSO2, PSO5
CO2	Analyse the role and importance of the internet as a component of mass media.	K1, K2	PSO2, PSO4, PSO5
CO3	Critique social issues to develop good citizenry	K4	PSO2, PSO4, PSO5
CO4	Transform into ethical journalists.	K3, K4	PSO2, PSO4, PSO5
CO5	Create a blog of their own.	K4	PSO1, PSO3, PSO5

III B.A
SEMESTER – VI

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM6ME6	Gendered Representation in Media	Lecture	5	5

COURSE DESCRIPTION:

This Course examines representation of gender and sexual identity in the media.

COURSE OBJECTIVES:

This course aims to enable students: to think critically about representations of gender in a range of different media to identify the stereotyped portrayal of gender in the media.

UNITS:

UNIT –I GENDER AND SEX

[15 HRS]

Understanding the concept of Gender

Understanding the concept of Sex

Gender construction in the society

Concept of LGBT

UNIT –II MEDIA DEPICTION OF GENDER

[15 HRS]

Hegemonic femininity in Tamil movies

Gendered representation in advertising

Depiction of women in Mass media

UNIT –III STEREOTYPICAL PORTRAYAL

[15 HRS]

Stereotypical portrayal of transgender in Tamil Cinema

Portrayal of Violence against women in Tamil Cinema

Misogynist Tamil Movies.

UNIT –IV GAZE

[15 HRS]

Male gaze

Female gaze

Gender Imbalance

UNIT –V CASE STUDY

[15 HRS]

Analysis of contemporary media content from a critical perspective.

Self-Study: Bechtel Test Framework; McLuhan Framework

TEXTBOOKS:

Materials are taken from the following book

Rosalind, Gill. Gender and the Media. Polity press,2007

REFERENCES:

1. Singh, Preeti. Woman and Television. Navyug,2018

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://www.firstpost.com/entertainment/vivegams-yazhini-shows-how-tamil-cinema-balances-out-macho-heroes-with-hyper-feminine-heroines-3975783.html>

<https://www.theguardian.com/world/2016/sep/22/tamil-film-industry-kollywood-glorifies-stalking-women-activists>

<https://www.quora.com/What-are-some-of-the-most-misogynistic-Tamil-movies-you-ever-saw>

<https://www.outlookindia.com/magazine/story/all-fair-in-rajinikanth-country/298785>

The media should be submitted as project

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Describe the manner in which race, class, gender, and sexuality intersect.	K1, K2	PSO2, PSO4, PSO5
CO2	Understand and evaluate major theories and texts central to Gender Studies	K1, K2	PSO2, PSO4, PSO5
CO3	Evaluate and interpret information from a variety of sources including print and electronic media, film, video, and other information technologies.	K3	PSO1, PSO2, PSO5
CO4	Recognize the global, scientific, cultural, historical, or political issues that have created distinctions and disruptions among women, men, and sexual minorities.	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Explore theoretical and practical aspects of social justice by analyse gendered representations in media, language, and texts with Bechdel Test	K4	PSO2, PSO4, PSO5

I B.A - NME
SEMESTER – I

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM1NME	Event Management	Lecture	2	2

COURSE DESCRIPTION:

This course allows students to build their fundamental knowledge of modern event management.

COURSE OBJECTIVES:

To enable students to plan and execute various events with relevant skills for each event.

UNITS:

UNIT –I EVENT

[5HRS]

Introduction: Definition of Event Management - role of public relations- basic skills- qualities of event manager

UNIT –II TYPES OF EVENT

[5HRS]

Types of Event: business events – corporate events- cause related events – fundraising events- exhibitions – trade fairs

UNIT –III SKILLS

[5HRS]

Skill set: negotiating skills – creative skills – planning skills- execution skill – persuasive skills, Budgeting.

UNIT –IV EVENT PROMOTION

[10HRS]

Managing the media: drafting the press release - press conference – media coverage – in house publication- promotional materials- advertising campaign

UNIT –V EXECUTION (Self Study)

[5HRS]

Process: Planning – putting together a team – budgeting the event – executing – evaluating.

Self-Study: Mock event planning to be done by groups.

TEXT BOOK:**(Materials taken from the following books:)**

1. Kilkenny, Shannon. *The Complete Guide for Successful Event Planning*. Atlantic Publishing Group Inc, 2011.

REFERENCES:

1. Judy, Allen. *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Events*. San Francisco, 2010
2. Kilkenny, Shannon. *The Complete Guide for successful Event Planning*. Atlantic Publishing Group Inc, 2011.

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://www.thebalancesmb.com/what-is-events-management-1223642>

<https://www.thebalancesmb.com/what-is-events-management-1223642>

<https://www.thebalancesmb.com/corporate-events-common-types-1223785>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Comprehend role of event planners.	K1, K2, K3	PSO1, PSO2, PSO5
CO2	Acquire and apply the skills required to plan an event	K2, K3	PSO1, PSO5
CO3	Enhance their innovativeness in managing the media	K3	PSO5
CO4	Plan an event with the knack of organizational skill	K3	PSO1, PSO5
CO5	Demonstrate a planned event displaying promotional skills	K4	PSO1, PSO5

I B.A - NME
SEMESTER – II

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM2NME	Event Management	Lecture	2	2

COURSE DESCRIPTION:

This course allows students to build their fundamental knowledge of modern event management.

COURSE OBJECTIVES:

To enable students to plan and execute various events with relevant skills for each event.

UNITS:

UNIT –I EVENT

[5HRS]

Introduction: Definition of Event Management - role of public relations- basic skills- qualities of event manager

UNIT –II TYPES OF EVENT

[5HRS]

Types of Event: business events – corporate events- cause related events – fundraising events- exhibitions – trade fairs

UNIT –III SKILLS

[5HRS]

Skill set: negotiating skills – creative skills – planning skills- execution skill – persuasive skills, Budgeting.

UNIT –IV EVENT PROMOTION

[10HRS]

Managing the media: drafting the press release - press conference – media coverage – in house publication- promotional materials- advertising campaign

UNIT –V EXECUTION (Self Study)

[5HRS]

Process: Planning – putting together a team – budgeting the event – executing – evaluating.

Self-Study: Mock event planning to be done by groups.

TEXT BOOK:**(Materials taken from the following books:)**

1. Kilkenny, Shannon. *The Complete Guide for Successful Event Planning*. Atlantic Publishing Group Inc, 2011.

REFERENCES:

1. Judy, Allen. *Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Events*. San Francisco, 2010
2. Kilkenny, Shannon. *The complete Guide for successful Event Planning*. Atlantic Publishing Group Inc, 2011.

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://www.thebalancesmb.com/what-is-events-management-1223642>

<https://www.thebalancesmb.com/what-is-events-management-1223642>

<https://www.thebalancesmb.com/corporate-events-common-types-1223785>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Comprehend role of event planners.	K1, K2, K3	PSO1, PSO2, PSO5
CO2	Acquire and apply the skills required to plan an event	K2, K3	PSO1, PSO5
CO3	Enhance their innovativeness in managing the media	K3	PSO5
CO4	Plan an event with the knack of organizational skill	K3	PSO1, PSO5
CO5	Demonstrate a planned event displaying promotional skills	K4	PSO1, PSO5

II B.A
SEMESTER –III
For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USJM	19JM3SB1	BASICS OF AUDIO AND VIDEO EDITING	SKILL BASED	2	2

COURSE DESCRIPTION

This course enables students to learn the application of audio-visual editing.

COURSE OBJECTIVES

This course is designed with the following objectives:

- To train the students to learn Editing software's.
- To enable them acquire deep knowledge on the functions of Audio and video editing.

UNITS**UNIT –I HISTORY OF SOUND (5HRS.)**

Introduction to evolution of sound in communication technology and its effectiveness in Communication.

Introduction to Motion pictures in effective communication.

UNIT –II VIDEO STANDARDS (5 HRS.)

Introduction to audio editing software's and file formats.

Video Standards PAL, NTSC, SECAM, HDTV.

UNIT –III EDITING (5HRS.)

Cool edit pro and the functions of its tools.

UNIT –IV VIDEO EDITING (5HRS.)

Introduction to Video Editing Softwares.

Basics of Adobe premiere Pro and its functions.

UNIT –V RECORDING AND EDITING

(10HRS.)

Self-Study: Practical: Recording and Editing of Audio and Video Programs.
Adobe Premiere and Cubase

TEXT BOOKS:

Materials taken from the following book:

1. Musberger, Robert. *Single Camera Video Production*. UK: Focal Press, 2005.

REFERENCES

1. Modaff, Norman J. *Electronic Media*. 2011.
2. Roy, Barun. *Beginners' Guide to Journalism and Mass Communication*. V & S Publishers, Hyderabad, 2011.
3. Friedmann, Anthony. *Writing for Visual Media*. Focal Press, 2010.
4. Aravind, Mohan Dwivedi. *Mass Communication and Journalism*. Ramesh Publication, 2010
5. Berner, Thomas. *Fundamentals of Journalism: Reporting, writing and editing*. Marquette Books of Spokane, 2009.

WEB REFERNCES

6. <https://www.premiumbeat.com/blog/professional-video-editing-tips-and-techniques/>
7. [https://developer.mozilla.org/en-US/docs/Web/Guide/Audio and video manipulation/](https://developer.mozilla.org/en-US/docs/Web/Guide/Audio_and_video_manipulation/)

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Comprehend the basic editing tools and techniques of sound and video recordings.	K1	PSO1, PSO2, PSO5
CO 2	Understand file formats and methods of editing.	K1& K2	PSO1
CO 3	Get an overview on nonlinear editing	K1	PSO1, PSO3, PSO5
CO 4	Learn Basics of Adobe premiere Pro and its functions.	K2 & K3	PSO1, PSO3, PSO5
CO 5	Hands on Experience in handling Recording and Editing of Audio and Video Programs	K2 & K3	PSO3, PSO5

II B.A
SEMESTER – IV

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM4SB2	Advertisement Production	SKIL BASED SUBJECT	2	2

COURSE DESCRIPTION:

This course focuses on advertisements placed in websites, television ads, newspapers, Films or magazines

COURSE OBJECTIVES:

To enable them to acquire a practical experience in Advertisement Production

UNIT I: PRINT ADVERTISEMENT**[10HRS]**

Production Techniques of Print Advertisement –Designing Print Advertisement, Layouts

UNIT II: RADIO ADVERTISEMENT**[5HRS]**

Production Techniques of Radio Advertisement

UNIT III: TV ADVERTISEMENT**[5HRS]**

Production Techniques of TV Advertisement

UNIT IV: WEB ADVERTISEMENT**[5HRS]**

Production Techniques of WEB Advertisement

UNIT V: SOFTWARE**[5HRS]**

Self-Study: Production Techniques of PSA Adobe Photoshop, illustrator

TEXT BOOKS:

Ruchi Gupta. *Advertising Principle and Concept* Sage Publications. 2016.

REFERENCE BOOKS:

6. Kalpesh, Dhirubhai Naik. *Marketing Communication and Advertising*. Horizon Press. Jaipur ,2018
7. Arivash, Chiranjeev. *Visual Communication*. JnanadaPrakashan Publication, 2018.
8. Priyanka, Singh. *Communication Management*. Shree publication,2018.
9. Gaur, D.K. *Journalism*. Omega publication,2018.

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://smallbusiness.chron.com/advertising-production-process-45162.html>

<https://bizfluent.com/how-does-5406667-advertising-production-process.html>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Demonstrate understanding of the elements and principles of Graphic design	K1, K2, K3	PSO1
CO 2	Understand colour and colour mixing	K1, K2	PSO3, PSO5
CO 3	Gain practical knowledge in designing logos, visiting card, Advertisement for various media	K3, K4	PSO1, PSO3, PSO5
CO 4	Comprehend basics of Adobe Photoshop and its functions	K2, K3	PSO1, PSO3, PSO5
CO 5	Gain knowledge of Production Techniques of Print Advertisement	K1, K2, K4	PSO1, PSO3, PSO5

III B.A
SEMESTER – V

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM5SB3	WEB DESIGNING	Lecture	2	2

COURSE DESCRIPTION:

This course focuses on the skills needed for students to part of the fourth revolution in Communication.

COURSE OBJECTIVES:

The students will gain competence working with the software/ tools needed for an online journalism.

UNITS:**UNIT I: HTML BASIC****[5 HRS]**

Introduction to internet

Introduction to HTML

Basic structure of an HTML document

Creating an HTML document-Mark up Tags- Heading –Paragraphs- Line Breaks – HTML Tags

UNIT II: ELEMENTS OF HTML**[5 HRS]**

Introduction to elements of HTML

Working with Text list

Tables and Frames

Working with Hyperlinks

Images and Multimedia

Working with forms and controls

UNIT III: INTRODUCTION TO WEB PUBLISHING**[5 HRS]**

Creating the Web site

Saving the site

Working on the Website

Creating Website structure

Creating Titles for Web page

Publishing websites

UNIT IV: WEB JOURNALISM**[5 HRS]**

E-Newspapers

On-line Editions of Newspapers

UNIT V: CYBER JOURNALISM**[10 HRS]**

Impact of Cyber journalism

Self-Study: Practical work-web app creation for news**TEXT BOOK:****Materials taken from the following book:**1. Bull, Andy. *Multimedia Journalism: A Practical Guide*. 2nd Edition, Rutledge 2015**REFERENCES:**

1. Jeffcoate, Judith. *Multimedia In Practice Technology And Applications*, PHI, 1998.
2. Andress, Holzinsler. *Multimedia Basics*. Vol-I. Sage, 2018.
3. Aur, Media. *Cyberspace*. Rutledge, 2001.
4. Bharihoke, Deepak. *Fundamentals of Information Technology*. Authors Press, 2008.
5. Agarwal, Ramesh. *Multimedia Systems*. Macmillan. 2007.

DIGITAL OPEN EDUCATIONAL RESOURCES<https://www.wikihow.com/Design-a-Website>https://www.tutorialspoint.com/internet_technologies/website_designing.htm**COURSE OUTCOMES**

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the Components of internet	K1	PSO1, PSO5
CO2	Grasp elements of HTML	K1, K2,	PSO1, PSO3, PSO5
CO3	Create Website structure	K4	PSO1, PSO3, PSO5
CO4	Gain knowledge of publishing websites	K1, K2, K3	PSO5
CO5	Study the impact of Cyber journalism	K3	PSO2, PSO4, PSO5

III B.A
SEMESTER – V

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM5SB4	Broadcast Media Operation	PRACTICAL	2	2

COURSE DESCRIPTION:

The course prepares the students to take up internship and will be exposed to a particular area of specialization and pick up relevant skills.

COURSE OBJECTIVES:

To prepare the students for a career in media by facilitating their internship in media houses

UNITS:

UNIT I: MEDIA

[5 HRS]

Organizational structure of various media houses

UNIT II: PRODUCTION IN PRINT

[5 HRS]

Print –Reporting in print, production in print, Creative execution and Design in print.

UNIT III: RADIO PRODUCTION

[5 HRS]

Radio -Introduction to Radio Broadcasting, writing for Radio, Creative execution on radio.

UNIT IV: TELEVISION

[10 HRS]

Introduction to television Genre, camera technique-shot movement, Angle, location on television news.

UNIT V: ADVERTISING

[5 HRS]

Self-Study: Creative execution of Advertising Various Media.

TEXT BOOKS:

Materials taken from the following book:

1. Baran, Stanley J. *Introduction to Mass Communication: Media Literacy and Culture*. Tata McGraw Hill, 2010.
2. Grover, Indu. Sethi, Nishi, Grover, Deepak. *Handbook of Communication and Media*. Somani Agrotech Publishing Academy, New Delhi, 2007.

REFERENCE

1. Bhattnagar, Aditi. *Media of Communication Radio TV & Video*. ABD publishers, 2018.
2. Narula, Uma. *Theories of Mass Communication*. HarAnand Publications, 2007.
3. Belavadi, Vasuki. *Video Production*. Oxford University Press, 2008
4. Anvesh, Sharma. *Fundamentals of Advertising basic theory and concept*. Navyug Books International, Delhi, 2016.

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Learn media management	K1, K2	PSO1
CO 2	Understand the structure of media organization	K1, K2	PSO5
CO 3	Gain knowledge in designing logos, visiting card, Advertisement for various media	K1, K2 & K3	PSO1, PSO3, PSO5
CO 4	Get hands on experience of situations and functioning of the media industry	K3 & K4	PSO1, PSO5
CO 5	Gather relevant skills for a career in the media	K2, K4	PSO1, PSO3, PSO5

III B.A
SEMESTER – VI

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM6SB5	Writing for Media	Lecture	2	2

COURSE DESCRIPTION:

This course enables the students to acquire writing skills for Media.

COURSE OBJECTIVES:

To make the students learn the basic structures and tools to prepare for media writing. To enable them to enhance their writing skills for Media.

UNITS:**UNIT –I LANGUAGE****[5 HRS]**

Basics of Writing and Editing (Pg. 55 – 74)

Language and Journalism

UNIT –II NEWS STORIES**[5 HRS]**

Weaving Interviews into News Stories (Pg. 147 - 154)

Speech Stories (Pg. 154 - 158)

Interview Stories (Pg. 158 - 163)

UNIT –III OTHER TYPES OF STORIES**[10 HRS]**

Feature Writing (Pgs 235 - 253)

Types of Feature Stories

Writing Fliers and Brochures (Pgs 324 - 327)

Writing Newsletters (Pgs 327- 329)

Self-Study: Obituaries (Pgs 177 - 187)**UNIT –IV OPINION PIECES****[5 HRS]**

Writing News Releases (Pgs 341 - 351)

Writing Opinion Pieces (Pgs 361 - 363)

UNIT –V ROLE OF TRANSLATION**[5 HRS]**

Role of Translation in Writing for Media

Multilingualism in Journalism

TEXT BOOK:**(Materials taken from the following book:)**

1. Whitaker, Richard et al. *Media Writing*. Routledge, 2009.

REFERENCES:

1. Stoval, James G. *Writing for Mass Media*. Pearson, 2015.

2. Arnold, George *Media Writer's Handbook*. McGraw Hill, 2018.

3. Raman, Usha. *Writing for the Media*. Oxford, 2009.

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/>

<https://ijnet.org/en/story/five-basic-writing-tips-digital-media>

<https://penandthepad.com/info-7971557-basics-writing-print-media.html>

<https://www.testbank.es/product/writing-for-visual-media/>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the essential communication tool for print and broadcast journalists, public relation professionals.	K1, K2	PSO1, PSO5
CO2	Understand the nuances of writing for media	K1, K2	PSO1, PSO5
CO3	Comprehend and create Feature Stories, Obituaries, Rewrites and Roundups.	K1, K2	PSO1, PSO2, PSO5
CO4	Write effective articles for newsletters, prepare fliers and brochures and news releases.	K3, K4	PSO1, PSO4, PSO5
CO5	Analyse the role of translation in writing for the media	K3	PSO5

III B.A
SEMESTER – VI

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM6SB6	Women and Media	Lecture	2	2

COURSE DESCRIPTION:

This course enables the students to understand the portrayal and the role of women in media.

COURSE OBJECTIVES:

To make the students learn about feminism and enable them acquire deep knowledge about representation of women in media

UNITS:**UNIT –I FEMINISM****[5 HRS]**

Feminism, Participation and Activism (Stevens Pg. 143 - 154)
Institutionalised Activism in Civil Society (Stevens Pg. 154 - 167)
Non - Institutionalised Activism

UNIT –II STATUS OF WOMEN**[5 HRS]**

The Social and Economic Status of Women (Stevens Pg. 11 - 19)
Women as Citizens(Stevens Pg. 21 - 39)
Women as Voters (Stevens Pg. 48 - 59)

UNIT –III MEDIA LAW FOR WOMEN**[5 HRS]**

Representation of Women (Stevens Pg. 65 - 85)
Misrepresentation of Indian Women in Advertising and Films (Mallik Pg. 30 - 35)
Cyber Crimes against women(Neelamalar Pg. 128 - 129)
Media Law and Women (Neelamalar Pg. 139 - 142)

UNIT –IV WOMEN’S ACHIEVEMENT**[5 HRS]**

Introduction to India’s first 4 women Journalists
Women film Directors in India and Abroad5

Self-Study: Achievements of women media professionals, Women Radio Jockeys, Women Magazine writers.

UNIT –V WOMEN’S POLICY**[10 HRS]**

Women’s Policy: The Case of Equal Employment Policy (Stevens 193 - 220)
Sexual Harassment in Indian Workplace (Mallik Pgs 1 - 13)
Women Health Schemes in India (Mallik Pgs 144 - 152)
Impact of Globalization in the lives of Dalit women in India (Mallik Pgs 167 - 175)

TEXT BOOKS:**(Materials taken from the following books:)**

1. Stevens, Anne. *Women, Power and Politics*. Palgrave Macmillan. 2015.
2. Mallik, Rajib.eds. *Women Empowerment in Indian Society*. SSDN Publishers & Distributors, 2017
3. Neelamalar.M. *Media Law and Ethics*. PHI Learning Pvt. Ltd, 2010.

REFERENCES:

1. Chakravarty, Jaya. *Media and Women's Development*. Sarup and Sons, 2007.
2. Gill, Rosalind. *Gender and the Media*. Polity, 2007
3. Baxter, Judith. *Women Leaders and Gender Stereotyping in the UK Press*. Springer International, 2008

DIGITAL OPEN EDUCATIONAL RESOURCES

<https://womennmedia.com/>

<https://www.wiley.com/en-us/Women+and+Media%3A+A+Critical+Introduction-p-9781405116060>

COURSE OUTCOMES

On the successful completion of the course, students will be able to:

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Comprehend the classification of Feminism	K1	PSO4, PSO5
CO2	Understand and acquire knowledge on the history of role of women in Media	K1, K2	PSO2, PSO4, PSO5
CO3	Perceive media laws and cybercrime regulations for women	K1, K2	PSO2, PSO4, PSO5
CO4	Analyse the achievement of women in mass media	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Critically evaluate the media content related to women	K4	PSO4, PSO5