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. JOUNALISM AND MASS COMMUNICATION**

PROGRAMME CODE   **: USJM**

ACADEMIC YEAR   **: 2020 - 2021**

DEPARTMENT OF

B.A. JOURNALISM AND MASS COMMUNICATION

1.1.3 Courses Focussed on Employability, Entrepreneurship

and Skill Development for the Academic Year 2020-2021

Se m	Part	Course Code	Course Name	Type of Paper	Hours	Credits	Maximum Marks		
I	I	19TLC1/ 19DLCI/ 19RLCI	Tamil/ Hindi/ French	TH	5	3	40	60	100
	II	19ELCI	English	TH	5	3	40	60	100
	III	19JM1CC1	**Core Subject** Introduction to Journalism and Mass Communication	TH	6	4	40	60	100
		19JM1CP1	News Editing Techniques	PR	6	4	40	60	100
		19JM1AC1	**Allied Subject** News Reporting And Writing Techniques	TH	5	5	40	60	100
		19JM1NME1	**Non Major Elective** Event Management	TH	2	2	40	60	100
		19G1VE1	**Value Education**	TH	1	1	40	60	100
II	I	19TLC2/ 19DLC2/ 19RLC2	Tamil/ Hindi/ French	TH	5	3	40	60	100
	II	19ELC2	English	TH	5	3	40	60	100
	III	19JM2CC2	**Core Subject** Media Laws and Ethics	TH	6	4	40	60	100
		19JM2CP2	Photo Journalism	PR	6	4	40	60	100
		19JM2AC2	**Allied Subject** National and International Affairs	TH	5	5	40	60	100
		19JM2NME2	**Non Major Elective** Event Management	TH	2	2	40	60	100
		19GVE1	**Value Education**	TH	1	1	40	60	100
III	I	19TLC3/ 19DLC3/ 19RLC3	Tamil/ Hindi/ French	TH	5	3	40	60	100
	II	19ELC3	English	TH	5	3	40	60	100

	III	19JM3CC3	**Core Subject** Radio and Television Production Techniques	TH	6	4	40	60	100
		19JM3CP3	Broadcast Journalism	PR	6	4	40	60	100
		19JM3AC3	**Allied Subject** Media Culture and Society	TH	5	5	40	60	100
		19JM3SB1	**Skill Based Subject** Basics of Audio and Video Editing	TH/PR	2	2	40	60	100
		19G3EN3	Environmental Education	TH	1	1	40	60	100
IV	I	19TLC4/ 19DLC4/ 19RLC4	Tamil/ Hindi/ French	TH	5	3	40	60	100
	II	19ELC4	English	TH	5	3	40	60	100
	III	19JM4CC4	**Core Subject** Communication Theories	TH	6	4	40	60	100
		19JM4CP4	Television Production	PR	6	4	40	60	100
		19JM4AC4	**Allied Subject** Basics of Advertising	TH	6	4	40	60	100
		19JM4SB2	**Skill Based Subject** Advertisement Production	TH/PR	2	2	40	60	100
		19G4EN4	Environmental Education	TH	1	1	40	60	100
			Part V Activities			1			
V	III	JM5CC5	**Core Subject** Development Communication	TH	7	6	25	75	100
		JM5CC6	Film Studies	TH	7	6	25	75	100
		JM5CC7	Media Literacy	TH	6	6	25	75	100
		JM5ME1 / JM5ME2	Documentary Production / Short Film Production	PR	6	6	40	60	100
		JM5SB3	**Skill Based Subject** Specialized Reporting	TH/PR	2	2	50	50	100
		JM5SB4	Broadcast Media Operation	TH/PR	2	2	50	50	100
		G5VE5	Value Education	TH	1	1	-	-	-
VI	III	JM6CC8	**Core Subject** National International Affairs	TH	7	6	25	75	100
		JM6CC9	Basic Media Research	TH	7	6	25	75	100
		JM6CC10	New Media	TH	6	6	25	75	100
		JM6ME3/ JM6ME4	**Major Elective** Business Communication / Integrated Marketing Communication	PR	6	6	25	75	100
		JM6SB5	**Skill Based Subject** Gender and Media	TH/PR	2	2	50	50	100
		JM6SB6	Women and Media	TH/PR	2	2	50	50	100

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

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
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 CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - COMMUNICATION BASICS				
1.1	Definition: Nature and scope of communication, Need of Communication	6	Lecture	PPT
1.2	Types of Communication: Verbal, Non-Verbal, Inter Personal, Intra personal, Group and Mass Communication	8	Lecture	PPT, Videos
1.3	Characteristics and tools of Mass Communication and its Process	6	Lecture	PPT
UNIT 2 - HISTORY OF MASS MEDIA IN INDIA				
2.1	History of Mass Media in India: Print. Radio, TV, Cinema and News Media	4	Lecture	PPT
2.2	Evolution of Mass Communication as	4	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	development communication In India			
2.3	Traditional Media: Definition, nature and characteristics. Types of Traditional media	4	Group Discussion	Google Classroom
2.4	Indian Press from Mission to Profession	4	Lecture	PPT
2.5	Pioneers of Journalism in India	4	Lecture	PPT
UNIT 3 – JOURNALISM AS PROFESSION				
3.1	Journalist Definition, Qualities, duties, rights and responsibilities of Journalist	5	Lecture	PPT
3.2	News and reporting style	5	Lecture	PPT
3.3	News value, process of news	5	Lecture	PPT
UNIT 4 – TYPES OF JOURNALISM				
4.1	Introduction to various branches in Journalism: Investigative, sports, Business, Political, Cinema, Yellow Journalism etc.	10	Lecture	PPT
4.2	Journalistic Terminologies	4	Seminar	Chart
4.3	News Agencies	3	Lecture	Black Board
4.4	News Organization and the process of news	3	Lecture	Black Board
UNIT 5 - MEDIA AND SOCIETY				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
5.1	Internet, use of internet, New media: Definition, nature and Characteristics	8	Group Discussion	Google Classroom
5.2	**Self -Study:** Role of New media Communication as a Mass Communication tool. Impact of New Media in the Society.	7	Case Study Analysis	Newspaper Clippings and Videos from the Internet

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.	40 Mks.	
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	
Scholastic	35
Non-Scholastic	5
	40

✓ **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
5	10	15	5	5	40	60	100

C1 – Average of Two Session Wise Tests

Assignments

The students have to prepare two assignments on Nature and scope of communication and Recent Trends in 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
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

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
CO1	1	1	3	3	1						
CO2	1	1	3	2	3						
CO3	3	3	2	1	3						
CO4	3	1	2	3	3						
CO5	1	1	2	3	3						

Note: ♦ Strongly Correlated – **3**   ♦ Moderately Correlated – **2**
♦ Weakly Correlated -**1**

COURSE DESIGNERS:

1. **Ms. A. Jeno Mary**

2. **Dr. S. Saira Banu**

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

Entire Course has focus on Employability & Skill Development

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, CaptionWriting

[**15HRS**]

UNIT IV: DESIGNING

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 CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I: FUNDAMENTAL OF NEWS				
1.1	Fundamental roles of Editor	5	Lecture	PPT
1.2	Fundamental roles of Sub-Editor	8	Lecture	PPT
1.3	Fundamental roles of copy editor	7	Lecture	PPT
UNIT II: NEWS WRITING				

2.1	Writing Hard News, Soft News	10	Class Assignment	Newspaper Clippings
2.2	Writing for Feature	5	Class Assignment	Google Class room
2.3.	Proof Reading Techniques	5	Class Assignment	Google Class room
UNIT III: PHOTO EDITING				
3.1	Style books and Policies	5	Class Assignment	Videos for Style books
3.2	Photo editing	5	Class Assignment	PPT
3.3	Caption Writing	5	Class Assignment	Newspaper Clippings
UNIT IV: DESIGNING				
4.1	Page design	3	Demonstration	PPT
4.2	Newspaper lay-out	5	Demonstration	Newspaper Clippings
4.3	Magazine lay-out	3	Demonstration	Videos forMagazine lay-out

4.4	Advertising lay-out	2	Demonstration	Videos for Advertising lay-out
4.5	Typography	2	Class Assignment	PPT
UNIT V: DESIGNING SOFTWARE				
5.1	Working on In Design	6	Lecture	Google Class room
5.2	In Design tools	2	Demonstration	Google Class room
5.3	Working In Design	2	Class Assignment	Google Class room
5.4	Working on coral draw	7	Demonstration	Google Class room
5.5	Coral draw interface and tools	3	Demonstration &Class Assignment	Google Class room

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
				C5	CIA	ESE	Total
				5	40	60	100

Practical work:

Should Make a Layout of a Newspaper and Magazine

*Record note to be submitted

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 lay-outs	K3, K4	PSO1, PSO3, PSO5
CO 5	Design a Newspaper and Magazine using software	K4	PSO1, PSO3, PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
CO1	3	1	2	2	1						
CO2	3	1	2	2	1						
CO3	3	1	1	3	2						
CO4	3	1	3	2	3						
CO5	3	2	3	2	3						

Note: ♦ Strongly Correlated – **3**   ♦ ModeratelyCorrelated – **2**
     ♦ WeaklyCorrelated -**1**

COURSE DESIGNERS:

1. **Ms. Chris Marlyn**
2. **Ms. A. Jeno Mary**

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

Entire Course has focus on Employability & Skill Development

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-reportageor 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.

DIGITAL OPEN EDUCATIONAL RESOURCES

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

2. https://en.wikipedia.org/wiki/News_style/

3. https://en.wikipedia.org/wiki/Journalism/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT-1 - JOURNALIST				
1.1	Duties and Responsibilities of a Reporter	4	Lecture	PPT
1.2	Types of Reports	3	Lecture	PPT
1.3	Rights of a Journalist	3	Lecture	PPT
1.4	Leads – 5 W and an H – InvertedPyramid and news writing style	5	Classroom Activity	Newspaper Clippings
UNIT- 2 - NEWS SOURCES				
2.1	Primary research – background – Different types of journalism (political, economical, current issues)	4	Lecture	PPT
2.2	Interview techniques – protecting sources	3	Group Discussion	Videos

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
2.3	Writing for print / writing for the web	3	Classroom Activity	Newspaper Clippings
2.4	Copyright – Plagiarism – Ethics	5	Lecture	PPT
UNIT- 3 - TYPES OF NEWS				
3.1	Features – different types of features	3	Classroom Activity	Newspaper Clippings
3.2	Editorial – opinion - comments	4	Classroom Activity	Newspaper Clippings
3.3	Hard and Soft news – Difference between newspaper and magazine – Writing short and writing long – Styles	8	Classroom Activity	Newspaper Clippings
UNIT- 4 - NEWS EDITING				
4.1	Difference between editing news article and marketing communication.	8	Lecture	PPT
4.2	**Self-Study:** Adjusting photos and text – Caption writing – Photo-reportage or communicating by the image	7	Classroom Activity	Photos from Media
UNIT- 5 - NEWS AGENCIES				
5.1	Media organization and hierarchy	4	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
5.2	News, sources, news agencies, Citizen Journalism and media	3	Classroom Activity	PPT Newspaper Clippings
5.3	Organization of a newspaper, Vocabulary of press room	3	Classroom Activity	PPT Newspaper Clippings
5.4	Story structure, Rewriting according to the editorial line	5	Classroom Activity	PPT Newspaper Clippings

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 Scholas tic	-	-	-	-		5	5	12.5 %
Total	5	5	10	15	35	5	40	100 %

CIA	
Scholastic	35
Non Scholastic	5
	40

✓ **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
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

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

COURSE DESIGNERS:

1. Ms. Chris Marlyn

2. Ms. Gladious Guna Ranjini

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

Entire Course has focus on Employability, Entrepreneurship & Skill Development

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

To enables 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 –IITYPES OF EVENT   [5HRS]

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

UNIT –IIISKILLS   [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 –VEXECUTION (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 CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -EVENT				
1.1	Introduction: Definition of Event Management	1	Lecture	PPT
1.2	Role of public relations	2	Lecture	Black Board
1.3	Basic skills- qualities of event manager	2	Lecture	PPT
UNIT 2 - TYPES OF EVENTS				
2.1	Types of Event: business events corporate events	2	Lecture	Videos

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
2.2	Cause related events – fundraising events	2	Lecture	PPT
2.3	Exhibitions – trade fairs	1	Seminar	PPT
UNIT 3 – SKILLS				
3.1	Negotiating & Persuasive skills	1	Lecture	PPT
3.2	Creative skills	1	Lecture	PPT
3.3	Planning skills	1	Lecture	PPT
3.4	Execution skill	1	Lecture	PPT
3.5	Budgeting	1	Lecture	PPT
UNIT 4 –EVENT PROMOTION				
4.1	Managing the media: drafting the press release - press conference	2	Lecture	PPT
4.2	Media coverage	2	Lecture	Newspaper Clippings and Videos
4.3	In house publication	2	Lecture	Newspaper Clippings, fliers, brochures,
4.4	Promotional materials	2	Lecture	Newspaper Clippings, fliers, brochures, photos and Videos
4.5	Advertising campaign	2	Lecture	Newspaper Clippings, fliers, brochures

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 5 –EXECUTION (SELF STUDY)				
5.1	Process: Planning – putting together a team – budgeting the event – executing – evaluating	2	Group Discussion	Google Classroom
5.2	Mock event planning to be done by groups	3	Demo	Newspaper Clippings and Videos from the Internet

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	
Scholastic	35
Non-Scholastic	5
	40

- ✓ **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
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

The students have to organize an event individually and as a group.

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

COURSE DESIGNERS:

1. **Ms. Chris Marlyn**
2. **Dr. S. Saira Banu**

III B.A
SEMESTER – V
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

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -FUNDAMENTAL LAWS				
1.1	Salient features of Indian Constitution	4	Lecture	PPT& Pictures - Google classroom
1.2	Fundamental Rights	4	Lecture	PPT
1.3	Directive Principles of state Policy	3	Lecture	PPT
1.4	Emergency Provisions Freedom of Media	4	Discussion	Google classroom
UNIT 2 -LIBEL & SLANDER				
2.1	Defamation Provisions of IPC and CPC	5	Lecture	PPT
2.2	Official Secrets Act Contempt of Court	5	Demo	PPT
2.3	Patents Act; Copyright Act Advertising Acts	5	Flipped Classroom	PPT
UNIT 3 – NEW MEDIA ACT				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.1	Right to Information: Right to Information Act 2005 and its implication	5	Lecture	PPT
3.2	Cyber Crimes IT Act 2000	5	Lecture	PPT
3.3	Working Journalist Act	5	Classroom Activity	Videos and Pictures
UNIT 4 –BROADCASTING				
4.1	Broadcasting in regulating media. Functions of Press Commission and Press Council Cinematograph Act	10	Lecture	PPT
4.2	Functions of Film Division, NFDC and CBFC. **Self-Study:** Functions of Prasar Bharathi, Vividh Bharathi and Doordarshan	5	Case Study Analysis	Newspaper Clippings and Videos from the Internet
UNIT 5 - MEDIA ETHICS				
5.1	Media Ethics	8	Group Discussion	Google Classroom
5.2	Broadcasting Ethics Principles of Self-Regulation	7	Case Study Analysis	Newspaper Clippings and Videos from the Internet

Levels	C1 Session-wise Average 5 Mks.	C2 Better of W1, W2 5 Mks	C3 M1+M2 5+5=10 Mks.	C4 MID-SEM TEST 15 Mks	Total Scholastic Marks 35 Mks.	Non-Scholastic Marks C5 5 Mks.	CIA Total 40Mks.	% of Assessment
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	
Scholastic	35
Non-Scholastic	5
	40

- ✓ **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
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

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 lawsand 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	Appy knowledge of self-regulation and other ethical practices in profession	K4	PSO2, PSO4, PSO5

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
CO1	1	3	2	3	3						
CO2	1	3	2	3	3						
CO3	3	3	1	2	3						
CO4	1	3	1	3	3						
CO5	3	2	1	3	2						

Note: ♦ Strongly Correlated – **3**   ♦ ModeratelyCorrelated – **2**
     ♦ WeaklyCorrelated -**1**

COURSE DESIGNERS:

1. **Ms. S. Jeno Mary**
2. **Ms. Roseline Stella Rani**

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

Entire Course has focus on Employability & Skill Development

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

UNIT-IV: ONLINE PHOTOGRAPHY [15HRS]

Media for photography, WordPress, Making a photo essa
(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.

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

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

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

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT-I: HISTORY OF PHOTOGRAPHY				
1.1	Pioneers in Photography	8	Lecture	PPT
1.2	Early experiments in photography	8	Lecture	PPT
1.3	Revolution of digital	4	Lecture	PPT

	UNIT-II: CAMERA BASICS			
2.1	Basics of Camera	5	Lecture	Google Class room
2.2	Basics of Camera Types of Lens and Filters,	5	Lecture	Videos from the Internet
2.3.	Usage of lens and filters. Types of shots and angles,	5	Lecture	PPT
2.4	Mounting equipment	5	Lecture	Videos from the Internet
	UNIT-III: TYPES OF PHOTOGRAPHY			
3.1	Photo-journalism	2	Class Assignment	Google Class room
3.2	Street Photography	3	Class Assignment	Google Class room
3.3	War photography	3	Class Assignment	Google Class room
3.4	Wild life photography	3	Class Assignment	Google Class room
3.5	Feature, photography	3	Class Assignment	Google Class room
3.6	Sports Photography	3	Class Assignment	Google Class room
3.7	Business photography	3	Class Assignment	Google Class room
	UNIT-IV: ONLINE PHOTOGRAPHY			
4.1	Media for photography	5	Lecture	PPT, Videos
4.2	WordPress	5	Lecture	PPT

4.3	**Self-Study:** Instagram,Pinterest,Flickr, Tumblr	5	Lecture & Group Discussion	Videos
UNIT-V: PHOTO EDITING SOFTWARES				
5.1	Learning Photo Editing Software	5	Lecture	PPT
5.2	Photoshop	5	Lecture	PPT
5.3	Light room	5	Lecture & Class Assignment	PPT

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
				C5	**CIA**	**ESE**	**Total**
				5	**40**	**60**	**100**

Practical work:

Should make an album for photojournalism

*Record note to be submitted

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

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
CO1	3	1	2	1	1						
CO2	3	2	3	1	1						
CO3	3	1	3	2	3						
CO4	2	1	3	1	3						
CO5	3	1	3	2	3						

Note: ♦ Strongly Correlated – **3**   ♦ Moderately Correlated – **2**

♦ Weakly Correlated -**1**

COURSE DESIGNERS:

Ms. S Jeno Mary

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.

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

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -CITIZEN LED MOVEMENTS IN INDIA				
1.1	Indian Independence movements(India and the Contemporary World)	3	Lecture	PPT& Pictures - Google classroom
1.2	The Idea of Satyagraha	2	Lecture	PPT
1.3	The Salt March Movement	2	Lecture	PPT
1.4	Civil Disobedience Movement	2	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
1.5	B. R. Ambedkar's Political views	2	Lecture	PPT
1.6	Dalit Movement	2	Seminar	Charts Pictures
1.7	Cinema and Dalit Politics	2	Seminar	Videos of Cinema Clippings
UNIT 2 - DRAVIDIAN POLITICS				
2.1	Dravidian Movement	4	Lecture	PPT
2.2	Periyar E. V. Ramasamy's political views.	4	Lecture	PPT
2.3	Genesis of DMK	4	Lecture	PPT
2.4	Cinema and Dravidian Politics	3	Discussion	Google classroom
UNIT 3 – POLITICAL THEORIES				
3.1	Communism	2	Lecture	PPT
3.2	Totalitarianism	1	Lecture	PPT
3.3	Colonialism	2	Lecture	PPT
3.4	Capitalism	1	Lecture	PPT
3.5	Liberalism	1	Lecture	PPT
3.6	Conservatism	1	Lecture	PPT
3.7	Radicals	2	Lecture	PPT
3.8	Reactionaries	1	Lecture	PPT
3.9	Pluralism	2	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.10	Propaganda-Types and Techniques	2	Discussion	Google classroom
UNIT 4 –NEO- COLONIALISM				
4.1	Political Devices	2	Lecture	Black Board
4.2	Foreign Aid	2	Lecture	Black Board
4.3	Multinational Corporations	1	Lecture	Black Board
4.4	Treaties and Agreements	1	Lecture	Black Board
4.5	Disarmament and Arms Control	2	Lecture	Video
4.6	Transfer of Technology	2	Group Discussion	Google Classroom
4.7	Cultural Device	2	Group Discussion	Google Classroom
4.8	Foreign Policy of present Indian Government	2	Lecture	PPT
4.9	Media Conglomeration	1	Lecture	PPT
UNIT 5 - CASE STUDY				
5.1	Corruption	2	Group Discussion	Google Classroom
5.2	Left wing extremism	1	Lecture	PPT
5.3	Right wing extremism	1	Lecture	PPT
54.	Border Conflict	2	Lecture	Newspaper articles, Movies

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
5.5	Language Conflict	3	Group Discussion	Google Classroom
5.6	Honour Killing	3	Case Study Analysis	Newspaper Clippings and Videos from the Internet
5.7	**Self-Study:** Cartoons that explains Political/Social Issues; Photographs that explains Political/Social Issues	3	Seminar	Cartoons, Newspaper Clippings and Videos from the Internet

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	
Scholastic	35
Non-Scholastic	5
	40

- ✓ **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
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:

Identify and list various left- and right-wing extremism in India

Submit a case study on a recent incident of terrorism

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

	Critique some controversial laws and demonstrate critical thinking skills through writing and discussion.		
CO5		K4	PSO4, PSO5

COURSE DESIGNERS:

    1. Ms .P.Jeevitha Mariashanthini.

    2. Dr. S. Saira Banu

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

Entire Course has focus on Employability, Entrepreneurship & Skill Development

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

To enables 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:

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

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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 CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -EVENT				
1.1	Introduction: Definition of Event Management	1	Lecture	PPT
1.2	Role of public relations	2	Lecture	Black Board
1.3	Basic skills- qualities of event manager	2	Lecture	PPT
UNIT 2 - TYPES OF EVENTS				
2.1	Types of Event: business events corporate events	2	Lecture	Videos

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
2.2	Cause related events – fundraising events	2	Lecture	PPT
2.3	Exhibitions – trade fairs	1	Seminar	PPT
UNIT 3 – SKILLS				
3.1	Negotiating & Persuasive skills	1	Lecture	PPT
3.2	Creative skills	1	Lecture	PPT
3.3	Planning skills	1	Lecture	PPT
3.4	Execution skill	1	Lecture	PPT
3.5	Budgeting	1	Lecture	PPT
UNIT 4 –EVENT PROMOTION				
4.1	Managing the media: drafting the press release - press conference	2	Lecture	PPT
4.2	Media coverage	2	Lecture	Newspaper Clippings and Videos
4.3	In house publication	2	Lecture	Newspaper Clippings, fliers, brochures,
4.4	Promotional materials	2	Lecture	Newspaper Clippings, fliers, brochures, photos and Videos
4.5	Advertising campaign	2	Lecture	Newspaper Clippings,

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
				fliers, brochures
UNIT 5 –EXECUTION (SELF STUDY)				
5.1	Process: Planning – putting together a team – budgeting the event – executing – evaluating	2	Group Discussion	Google Classroom
5.2	Mock event planning to be done by groups	3	Demo	Newspaper Clippings and Videos from the Internet

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	
Scholastic	35
Non-Scholastic	5
	40

✓ **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
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

The students have to organize an event individually and as a group.

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

COURSE DESIGNERS:

    1. Ms. Chris Marlyn

    2. Dr. S. Saira Banu

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

Entire Course has focus on Employability, Entrepreneurship & Skill Development

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

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT -1- RADIO PROGRAMME FORMAT AND CREW				
1.1	Understanding Radio Programme Productions	5	Lecture	PPT
1.2	Various Program formats	10	Lecture	PPT
1.3	Production Crew	5	Lecture	PPT
UNIT-2 - RADIO PROGRAMME PRODUCTION TECHNIQUES				
2.1	Radio Studio	8	Lecture	Google Class room
2.2	Mixing Console	2	Lecture	Videos for Production Techniques
2.3.	Types of Microphones	5	Lecture	PPT
UNIT-3 - TELEVISION PROGRAMME FORMAT AND CREW				
3.1	Understanding Various Phases of TV Production	8	Lecture & Class Assignment	PPT
3.2	Various Program formats	8	Lecture & Class Assignment	PPT
3.3	Production Crew	4	Lecture & Class Assignment	PPT
UNIT 4 – TV PROGRAMME PRODUCTION TECHNIQUES				

4.1	Camera Techniques	3	Lecture	Videos for Production Techniques
4.2	Single and Muti-Camera productions	2	Lecture	PPT
4.3	Lighting Techniques	2	Lecture & Group Discussion	Videos for Production Techniques
4.4	Types of Lens	3	Lecture	PPT
4.5	Techniques of production in various environments	5	Lecture	Videos for Production
UNIT V – ETHICAL ISSUES				
5.1	Code of ethics for Radio	3	Lecture	PPT
5.2	Code of ethics for Television	3	Lecture	PPT
5.3	Ethical violations in Radio programs	4	Lecture & Class Assignment	PPT
5.4	Ethical violations in Television programs	5	Lecture & Class Assignment	PPT
5.5	Writing for Electronic Media	5	Lecture & Class Assignment	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	
Scholastic	35
Non-Scholastic	5
	40

- ✓ **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
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:

Students should identify and compile various ethical violations in Radio and Television Programs.

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

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
CO1	3	1	1	1	3						
CO2	2	3	1	1	3						
CO3	3	2	1	2	3						
CO4	3	1	2	2	3						
CO5	1	3	1	1	3						

Note: ♦ Strongly Correlated – **3**   ♦ ModeratelyCorrelated – **2**
       ♦ WeaklyCorrelated -**1**

COURSE DESIGNERS:

1. **Ms. P. Jeevitha Mariashanthini**
2. **Ms. Jeno Mary**

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

Entire Course has focus on Employability & Skill Development

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 TECHIQUES   [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 CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I:BROADCASTING				
1.1	Techniques of Indoor and outdoor Broadcasting	5	Lecture	PPT
1.2	Production of Radio News Bulletins	5	Lecture	PPT
1.3	Television News Bulletins	5	Lecture	PPT
UNIT II: NEWS PRODUCTION				
2.1	Production of News Story for TV News	8	Lecture	Google Class room
2.2	Story for Radio	7	Lecture	Videos from the Internet
UNIT III: INTERVIEW				
3.1	Production of TV Interview	12	Lecture & Class Assignment	PPT
3.2	Radio Interview	8	Lecture & Class Assignment	PPT

UNIT IV: CAMERA TECHIQUES				
4.1	Piece to Camera (PTC)	10	Lecture	Videos for Production Techniques
4.2	Anchoring a Show	3	Lecture	Videos for Production Techniques
4.3	Lighting Techniques	2	Lecture & Group Discussion	ppt
4.4	PTC in Tv	5	Lecture	ppt
UNIT V: EDITING SOFTWARE				
5.1	**Self-Study:** Presentation- Voice over Adobe Premiere and Cubase	2	Lecture	Google Class room
5.2	Adobe Premiere	10	Lecture	Videos from the Internet
5.3	Cubase	8	Lecture & Class Assignment	Videos from the Internet

EVALUATION PATTERN

SCHOLASTIC				NON - SCHOLASTIC	MARKS		
				C5	CIA	ESE	Total
				5	40	60	100

Practical Work- Record note to be submitted along with the DVD (Record includes-Story board / Script / Photographs/references)

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

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
CO1	3	2	1	1	3						
CO2	3	2	1	2	3						
CO3	3	1	2	1	3						
CO4	3	1	3	3	1						
CO5	1	1	1	1	3						

Note: ♦ Strongly Correlated – **3**   ♦ ModeratelyCorrelated – **2**
  ♦ WeaklyCorrelated -**1**

COURSE DESIGNERS:

1. **Ms .P.Jeevitha Mariashanthini**
2. **Ms. Jeno Mary**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM3AC3	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.

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http://rjhssonline.com/HTMLPaper.aspx?Journal=Research%20Journal%20of%20Humanities
%20and%20SoEVALUATION_PATTERN:l%20Sciences;PID=2018-9-1-47

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

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -MEDIA AND POPULAR CULTURE				
1.1	Culture and sub-culture	4	Lecture	PPT& Pictures - Google classroom
1.2	Popular texts Politics popular culture	4	Lecture	PPT
1.3	Popular discrimination Popular culture Vs people's culture	3	Lecture	PPT
1.4	Celebrity industry-personality as brand name, hero-worship etc.	4	Discussion	Google classroom

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	Acquisition and transformation of popular culture			
UNIT 2 - MEDIA AS TEXT				
2.1	Ideology - Semiotics - Signs	5	Lecture	PPT
2.2	Psychoanalysis	5	Demo	PPT
2.3	Genre&Narrative	5	Flipped Classroom	PPT
UNIT 3 – MEDIA AS CONSCIOUSNESS INDUSTRY				
3.1	Media myths	5	Lecture	PPT
3.2	Representation	5	Lecture	PPT
3.3	Stereotypes	5	Classroom Activity	Videos and Pictures
UNIT 4 –MEDIA AUDIENCE ANALYSIS				
4.1	Active Vs Passive audience (UGC-NET.Pgs.41-91)	2	Lecture	PPT
4.2	Women as Audience (UGC-NET.Pgs.41-91)	3	Lecture	PPT
4.3	Uses and Gratification Uses and Effects etc.	3	Lecture	PPT
4.4	Children as audience	3	Case Study Analysis	Newspaper Clippings and Videos from the Internet

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
4.5	Negative effects of watching violent cartoons on kids	3	Group Discussion	Videos
4.6	Controversial Magazine Covers.	1	Group Discussion	Magazine Covers
UNIT 5 - CASE STUDY				
5.1	(Critique the media content using theoretical frameworks of Marshall McLuhan) The medium is the message	8	Group Discussion	Google Classroom
5.2	**Self-Study:** Clothing: Our extendedskin.(Understanding Media.Pgs.129-132)	7	Case Study Analysis	Newspaper Clippings and Videos from the Internet

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	
Scholastic	35
Non-Scholastic	5
	40

- ✓ **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
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:
Identify and list various semiotic representations in the movie Sairat and Kabali.

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

COURSE DESIGNERS:

1. Ms .P.Jeevitha Mariashanthini.

2. Ms. Roseline Stella Rani

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USJM	19JM3SB 1	BASICS OF AUDIO AND VIDEO EDITING	SKILL BASED	2	2

Entire Course has focus on Employability, Entrepreneurship & Skill Development

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

4. https://www.premiumbeat.com/blog/professional-video-editing-tips-and-techniques/

5. https://developer.mozilla.org/en-US/docs/Web/Guide/Audio and video manipulation/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT-1 - HISTORY OF SOUND				
1.1	Introduction to evolution of sound in communication technology and its effectiveness in Communication.	3	LECTURE	PPT
1.2	Introduction to Motion pictures in effective communication.	2	LECTURE	PPT
UNIT- 2 - VIDEO STANDARDS				
2.1	Introduction to audio editing software's and file formats.	3	LECTURE	PPT
2.2	Video Standards PAL, NTSC, SECAM, HDTV	2	LECTURE	PPT
UNIT- 3 - EDITING				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.1	Cool edit pro and the functions of its tools.	5	LECTURE & DEMONSTRATION	PPT
UNIT- 4 - VIDEO EDITING				
4.1	Introduction to Video Editing Softwares	3	LECTURE	PPT
4.2	Basics of Adobe premiere Pro and its functions.	2	DEMONSTRATION AND ASSIGNMENT	GOOGLE CLASS ROOM
UNIT- 5 - RECORDING AND EDITING				
5.1	Self-Study: Practical: Recording and Editing of Audio and Video Programs	5	LECTURE	PPT
5.2	Adobe Premiere and Cubase	5	LECTURE	PPT

Levels	C1	C2	C3	C4	Total Scholastic Marks	Non Scholastic Marks C5	CIA Total	% of Assessment
	Session-wise Average	Better of W1, W2	M1+M2	MID-SEM TEST				
	5 Mks.	5 Mks	5+5=10 Mks.	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	
Scholastic	**35**
Non Scholastic	**5**
	40

- ✓ **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
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

The students have to prepare record along with CD.

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

COURSE DESIGNERS:

1. **Ms. S.Jeno Mary**
2. **Ms. GladiousGunaRanjini**

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.

DIGITAL OPEN EDUCATIONAL RESOURCES

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

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

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT-1 - COMMUNICATION				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
1.1	Mass Communication Theory (Baran, Pg 23 - 34)	3	LECTURE	PPT
1.2	Types of Communication – Inter personal, Intra personal, Mass, Organizational Verbal, Non-verbal.	4	LECTURE	PPT
1.3	Classification of Communication Models(Scholes, Pg 11 - 20)	4	LECTURE	PPT
1.4	Normative theories of Mass Communication (Baran, Pg 86 -93)	4	LECTURE	PPT
UNIT- 2 - THEORIES OF SOCIETY				
2.1	Society, Media and Audience Reciprocal Relationships (Scholes, Pg. 38 - 40)	4	LECTURE	PPT
2.2	Marshall Mcluhan (Baran, Pg. 285 -290)	4	LECTURE	PPT
2.3	Agenda Setting (BaranPg. 299 - 307)	4	LECTURE	PPT
2.4	The Spiral of Silence	3	LECTURE	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT- 3 - MODELS FOR AUDIENCE				
3.1	Audience Based Models (Scholes, Pg. 21 – 32)	4	LECTURE	PPT
3.2	Aristotle's Model, Laswell Model, Shannon and Weaver Model.	4	LECTURE	PPT
3.3	Wendell Johnsons Model, Wilbur Schramm's Model	4	LECTURE	PPT
3.4	Berlo's Model, Gerber's Model	3	LECTURE	PPT
UNIT- 4 - DEVELOPMENT MODELS				
4.1	Development Communication (DEVCOM) Models (Pg. 45 – 58)	5	LECTURE	PPT
4.2	Intercultural Communication Models (Pg. 80 – 85)	5	LECTURE	PPT
4.3	Communication Management Models (Pg. 86 - 96)	5	LECTURE	PPT
UNIT - 5RECORDING AND EDITING				
5.1	Cognitive Dissonance	5	LECTURE	PPT
5.2	Dependency Theory (Baran, Pg. 307 - 313)	5	LECTURE	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
5.3	Cultivation Analysis.	2	LECTURE	PPT
5.4	Play Theory	1	LECTURE	PPT
55	Dance's Helical Model	1	LECTURE	PPT
5.6	Johari Window	1	DEMONSTRATION	GOOGLE CLASS ROOM

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

Scholastic	35
Non Scholastic	5
	40

- ✓ **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
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

Application of the models in Indian context- The students have to analyse two theories/models with respect to Indian media scenario and evaluate its role.

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

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
CO1	3	1	1	1	1						
CO2	3	1	2	1	2						
CO3	3	2	2	2	3						
CO4	1	2	1	2	3						
CO5	2	2	1	2	3						

Note: ♦ Strongly Correlated – **3**   ♦ ModeratelyCorrelated – **2**
   ♦ WeaklyCorrelated -**1**

COURSE DESIGNERS:

1. Ms. S. Jeno Mary

2. Ms. Gladious Guna Ranjini

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

Entire Course has focus on Employability, Entrepreneurship & Skill Development

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

Bhattnagar, 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

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT - I - PRE-PRODUCTION				

1.1	Scripts	3	Lecture	PPT
1.2	Storyboards	4	Lecture & Assignment	PPT, GOOGLE CLASS ROOM
1.3	Budgets	4	Lecture	PPT
1.4	Casting	4	Lecture	PPT
UNIT- II - PRODUCTION				
2.1	Floor plan, sets, make-up, costume, accessories, lights, audio, graphic rehearsals	10	Lecture	PPT
2.2	Shooting schedules	5	Lecture & Assignment	PPT, GOOGLE CLASS ROOM
UNIT- III - POST-PRODUCTION				
3.1	Post-Production editing	5	Lecture	PPT
3.2	Indoor and outdoor shootings	10	Lecture & Assignment	PPT, GOOGLE CLASS ROOM
UNIT IV - LOCATION				
4.1	Indoor and outdoor shootings	10	Lecture	PPT
4.2	Planning and management of live shows	5	Lecture & Assignment	PPT, GOOGLE CLASS ROOM
UNIT V - SHOOTING				
5.1	Introduction to Editing	2	Lecture	PPT

					Lecture & Demonstration	PPT, GOOGLE CLASS ROOM
5.2	Editing Job		2		Lecture & Demonstration	PPT, GOOGLE CLASS ROOM
5.3	Editor's choice of words		2		Lecture & Assignment	PPT, GOOGLE CLASS ROOM

Levels	C1 Session-wise Average 5 Mks.	C2 Better of W1, W2 5 Mks	C3 M1+M2 5+5=10 Mks.	C4 MID-SEM TEST 15 Mks	Total Scholastic Marks 35 Mks.	Non Scholastic Marks C5 5 Mks.	CIA Total 40Mks.	% of Assessment
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	
Scholastic	35
Non-Scholastic	5
	40

- **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
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

Should Make a video for TV show
*Record note to be submitted

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

Mapping COs Consistency with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11
CO1	3	2	2	2	3						
CO2	3	1	1	1	3						
CO3	3	2	3	2	3						
CO4	3	2	1	2	3						
CO5	1	2	1	1	3						

Note: ♦ Strongly Correlated – **3**   ♦ ModeratelyCorrelated – **2**

♦ WeaklyCorrelated -**1**

COURSE DESIGNERS:

1. Ms. S.Jeno Mary

2. Ms. Gladious Guna Ranjini

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

Entire Course has focus on Employability, Entrepreneurship & Skill Development

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: Designingadvertisement; 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 CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I : ADVERTISING CONCEPTS				
1.1	Nature and Scope of Advertising,	4	Lecture	PPT

1.2	Definition of Advertising,	2	Lecture	PPT
1.3	Types of Advertising	6	Lecture	PPT
1.4	Function of advertising	3		
UNIT II: ADVERTISING AGENCY				
2.1	Advertising Agency	8	Lecture	Google Class room
2.2	Structure of Advertising Agency,	2	Lecture	PPT
2.3.	Functions of Advertising Agency	5	Lecture	PPT
UNIT III: ADVERTISING MEDIA				
3.1	Advertising media	5	Class Assignment	Google Class room
3.2	Types of medium	5	Lecture & Class Assignment	PPT
3.3	New media	5	Lecture & Class Assignment	Videos from the Internet
UNIT IV: WRITING FOR ADVERTISEMENT:				
4.1	Print Media	5	Lecture	Google Class room
4.2	Radio Commercials	5	Lecture	Videos from the Internet
4.3	Television Commercials and Web	5	Lecture & Group Discussion	Videos from the Internet

UNIT V: PUBLIC RELATION				
5.1	PR & Corporate Communications.	5	Lecture	PPT
5.2	Practical skills on creating advertisements for various Mass Media Tools.	5	Lecture	PPT
5.3	**Self-Study:** Designing advertisement; Layouts scripting advertisements	5	Lecture & Class Assignment	Google Class room

Levels	C1 Session -wise Average 5 Mks.	C2 Better of W1, W2 5 Mks	C3 M1+M2 5+5=10 Mks.	C4 MID-SEM TEST 15 Mks	Total Scholastic Marks 35 Mks.	Non Scholastic Marks C5 5 Mks.	CIA Total 40Mks.	% of Assessment
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	
Scholastic	35
Non-Scholastic	5
	40

- ✓ **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
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

Assignments

The students have to prepare two assignments on layout designing

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

COURSE DESIGNER:

1. **Ms. S. Jeno Mary**

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

Entire Course has focus on Employability, Entrepreneurship & Skill Development

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 CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I:PRINT ADVERTISEMENT				
1.1	Production Techniques of Print Advertisement	5	Lecture	PPT
1.2	Designing Print Advertisement	3	Lecture	PPT
1.3	Layouts	2	Lecture	PPT
UNIT II: RADIO ADVERTISEMENT				

2.1	Production Techniques of Radio Advertisement	2	Lecture	Google Class room
2.2	Preproduction -Radio script	1	Lecture	Videos for Production Techniques
2.3.	Production -Recording	1	Lecture	PPT
2.4	Postproduction- final out	1	Lecture	Videos from the Internet
UNIT III:TV ADVERTISEMENT				
3.1	Production Techniques of TV Advertisement	1	Lecture & Class Assignment	Videos from the Internet
3.2	Preproduction -TV script	2	Lecture & Class Assignment	PPT
3.3	Production -shooting	1	Lecture & Class Assignment	PPR
3.4	Postproduction-Editing	1		
UNIT IV: WEB ADVERTISEMENT				
4.1	Production Techniques of WEB Advertisement	1	Lecture	Videos from the Internet
4.2	Preproduction-script	2	Lecture	Google Class room
4.3	Production -Animation	1	Lecture & Group Discussion	Google Class room
4.4	Postproduction-online ad	1	Lecture	Google Class room

	UNIT V: SOFTWARE				
5.1	**Self-Study:** Production Techniques of PSA,	1	Lecture	PPT
5.2	Adobe Photoshop	2	Lecture	Videos from the Internet
5.3	illustrator	2	Lecture & Class Assignment	Videos from the Internet

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	
Scholastic	35
Non-Scholastic	5
	40

- ✓ **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
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

Practical work:
*Record note to be submitted

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

COURSE DESIGNER:

1. **Ms. S. Jenomary**

FATIMA COLLEGE (AUTONOMOUS), MADURAI – 625018
B.A. JOURNALISM AND MASS COMMUNICATION – SEMESTER-V
DEVELOPMENT COMMUNICATION
SUBJECT CODE: JM5CC5
2018 onwards
Entire Course has focus on Employability

HRS/WEEK: 7   CREDITS: 6
1. GENERAL OBJECTIVE:

- To enable the students to understand factors governing national development

    2. SPECIFIC OBJECTIVES:

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

    3. UNITS:
    UNIT 1   **[25 HRS]**
    Development: meaning, concept, and models of development – theories – origin– approaches to development, characteristics of developing societies, gap between developed and developing societies. Paradigms of Development.

    UNIT 2   **[20 HRS]**
    Role Communication in development - strategies in development communication - social cultural and economic barriers
    UNIT 3   **[20 HRS]**
    Role of NGOs in Development, Role of Communication in NGOs- Role of Media in Development Coverage (Print, Broadcast Media, Social Media , Folk Media...)

    UNIT 4   **[20 HRS]**
    Sustainable and Rural Development: Concepts, Need. Participatory Communication

    UNIT 5   **[20 HRS]**
    Role and need of Communication in the fields of Environment Communication, Agriculture DevelopmentCommunication, Health Communication and Human Rights Communication
    4. A. PRESCRIBED BOOK:
1. Guru, B.P.Mahesh Chandra. (2016). Applied Development Communication. Dominant Publishers.2.
    4. B. REFERENCE BOOKS:
1. Ahuja, B.N., &. Chhabra, S.S. (1998). Development Communications. Delhi: Surjeet Publications.
2. Manish puri.(2016). Constitutional and political development in India. Mohif Publications.
3. Seema Hasan.(2013)Mass communication principles and concepts.
    5. EVALUATION PATTERN

T1	T2	TA	AS	CQ	Int. (A)	Ext. (B)	Total (A+B)
15	15	30	10	10	50	50	100

FATIMA COLLEGE (AUTONOMOUS) MADURAI-18 III-
B.A. JOURNALISM AND MASS
COMMUNICATIONSEMESTER V
MAJOR CORE JM5CC6
- FILM STUDIES
(2018 onwards)

HRS/WEEK: 7   **CREDITS: 6**

GENERAL OBJECTIVE

- Film Studies provides an introduction to the analysis of narrative films. The course explores a range ofaspects of film, including origins, techniques, industry, genre, narrative, and audience.

LEARNING OUTCOMES

- Learners understand key terms and concepts in film studies
- Learners analyze and appreciate good cinema, and understand the relationship between film with othermass media
- Learners hone their critical thinking skills

UNIT I   **[25 HRS]**
History of Cinema
Cinema movements
German
expressionism,Soviet
montage,
Italian neo-
realism,French
new wave,
Latin American
cinema,Hollywood
cinema, Japanese
cinema, African
cinema,
Origin of cinema and its development into a distinctive visual narrative art form

UNIT II   **[20 HRS]**
Single – Camera Production process [Pg: 68 - 95]
Pre – production
Production
Post – production
Production Personnel : Roles and Responsibilities [Pgs 57 -
63]Film Language [8 -24]
Lighting [Pgs 148 & 149]
UNIT III   **[20 HRS]**
Evolution of Indian cinema:
The beginning [Pg: 166 - 168]
Talkies [Pg: 174 -176]
Studio system
 Regional language cinema [Pgs: 196 - 215]

The Censorship of films in India cinema. [Pg 235 - 244]

UNIT IV **[20 HRS]**
Three Act Structure
Film Genres & Sub
genresFilm Genres-
Comedy Documentary
Horror
Musicals
War
Films
Drama
Science
Fiction
Animation
Black Cinema
Epic
Film Noir
Gangster
Action

UNIT V **[20 HRS]**
Film Pioneers: International and India film makers and their contribution**, case study of their
worksSatyajit Ray,**
Mrinal Sen,
Adoor
Gopelakrishnan,
D.W.Griffith,
Eisenstein,
Vittorio De Sice,
Akira Kurosawa
Alfred
Hitchcock

BOOK PRESCRIBED:

Belavadi, Vasuki (2013). *Video Production*, New Delhi : Oxford University Press.
Kumar, Keval J. (2010). *Mass Comunication in India.* Mumbai: Jaico Publishing
House.Hayward, Susan (2000). *The Key Concepts of Cinema Studies*. London :
Routledge.

REFERENCE:

1. Film and television: a guide to the reference literature by Emmons, Mark.
2. Complete A-Z Media & Film Studies Handbook by Clark, Vivienne, et al.

CIA
Assignment is based on film reviews – Individual work

T1	T2	TAV	Assignment	Quiz	Internals	External	Total
15	15	15	5	5	25	75	100

FATIMA COLLEGE (AUTONOMOUS) MADURAI-18 III-
B.A. JOURNALISM AND MASS COMMUNICATION
SEMESTER V
MAJOR CORE JM5CC7-
MEDIA LITERACY
(2018 onwards)

HRS/WEEK: 7   **CREDITS: 6**

GENERAL OBJECTIVES:

- To understand media literacy and use media skills to critically analyse the media context.

LEARNING OUTCOME:
- At the end of the course, the students could understand the dynamics behind media messages
- Critically evaluate the media they consume.

UNIT I: **[25HRS]**

Introduction to Media
LiteracyMedia Literacy
concepts
Text and subtext
The language of persuasion
Deconstructing Media
message

UNIT II: **[20HRS]**

Mass Media Content and
realityWhat is reality?
Organizing principle: Next step
realityThe importance of Media
Literacy

UNIT III: **[20HRS]**

Interactive Media
Development of interactive Mass
MediaInteractive Media games

UNIT IV: **[20HRS]**

Broadcasting our perspectives on Media
effectsMedia Violence

UNIT V: **[20HRS]**
Practical Media Skills:
Analysis of News, Advertisement, Films, Case Studies.

REFERENCE BOOKS:

Frechette, J.D (2002) *Developing Media Literacy in cyberspace: Pedagogy and critical learning for the twenty first century classroom.* New York: PraegerBaran, Stanley J: (2010) Introduction to Mass Communication. New Delhi: Tata MC Graw Hill. Buckingham, D. (2003) Media Education: Literacy, Learning and Contemporary Culture. Cambridge, UKJames Potter, W: (1998) Media Literacy
Material from the Internet:

www.medialiteracyproject.org

ASSIGNMENT:
1. Analysing online articles related to either politics, environment,
religion2.Analysis of 2 television commercials
3.Analsis of 1 women oriented film

Students can choose 1 of the three topics for

assignment.Scheme of Valuation:

T1	T2	TAV	Assignment	Quiz	Internals	External	Total
15	15	15	5	5	Total-25	Total-75	Sum Total -100

FATIMA COLLEGE (AUTONOMOUS) MADURAI-18 III-
B.A. JOURNALISM AND MASS COMMUNICATION
SEMESTER V
MAJOR ELECTIVE
JM5ME1-DOCUMENTARY FILM PRODUCTION
(2018 onwards)

Entire Course has focus on Employability, Entrepreneurship & Skill Development

HRS/WEEK: 6   **CREDITS: 6**

GENERAL OBJECTIVE:
- To make students to have practical experience in film making.

LEARNING OUTCOMES
- Learners get a hands on experience in documentary film production
- Learners can analyze the variety of creative approaches in the documentary genre

UNIT I   [**15 HRS**]
Pre –production process: Researching the topic, Writing the Proposal, writing the treatment, setting the budget.

UNIT II   [**20 HRS**]
Budgeting and Scripting: Finalising the budget and the script.

UNIT III   [**20 HRS**]
Production Process- Structuring the programme, Storyboard and script designing. Script layout.

UNIT IV   [**15 HRS**]
Post production process- editing, adding animation etc.

UNIT V   [**20 HRS**]
Dubbing and translation- Dubbing and translation. Adding titles, Distribution process.

CIA
Practical work:

- -Should Make a Documentary addressing any contemporary social issue
- -Duration of Documentary film should not less than 10 minutes
- A record of production process their documentary film should be submitted along with their Film DVD.(Record includes-Story board / Script / Photographs/references)

T1	T2	TAV	Assignment	Quiz	Internals *	External	Total
					40	60	100

*Record note along with the documentary film

B.A. JOURNALISM AND MASS COMMUNICATION
SEMESTER V
MAJOR ELECTIVE
JM5ME2-SHORT FILM PRODUCTION
(2018 onwards)

Entire Course has focus on Employability, Entrepreneurship & Skill Development

HRS/WEEK: 6 **CREDITS: 6**

GENERAL OBJECTIVE
- To enable students pick up rudiments

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

UNIT I [**15 HRS**]
Pre –production process- team work, cast and crew selection. Location and set scouting.

UNIT II **[20 HRS**]
Budgeting and Scripting- finalizing the script and budget.

UNIT III [**20 HRS**]
Production Process- shooting, lighting, floor, sound.

UNIT IV [**15 HRS**]
Post production process- editing, adding special effects, animation.

UNIT V [**20 HRS**]
Dubbing and translation.- dubbing, titles, translation.

CIA
- Should Make a Short Film addressing any contemporary social issue
- Duration of Short film should not be less than 15minutes
- A record of production process their Short film should be submitted along with their Film DVD. (Recordincludes-Story board / Script / Photographs/references)

T1	T2	TAV	Assignment	Quiz	Internals*	External	Total
					40	60	100

*Record note along with the short film

B.A. JOURNALISM AND MASS COMMUNICATION
SEMESTER V
SKILL BASED
JM5SB3- SPECIALISED REPORTING
(2018 onwards)

HRS/WEEK: 2   **CREDITS: 2**

GENERAL OBJECTIVE

- To enable the students to analyse the translation of news reports and understand the techniques of reportingin several beats

LEARNING OUTCOMES

- To enable the students to cover the news reports related to science, politics, crime, sports, entertainmentetc.
- To enable them to have news sense.

UNIT I   **[6 HRS]**
News sense and reporting techniques. Writing news stories. Techniques of translating news reports, pressnotes. Differences in news and information. Introduction to different beats of journalism.

UNIT II   **[6 HRS]**
Need for Science Journalism, Science language, science writing skills, understanding basic concepts.How to write a basic science story?, writing feature story on science and technology. Interviewing scientists, science communicators. Career opportunities and future in Science journalism.

UNIT III   **[6 HRS]**
Legacy of sports reporters and commentators- English, Hindi. Sports magazines in India, planning and coverage of major games, tournaments. Translation of sports stories; Objective, but passionate language, more style; Use of photos: action photos, cutouts, profile photos; photo-editing and writing captions. Useof archives and reference section, Sports columns by experts, players, syndicated columns; ghost writing for sports columns. Career opportunities and Future of sports journalism.

UNIT IV   **[6 HRS]**
Political reporting, Media and political conflict. Understanding the difference in advertorials, propagandaand news stories - Career opportunities and future of political journalist

UNIT V   **[6 HRS]**
Understanding crime, do's and dont's of a crime reporter, coverage of court cases, media's depiction of crimeand criminal justice, media trials.

BOOKS PRESCRIBED:
1.Parthasarathy, Rangaswamy. (1984). Journalism in India. New Delhi: Macmillan

REFERENCES:-

1. Virbala Aggarwal & V.S.Gupta (2009). Handbook of Journalism and Mass Communication. ConceptPublishing House.
2. 2.T.K.Ganesh (2008). Essentials of Mass Media Writing. New Delhi: Authors Press.
3. 3.Parthasarathy, Rangaswamy. (1984). Basic Journalism. New Delhi: Macmillan

CIA:-

- Assignments have to be submitted which can be bilingual.
- Continuous translation of news reports from English to Tamil.
- 2 interviews of various personalities in their related field
- Understand the differences in coverage of issues in the regional and national press.
-

T1	T2	TAV	Assignment	Practical	Internals	External	Total
50	50	25	5	20	50	50	100

SKILL BASED
JM5SB4-BROADCAST MEDIA OPERATION (INTERNSHIP)
(2018 onwards)

HRS/WEEK: 2   **CREDITS: 2**

GENERAL OBJECTIVE:

* To help the students get a hands on experience of situations and functioning of the media industry throughInternship

LEARNING OUTCOMES

* The students will be attached to the media industry for a period of on an internship basis.
* The intern will be exposed to a particular area of specialization and hence pick up relevant skills.

UNIT I   **[6 HRS]**
Organizational structure of various media houses

UNIT II   **[6 HRS]**
Print –Reporting in print, production in print, Creative execution and Design in print.

UNIT III   **[6 HRS]**
Radio -Introduction to Radio Broadcasting, writing for Radio, Creative execution on radio.

UNIT IV   **[6 HRS]**
Television -Introduction to television - Genre, camera technique-shot movement, angle, location on television news.

UNIT V   **[6 HRS]**
Advertising- Creative execution of Advertising in Various Media.

BOOK PRESCRIBED:

1. Stanley. J.Baran. (2010). Introduction to Mass Communication: Media Literacy and Culture. TataMcGraw Hill.
2. Seema Hasan.(2013)Mass communication principles and concepts

CIA
Students will be evaluated on the basis of:

* Report and Viva Voice

T1	T2	TAV	Assignment	practical	Internals	External	Total
50	50	25	5	20	50	50	100

B.A. JOURNALISM AND MASS COMMUNICATION
SEMESTER VI
MAJOR CORE
JM6CC8- NATIONAL AND INTERNATIONAL AFFAIRS
(2018 onwards)

HRS/WEEK: 7   **CREDITS: 6**

GENERAL OBJECTIVE

- To analyse the political approaches of the world

LEARNING OUTCOMES

- The learners will be familiarized with Indian polity
- Learner's knowledge level in current affairs will increase

UNIT I   **[25 HRS]**
Understanding the Indian Constitution, Preamble, Fundamental Rights and Duties. Party system. Major political approaches. Political Theories, Communitarian Theory, Modernism and Post Modernism, Multi- Culturalism, International Politics, Politics of Globalised Economy and its impact on Developed Countries.

UNIT II   **[20 HRS]**
President-Power, Prime Minister- Power, Governor-Power, Election Commission, Role of Judiciary, Role of the Executive, Role of the Legislature.

UNIT III   **[20 HRS]**
First World War, Second World War, United Nations, Role of United Nations in Peacekeeping, Mac Bride Commission, NWICO, Cold War, NANAP

UNIT IV   **[20 HRS]**
Role of International News Agencies, Role of ASEAN, Role of SAARC, NAM. Globalisation. public sphere, mediatisation, political socialization, political participation, public interest.

UNIT V   **[20 HRS]**
Contemporary National Issues, Contemporary International Issues, India's Foreign Policy. Peace and conflict. Role of Diplomacy. Propaganda. Terrorism and its threat to peace and security. Mass media as political actors. Media as a fourth estate, media and democracy.

BOOKS PRESCRIBED:
1. P.Ghosh (2013). International Relations. PHI Publications.

REFERENCE BOOKS:
1. Singh, Abhilasha. (2012). International Relations. Jaipur: Aadi Publications
2. Manish puri.(2016). Constitutional and political development in India. Mohif Publications.
3. Jagadish Chakravarthy (2003), Cyber Media Journalism – Emerging Technologies
4. Articles and Research Papers on the same.
   CIA:-

- As a part of the curriculum the students have to take up case studies of any two conflicts between nations and analyse the newspaper coverage about it.

- The students should also understand and analyse the coverage about international conflicts in the socialmedia.

T1	T2	TAV	Assignment	Quiz	Internal	External	Total
15	15	15	5	5	25	75	100

JM6CC9- BASIC MEDIA RESEARCH
(2018 onwards)
Entire Course has focus on Employability & Skill Development

HRS/WEEK: 7   **CREDITS: 6**

GENERAL OBJECTIVE

- To understand and explain the process of media and communication research.
  LEARNING OUTCOMES
- Learners will gain knowledge of the tools of research
- Learners will be adept in writing a report after analysis and interpretation

UNIT I   **[25 HRS]**
Communication Research – meaning and concept, Definitions. Role and Functions, Scope and Importanceof Communication research,

UNIT II   **[20 HRS]**
Research Process- the steps involved. Sampling Design, types of sampling- probability and non-probability. Meaning of Hypothesis.

UNIT III   **[20 HRS]**
Research Design, Need for Research Design, Content analysis, definition and uses of content analysis,Choosing the methodology.

UNIT IV   **[20 HRS]**
Data Collection – Questionnaire, Interview Guide, Schedule, Observation Methods, Rating Scales. Toolsof data collection- sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, focus groups, telephone, surveys, online polls.

UNIT V   **[20 HRS]**
Data Analysis ––Writing Research Reports, Chapterization, Use of Graphics & Visual Content coding.

BOOKS PRESCRIBED:
1. Kothari, C.R. (2014); Research Methodology. New Delhi: New Age International Publishers.
   REFERENCE
1. Handiya, G. & Chingangbam, P. (2013). Mass Communication: Research and Analysis. New Delhi: PearlBooks.
2. Kothari, C.R. (2014); Research Methodology. New Delhi: New Age International Publishers.
3. Adele Emm (2014), Researching for the media, Television, radio and journalism, Routledge
4. Frey (2009), Handbook of Applied Communication Research, Routledge
   CIA:

- Assignment on designing questionnaire
- Sampling design

EVALUATION PATTERN

T1	T2	TAV	Assignment	Quiz	Internals	External	Total
15	15	15	5	5	25	75	100

FATIMA COLLEGE (AUTONOMOUS) MADURAI-18 III-
B.A. JOURNALISM AND MASS COMMUNICATION
SEMESTER VI
MAJOR CORE JM6CC10 -
NEW MEDIA
(2018 onwards)

HRS/WEEK: 6   **CREDITS: 6**

GENERAL OBJECTIVE
- The role of new media will be understood to understand the changing dynamics of mass media content.

LEARNERS OUTCOMES
- Learners will understand the role and importance of Internet as a component of mass media
- Learners will recognize the tenets of online journalism

UNIT I   [**15 HRS**]
Introduction to Internet, History and spread of Internet in India, Advantage over traditional media, featuresof new media. Role of Online Journalists
UNIT II   [**20 HRS**]
Websites of newspapers, E-Books, Status of online journalism, trends of online journalism
UNIT III   [**20 HRS**]
Tools of Online Journalists, Reporting techniques, writing skills, Feature writing for the web, News updates,Story idea and development, Cyber Journalism. Content Writing.
UNIT IV   [**15 HRS**]
Citizen Journalism, Use of blogs, Copyright issues, Cyber Laws, Cybercrime, Dynamics of Social Media,E-Governance.
UNIT V   [**20 HRS**]
Globalisation and its impact upon new media, Media Convergence, Internet and Knowledge society, DigitalDivide.
           .
BOOKS PRESCRIBEDs:
1. Chauhan, S. & Pant. N.C. (2010). Handbook of Online Journalism. New Delhi: Kanishka Publishers.

REFERENCES

1. Shukla, A.S. (2010). Digital Media and Weblog. New Delhi: Rajat Publications.
2. Dianna Booher (2007), e writing 21st century for effective communication
3. Robert A Papper (1995), Broadcast news writing style book, Routledge
4. Articles and Research Papers on the same.
    CIA:-
- The students have to regularly write about social issues in the blogs
- The students should report any issue in their neighbourhood as a part of Citizen Journalistic reporting
- An analysis of 4 print newspapers and its online version has to be done to understand the differences in thelayout pattern

T1	T2	TAV	Assignment	Quiz	Internals	External	Total
					40	60	100

FATIMA COLLEGE (AUTONOMOUS) MADURAI-18 III-
B.A. JOURNALISM AND MASS COMMUNICATION
SEMESTER VI
MAJOR ELECTIVE
JM6ME3-BUSINESS COMMUNICATION
(2018 onwards)

Entire Course has focus on Employability & Skill Development

HRS/WEEK: 6   **CREDITS: 5**

GENERAL OBJECTIVE

- This course will introduce the students to basic formats and techniques of business communication.

LEARNING OUTCOMES

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

UNIT I   [**15 HRS**]

Introduction, Understanding Communication, the Communication Process, Barriers to Communication, theImportance of Communication in the Workplace, Types of Communication, Classification ofCommunication Channels, The Nature of Business Communication, Types of Business Communication. **UNIT II**   [**20 HRS**]

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

UNIT III   [**20 HRS**]

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

UNIT IV   [**15 HRS**]

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

UNIT V   [**20 HRS**]

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

BOOKS PRESCRIBED:-

1. Indu Grover, Deepak Grover& Nishi Sethi (2007). Mass Communication in India. Udaipur: AgrotechPublishing.

REFERENCE

1. Meeta Ghosh (2011), Business Communication skill, Pearson Education
2. Rayburn (2005), Business of streaming and digital media, Focal press
3. Pushpa Lata (2011), Communication skill, Oxford
4. Articles and Research Papers on the same.

CIA:-

- The students have to arrange for mock business presentations.
- The students have to undertake a case study of any business organisation and analyse its conduct with themedia.

T1	T2	TAV	Assignment	Quiz	Internals	External	Total
15	15	15	5	5	25	75	100

FATIMA COLLEGE (AUTONOMOUS) MADURAI-18 III-
B.A. JOURNALISM AND MASS COMMUNICATION
SEMESTER VI
MAJOR ELECTIVE
JM6ME4-INTEGRATED MARKETING COMMUNICATION
(2018 onwards)

HRS/WEEK: 6   **CREDITS: 5**

GENERAL OBJECTIVE

- To initiate the students into the world of Integrated marketing communications, public relations andtechnical writing.
  LEARNING OUTCOME

- To pave the way for the students to choose the career of professional corporate communicators.

UNIT I   [**15 HRS**]
Understanding Integrated marketing Communication -Meaning and concept -Key features, Objectives and components of IMC -Theoretical Underpinnings and Models of IM - Benefits and Barriers

UNIT II   [**20 HRS**]
Marketing Communication -The Marketing concept -Segmentation, Targeting and positioning - DevelopingMarketing Strategy- Strategic planning process-Consumer Behavior

UNIT III   [**20 HRS**]
IMC Plan and Campaigns -Developing IMC Plan / Campaign planning -Situation analysis, Market researchand formulating objectives -Campaign creation and Production

UNIT IV   [**15 HRS**]
Definition of corporate communication; scope, nature, role and evolution of corporate communications; internal and external audience - Corporate identity

UNIT V   [**20 HRS**]
Key concepts of corporate identity, corporate identity planning, corporate image, corporate personality, branding the corporate, corporate functions and corporate tools Business Communication - Writing memos;report writing; writing proposals

BOOKS PRESCRIBED:

- Natarajan Samitha. (2014). Media and Advertising. New Delhi: Jnanada Prakashan.
  REFERENCES
1. Morrissey, Advanced media communication and production
2. Manish puri.(2016). Constitutional and political development in India. Mohif Publications.
3. Seema Hasan.(2013)Mass communication principles and concepts.
4. Articles and Research Papers on the same.

   CIA

T1	T2	TAV	Assignment	Quiz	Internals	External	Total
15	15	15	5	5	25	75	100

HRS/WEEK: 2   **CREDITS: 2**

GENERAL OBJECTIVE
- For the understanding of gender, sexuality and the media.
- For understanding the representation of gender in the media.

LEARNING OUTCOMES
- Learners become gender sensitized
- Learners can critically evaluate the stereotypical portrayal of gender

UNIT I   **[6 HRS]**
Understanding the concept of Gender, Understanding the concept of Sex, Differences between Gender andSex. Gender construction in the society.

UNIT II   **[6 HRS]**
Femininity and Masculinity, Concept of LGBT, Patriarchy, Understanding the historical status of womenin India, Gender Inequality in the society. Violence upon women and LGBT.

UNIT III   **[6 HRS]**
Gender bias and stereotypes in the portrayal of gender in film, television, internet and print media. Media's representation of gender and sexuality in the media.

UNIT IV   **[6 HRS]**
Gendered audiences and gender differences in media reception. Understanding the psyche of the audience. Concept of Male gaze.

UNIT V   **[6 HRS]**
Challenges ahead, Prospects. Do's and Don't'sof the Media. Role of media in perpetuating gender equality.

BOOKS PRESCRIBED:
1. Joseph Ammu (2005). Making News- Women in Journalism. Penguin Books.

REFERENCE:
1. Chakravarty, Jaya (2007). Media and Women's Development. Delhi: Sarup and Sons.
2. Rosalind Gill (2007), Gender and the Media, Polity
3. Judith Baxter (2008), Women leaders and gender stereotyping in the UK press, Springer International
4. Articles and Research Papers on the same.

CIA :-
- 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 inmagazines/newspapers/advertisements/films
- The pattern of coverage of LGBT Issues in the media should be submitted as project

EVALUATION PATTERN

T1	T2	TAV	Assignment	Practical	Internals	External	Total
50	50	25	5	20	50	50	100

HRS/WEEK: 2   **CREDITS: 2**

GENERAL OBJECTIVES:
- For the understanding of the media content in relation to women
- For understanding the role of women as and in media.

LEARNING OUTCOMES
- To understand the tenets of gender
- To understand the knowledge of gender and media
- To criticise and evaluate the media content in relation to gender
- To identify the stereotyped portrayal of gender in the media

UNIT I   **[6 HRS]**
Understanding the concept of Feminism, Types of Feminism, Violence upon women.   Role of class, race and caste in suppressing women. Violence upon women around the world.

UNIT II   **[6 HRS]**
Media coverage of women's issues in Print, electronic, web. Women issues in the media.

UNIT III   **[6 HRS]**
Understanding the roles and Images of Women in Media such as Newspapers, Magazines, Television, Radio, Cinema, Advertising. Issues of pornography. Objectification of women images in advertising and marketing.

UNIT IV   **[6 HRS]**
Women Journalists in Print and Electronic Media, Women film Directors In India and Abroad, Women advertisement film makers, Women Radio Jockeys, Women Magazine writers. Achievements of women media professionals.

UNIT V   **[6 HRS]**
Contribution of women to the media, Status of women professionals in the media. Role of media in empowering women.

BOOK PRESCRIBED:
1. Joseph Ammu (2005). Making News- Women in Journalism. Penguin Books.

REFERENCE:
1. Articles and Research Papers on the same.
2. Chakravarty, Jaya (2007). Media and Women's Development. Delhi: Sarup and Sons.
3. Rosalind Gill (2007), Gender and the Media, Polity
4. Judith Baxter (2008), Women leaders and gender stereotyping in the UK press, Springer International

CIA:
- The students have to prepare assignments on two women journalists.
- The students have to interview any woman media professional and analyse the challenges she has undertaken

EVALUATION PATTERN

T1	T2	TAV	Assignmen	Practical	Internals	External	Total

13

			t				
50	50	25	5	20	50	50	100

A. Ranaban

Signature of HOD

Head
Department of Journalism
& Mass Communication
Fatima College (Autonomous)
Madurai - 625 018