

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. JOURNALISM AND MASS COMMUNICATION
PROGRAMME CODE	: USJM
ACADEMIC YEAR	: 2020 - 2021

MEETING OF THE

DATE-

BOARD OF STUDIES

2019 - 2020

Minutes of the Meeting.

The Board of Studies for the Department of Journalism and Mass Communication was held on Feb. 28, 2020 at 10.00 a.m. The meeting began with a prayer. The members were welcomed by Mr. S. Saira Banu, Associate Professor and Head.

The following constituted the Board

- | | |
|--|------------------------------|
| 1. Mr. S. Nagarathinam
Professor and Head
Department of Communication
Madurai Kamaraj University | University Nominee
Absent |
| 2. Mr. T. Shylaja
Head, Department of Visual Communication
The American College
Madurai | Subject Expert
Absent |
| 3. Mr. G. Balasubramania Raja
Head, Department of Communication
Manonmaniam Sundaranar University,
Abishekapatti, Tirunelveli | Subject Expert |
| 4. Ms. Lydia Israel
Manager - Advertisement Sales
Vikatan Media Service
RH 15, Meenakshi Avenue
Kalai Nagar
Madurai - 17. | Industrial Expert
Absent |
| 5. Ms. M. Pon Shruithi
1/66G1, 1/268 Kamaraj Nagar Road
Dhalavaipuram, Virudhunagar | Alumna |

The Agenda for the deliberations by the Board was placed before the Board. The following were presented for the approval of the Board after presenting the ATR i.e. implementation of all suggestions of BOS 19-20.

1. Changed Evaluation Pattern for the OBE Syllabus
2. Syllabus for Self-learning Course for Advanced Level Learners:
"Computer Skills for Media" - Sub. Code: 19UGSLJMC1 - Credits: 2
3. Syllabus for Value Added Crash Course - Scripting & Video Film Making - Sub. Code: 19UGVAJMC1 - Hours - 30
4. Ten percent of Self Study Components in all Courses
5. Teaching Methodology & Assessment Rubrics for Remedial Teaching
6. Internships & Projects
7. Panel of External Examiners for Practicals

The Board approved of all items with a few suggestions:

⇒ Item 2: Dr. Balasubramania Raja recommended that the Syllabus for the Self-learning Course "Computer Skills for Media" should have more practical components. It should facilitate the publication of the Students' work and creation of portfolios. Ms. Pon Shruithi suggested that adequate study materials and software accessibility should be provided.

Some minor changes were suggested in the OBE syllabus for V & VI Semesters which were approved already in the previous BOS meeting 19-20.

⇒ The Board felt that the Elective Course 'Writing for Media' - 19JMBME4, should be made a skill based course. So it was swapped with "Gendered Representation in Media - 19JMBSE5, which in turn becomes the Elective Course. Necessary changes have to be made in the contents of both the Courses to accommodate the changes in the number of teaching hours. And 'Translation' should be incorporated as one of the units in the Course 'Writing for Media'.

⇒ Title of the course "Online Journalism" - 19JM5SB3 is to be changed to "Web Designing" in V Semester.

⇒ Ms. Pon Shruithi also suggested that students must be made to listen to Radio & read Newspapers regularly. Panel Discussions to be included.

⇒ The Panel of External Examiners for Practicals was also approved.

Members present at the meeting were:

1. Mr. G. Balasubramania Raja
Head, Department of Communication
Manonmaniam Sundaranar University
Alisekapatti, Tirunelveli

G. Raja
28/02/2020

2. Ms. M. Pon Shruithi
1/666, 1/268, Kamaraj Nagar Road
Dhalavaipuram, Virudhunagar

Pon Shruithi M
28/02/2020

3. Dr. S. Savia Banu
Head & Associate Professor
Department of Journalism and
Mass Communication
Fatima College, Madurai.

S. Banu
28/02/2020

4. Ms. S. Jeno Mary
Assistant Professor
Department of Journalism and Mass
Communication
Fatima College, Madurai

J. Mary
28/02/2020

5. Ms. C. Gladious Guna Ranjini
Assistant Professor
Department of Journalism and
Mass Communication
Fatima College, Madurai

Gladious
28/2/2020.

6. Dr. S. Thanapandi
Assistant Professor
Department of Journalism and
Mass Communication
Fatima College, Madurai

Th. S.
28/2/2020

DATE-

7. Ms. Gr. Roseline Stella Rani
Assistant Professor
Department of Journalism and
Mass Communication
Fatima College, Madurai

gpl Still P
28/02/2020

8. Ms. A. Mable Jasmine Shobha
Assistant Professor &
Dean of Academic Affairs
(Self Financing Courses)
Fatima College, Madurai

f. Mable Jasmine Shobha

gpl 28/02/2020

Dr. Sr. G. Celine Sahaya Mary
Principal



FATIMA COLLEGE (AUTONOMOUS), MADURAI-18
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION
For those who joined in June 2019 onwards

PROGRAMME CODE: USJM

PART – I – TAMIL / FRENCH / HINDI- 12 CREDITS

PART – I – TAMIL

Offered by the Research Centre of Tamil

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	19TLC1	Language-Modern Literature பொதுத்தமிழ் - இக்கால இலக்கியம்	5	3	40	60	100
2.		19TSLC 1	Language - Modern Literature(com) பொதுத்தமிழ் - இக்கால இலக்கியம்	5	3	40	60	100
3.	II	19TLC2	Language - Bakthi Literature பொதுத்தமிழ் - பக்தி இலக்கியம்	5	3	40	60	100
4.		19TSLC 2	Language - Ancient &Medieval Literature(Com) பொதுத்தமிழ் - சங்கம் மற்றும் இடைக்கால இலக்கியம்	5	3	40	60	100
5.	III	19TLC3	Language- Epic Literature பொதுத்தமிழ் - காப்பிய இலக்கியம்	5	3	40	60	100
6.	IV	19TLC4	Language-Sangam Literature பொதுத்தமிழ் - சங்க இலக்கியம்	5	3	40	60	100
			Total	10/ 20	6/12			

PART – I –FRENCH

Offered by The Department of French

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	19RLC1	PART 1 LANGUAGE FRENCH	5	3	40	60	100
2.		19RSLC1	PART 1 LANGUAGE FRENCH					
3.	II	19RLC2	PART 1 LANGUAGE FRENCH	5	3	40	60	100
4.		19RSLC2	PART 1 LANGUAGE FRENCH					
5.	III	19RLC3	PART 1 LANGUAGE FRENCH	5	3	40	60	100
6.	IV	19RLC4	PART 1 LANGUAGE FRENCH	5	3	40	60	100
			Total	20	12			

PART – I – HINDI

Offered by The Department of Hindi

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	19DLC1	PART 1 LANGUAGE HINDI	5	3	40	60	100
2.		19DSLC1	PART 1 LANGUAGE HINDI					
3.	II	19DLC2	PART 1 LANGUAGE HINDI	5	3	40	60	100
4.		19DSLC2	PART 1 LANGUAGE HINDI					
5.	III	19DLC3	PART 1 LANGUAGE HINDI	5	3	40	60	100
6.	IV	19DLC4	PART 1 LANGUAGE HINDI	5	3	40	60	100
			Total	20	12			

PART – II -ENGLISH – 12 CREDITS

Offered by The Research Centre of English

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CREDIT	CIA Mks	ESE Mks	TOT . MKs
1.	I	19E1LB1	BASIC COMMUNICATIVE ENGLISH	5	3	40	60	100
2.		19E1LI1	INTERMEDIATE COMMUNICATIVE ENGLISH	5	3	40	60	100
3.		19E1LA1	ADVANCED COMMUNICATIVE ENGLISH	5	3	40	60	100
4.	II	19E2LB2	ENGLISH COMMUNICATION SKILLS (BASIC)	5	3	40	60	100
5.		19E2LI2	ENGLISH FOR EMPOWERMENT (INTERMEDIATE)	5	3	40	60	100
6.		19E2LA2	ENGLISH FOR CREATIVE WRITING (ADVANCED)	5	3	40	60	100
7.	III	19ELC3	ENGLISH FOR DIGITAL ERA	5	3	40	60	100
8.	IV	19ELC4	ENGLISH FOR INTEGRATED DEVELOPMENT	5	3	40	60	100
			Total	20	12			

PART – III -MAJOR, ALLIED & ELECTIVES – 95 CREDITS

CORE COURSES : 60CREDITS

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

ALLIED-20 CREDITS

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

ELECTIVES-15 CREDITS

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

PART – IV – 20 CREDITS

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

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

PART - V - 1CREDIT

OFF-CLASS PROGRAMME

ALL PART-V

Shift I

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

Shift II

- Physical Education
- Rotaract

- Women Empowerment Cell
- AICUF
- Youth Red Cross / NSS

Kindly retain your respective Part V

OFF-CLASS PROGRAMME

ADD-ON COURSES

COURSE CODE	Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ESE Mks	Total Marks
	COMPUTER APPLICATIONS (offered by the department of PGDCA for Shift I)	40	2	I&II	40	60	100
	ONLINE SELF LEARNING COURSE- Foundation Course for Arts	40	3	I	50	-	50
	ONLINE SELF LEARNING COURSE- Foundation Course for Science	40	3	II	50	-	50
	ETHICAL STUDIES- Value Education	15	2	III-VI	50 each Semester	-	100
	HUMAN RIGHTS	15	2	V	-	-	100
	OUTREACH PROGRAMME- Reach Out to Society through Action ROSA	100	3	V & VI	-	-	100
	PROJECT	30	4	VI	40	60	100
	READING CULTURE	10/Semester	1	II-VI	-	-	-
	MOOC COURSES	-	Minimum 2	-	-	-	

COURSE CODE	Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ESE Mks	Total Marks
	(Department Specific Courses/any other courses) * Students can opt other than the listed course from UGC-SWAYAM UGC / CEC		Credits				
	TOTAL		22 +				

EXTRA CREDIT COURSE

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

OFF CLASS PROGRAMMES

19UGVAW1 - Crash Course – **Scriptingand VideoFilm Making**

II B.A
SEMESTER – III

For those who joined in 2021 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGO RY	HRS/W EEK	CREDITS
USJM	19UGSLJM1	Computer Skills for Media	SELF LEARNIN G		2

COURSE DESCRIPTION:

This course enables the students to develop computer skills for media.

COURSE OBJECTIVES:

This paper will emphasis on visualization skills and desktop publishing using software such In-design, Illustrator and Photoshop. It seeks to give the students hand on experience with computers.

UNITS:

Unit I: BASIC SOFTWARE

MS Office – Word, Excel, PowerPoint.

Unit II: ATTRIBUTES OF MENUS

Designing – Selection and Sources of Design; Types of Design; Shapes – Natural Abstract and Geometric, Colors – Hue, Value and Intensity.

Unit III: CAREER OPPORTUNITIES

DTP for Publication Design: In-design

Unit IV: FASHION AND MEDIA

Editing of Image / Picture using Photoshop, 2D Graphic – Illustrator.

Unit V:

Designing Logos, Spokes Characters, Brochures, Posters, and Greeting Cards.

Designing Logos, Spokes Characters, Brochures, Posters, and Greeting Cards.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. <http://www.legalserviceindia.com/legal/article-2025-fashion-law-and-its-scope-with-reference-to-important-case-laws.html>
2. <https://www.mensxp.com/fashion/interviews.html>
3. <https://www.whowhatwear.com/tags/celebrity-interview>

EVALUATION PATTERN

- ✓ 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.

MARKS		
CIA	ESE	Total
40	60	100

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	Apply advanced MS Office skills in their presentations	K1	PSO4, PSO5
CO2	Use designing skills in creating layouts	K1, K2,	PSO2, PSO4, PSO5
CO3	Acquire knowledge of Adobe-In design software	K1	PSO1, PSO2, PSO5
CO4	Manipulate photos using Adobe Photoshop	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Gain knowledge about vector graphics	K4	PSO2, PSO4, PSO5

COURSE DESIGNERS:

1.Ms A. Jeno Mary

2.Ms. C Gladious Guna Ranjini

Forwarded By



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