



**FATIMA COLLEGE, MADURAI**  
**DEPARTMENT OF JOURNALISM AND MASS**  
**COMMUNICATION - 2020-2021**

<b>S.N O</b>	<b>SEM .</b>	<b>COURSECODE</b>	<b>COURSE TITLE</b>	<b>HRS</b>	<b>CRE DIT</b>	<b>CIA Mks</b>	<b>ESE Mks</b>	<b>TOT. MKs</b>
<b>1.</b>	<b>I</b>	19JM1CC1	Introduction to Journalism and Mass Communication	6	4	40	60	100
<b>2.</b>		19JM1CP1	News Editing Techniques	6	4	40	60	100
<b>3.</b>		19JM1AC1	News Reporting and Writing	5	5	40	60	100
<b>4.</b>		19G1VE	Value Education (Including Meditation in Action Movement)	1	1	40	60	100
<b>5.</b>		19JM1NME	Event Management	2	2	40	60	100
<b>6.</b>	<b>II</b>	19JM2CC2	Media Laws and Ethics	6	4	40	60	100
<b>7.</b>		19JM2CP2	Photo Journalism	6	4	40	60	100
<b>8.</b>		19JM2AC2	National and International Affairs	5	5	40	60	100
<b>9.</b>		19G2VE	Value Education	1	1	40	60	100
<b>10.</b>		19JM2NME	Event Management	2	2	40	60	100
<b>11.</b>	<b>III</b>	19JM3CC3	Radio and Television Production Techniques	6	4	40	60	100
<b>12.</b>		19JM3CP3	Broadcast Journalism	6	4	40	60	100
<b>13.</b>		19JM3AC3	Media Culture and Society	5	5	40	60	100

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<b>14.</b>		19JM3SB1	Basics of Audio and Video Editing	2	2	40	60	100
<b>15.</b>		19G3EE	Environmental Education	1	1	40	60	100
<b>16.</b>	<b>IV</b>	19JM4CC4	Communication Theories	6	4	40	60	100
<b>17.</b>		19JM4CP4	Television Production	6	4	40	60	100
<b>18.</b>		19JM4AC4	Basics of Advertising	5	5	40	60	100
<b>19.</b>		19JM4SB2	Advertisement Production	2	2	40	60	100
<b>20.</b>		19G4EE	Environmental Education	1	1	40	60	100
<b>21.</b>		JM5CC5	Development Communication	5	4	40	60	100
<b>22.</b>	<b>V</b>	JM5CC6	Film Studies	5	4	40	60	100
<b>23.</b>		JM5CC7	Media Literacy	5	4	40	60	100
<b>24.</b>		JM5CP5	Documentary Production	5	4	40	60	100
<b>25.</b>		JM5ME1/ JM5ME2	Business Communication/ Specialized Reporting	5	5	40	60	100
<b>26.</b>								
<b>27.</b>		JM5SB3	Web Designing	2	2	40	60	100
<b>28.</b>		JM5SB4	Broadcast Media Operation	2	2	40	60	100
<b>29.</b>		G5VE	Value Education	1	1	40	60	100
<b>30.</b>	<b>VI</b>	JM6CC8	Media Management	5	4	40	60	100

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<b>31.</b>		JM6CC9	Basic Media Research	5	4	40	60	100
<b>32.</b>		JM6CP6	Short Film production	5	4	40	60	100
<b>33.</b>		JM6ME3/ JM6ME4	Integrated Marketing Communication/ Public Relations	5	5	40	60	100
<b>34.</b>								
<b>35.</b>		JM6ME5/ JM6ME6	New Media/ Gendered Representation in Media	5	5	40	60	100
<b>36.</b>								
<b>37.</b>		JM6SB5	Writing for Media	2	2	40	60	100
<b>38.</b>		JM6SB6	Women and Media	2	2	40	60	100
<b>39.</b>		G6VE	Value Education	1	1	40	60	100

**FATIMA COLLEGE (AUTONOMOUS), MADURAI-18**  
**B.A. JOURNALISM AND MASS COMMUNICATION**  
**SEMESTER VI**  
**SKILL BASED**  
**GENDERED REPRESENTATION IN MEDIA-JM6SB5 (For**  
**those who joined in 2019 onwards)**

**HRS/WEEK: 2**

**CREDITS: 2**

**COURSE DESCRIPTION:**

This Course examines representation of race, class, 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.

**COURSE OUTCOMES:**

At the end of the course students will be able to:

CO1: Describe the manner in which race, class, gender, and sexuality intersect.

CO2: Understand and evaluate major theories and texts central to Gender Studies.

CO3: Analyze the structure of gender representations in media, language, and texts with Bechdel Test

CO4: Evaluate and interpret information from a variety of sources including print and electronic media, film, video, and other information technologies.

CO5: Recognize the global, scientific, cultural, historical, or political issues that have created distinctions and disruptions among women, men, and sexual minorities.

CO6: Explore theoretical and practical aspects of social justice

**UNIT I: GENDER AND SEX**

**[5 HRS]**

Understanding the concept of Gender

Understanding the concept of Sex

Differences between Gender and Sex

Gender construction in the society

Concept of LGBT

**UNIT III: FEMININITY AND MASCULINITY**

**[5 HRS]**

## Curriculum for B.A. Journalism and Mass Communication

Hegemonic femininity in Tamil movies

Tamil cinema balancing out macho heroes with hyper-feminine heroines.

### **UNIT III: STEREOTYPICAL PORTRAYAL**

**[5 HRS]**

Stereotypical portrayal of transgender in Tamil Cinema

Tamil cinema glorifying the stalking of women

The vengeful woman in Patriarchal Cinema.

Misogynistic Tamil Movies.

Films promoting rape culture

Fair-Skinned actresses

### **UNIT IV: GAZE**

**[5 HRS]**

Male gaze

Female gaze

Male/Female gaze in Tamil Cinema

### **UNIT V: CASE STUDY**

**[10 HRS]**

**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:**

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

### **WEB REFERENCES:**

<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>

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<https://in.bookmyshow.com/entertainment/movies/woman-power-patriarchal-mainstream-cinema>

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

<https://www.thenewsminute.com/article/sending-desire-wafting-breeze-you-and-other-songs-female-lust-and-love-38289>

<https://www.thenewsminute.com/article/sending-desire-wafting-breeze-you-and-other-songs-female-lust-and-love-38289>

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

### **EVALUATION PATTERN**

## Curriculum for B.A. Journalism and Mass Communication

SCHOLASTIC				NON - SCHOLASTIC	NON - SCHOLASTIC		
C1	C2	C3	C4	C5	CIA	ESE	TOTAL
5	10	15	5	5	40	60	100

**C1** – Average of Two Session Wise Tests

**C2** – Average of Two Monthly Tests

**C3** - Mid Sem Test

**C4** – Best of Two Weekly Tests

**C5** – Non - Scholastic

### Assignment

- The students have to prepare assignments on two gender violence issues and its coverage in the media.
- The students have to critically evaluate the images of women in magazines/newspapers/advertisements/films
- The pattern of coverage of LGBT Issues in the media should be submitted as project

**III B.A**  
**SEMESTER – VI**

20% Revision

*For those who joined in 2019 onwards*

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	JM6SB5	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**

20% Revision

**[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 CONTENTS & LECTURE SCHEDULE:**

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT 1 -LANGUAGE</b>				
1.1	Basics of Writing and Editing	3	Lecture	PPT& Pictures - Google classroom
1.2	Language and Journalism	2	Lecture	PPT



Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
<b>UNIT 2 - NEWS STORIES</b>				
2.1	Weaving Interviews into News Stories	2	Lecture	PPT
2.2	Speech Stories	1	Demo	Newspaper Clippings and Videos
2.3	Interview Stories	2	Flipped Classroom	Newspaper Clippings and Videos
<b>UNIT 3 - OTHER TYPES OF STORIES</b>				
3.1	Feature Writing	2	Lecture	Newspaper Clippings & Magazines
3.2	Types of Feature Stories	2	Lecture	Newspaper Clippings & Magazines
3.3	Writing Fliers and Brochures	2	Classroom Activity	Charts & Pictures
3.4	Writing Newsletters	2	Classroom Activity	Charts & Pictures
3.5	<b>Self-Study:</b> Obituaries	2	Classroom Activity	Charts & Pictures
<b>UNIT 4 -OPINION PIECES</b>				
4.1	Writing News Releases	2	Lecture	PPT
4.2	Writing Opinion Pieces	3	Lecture	Newspaper Clippings and Videos from the Internet
<b>UNIT 5 - ROLE OF TRANSLATION</b>				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
5.1	Role of Translation in Writing for Media	3	Lecture	PPT
5.2	Multilingualism in Journalism	2	Lecture	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non-Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average 5 Mks.	Better of W1, W2 5 Mks	M1+M2 5+5=10 Mks.	MID-SEM TEST 15 Mks	35 Mks.	5 Mks.	40Mks.	
K1	5	-	-	2 ½	7.5	-	7.5	18.75 %
K2	-	5	4	2 ½	11.5	-	11.5	28.75 %
K3	-	-	3	5	8	-	8	20 %
K4	-	-	3	5	8	-	8	20 %
Non-Scholastic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA

<b>Scholastic</b>	<b>35</b>
<b>Non-Scholastic</b>	<b>5</b>
	<b>40</b>

- ✓ **All the course outcomes are to be assessed in the various CIA components.**
- ✓ **The levels of CIA Assessment based on Revised Bloom's Taxonomy for I UG are:**

**K1-** Remember, **K2-**Understand, **K3-**Apply, **K4-**Analyse

- ✓ **The I UG course teachers are requested to start conducting S1, W1, M1, in due intervals of time.**

#### EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	CIA	ESE	Total
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**C1** – Average of Two Session Wise Tests

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**C3** - Mid Sem Test

**C4** – Best of Two Weekly Tests

**C5** – Non - Scholastic

The students have to prepare slogans and brochures.

#### 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

#### COURSE DESIGNERS:

1. Dr. Mary Magdalene
2. Dr. S. Saira Banu

**Forwarded By**

**Dr. S. Saira Banu**  
**Head**  
**Department of Journalism**  
**& Mass Communication**