

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

: 2021-22

Fatima College (Autonomous) Madurai

Minutes of the Meeting of the Board of Studies

Name of the Department: Journalism and
Mass Communication

To be implemented from: 2021-22

Venue: Dept. of JMC, Fatima College, Madurai
- Through Online Platform - Google Meet

Convened on: 12/04/2021

At: 2.00 p.m.

Members Present:

- | | |
|---|------------------------|
| 1. Dr. S. Savia Banu
Associate Professor
Head, Department of Journalism
and Mass Communication
Fatima College, Madurai | Head of the Department |
| 2. Dr. S. Nagarathinam
Professor & Head
Department of Communication
Madurai Kamaraj University
Madurai | University Nominee |
| 3. Dr. G. Balasubramania Raja
Professor & Head
Department of Communication
Manonmaniam Sundasanan
University
Tirunelveli | Subject Expert |
| 4. Dr. J. Margaret Suganthi
Assistant Professor & Head
Research Department of Viscom
Holy Cross College
Trichy | Subject Expert |

5. Ms. K. Ananth

Industrialist

Chief of Bureau
The Times of India
Madurai

6. Ms. M. Pon Shruithi

Alumna

Business Partner
Seagull Papers
Sivakasi

7. Ms. S. Jeno Mary

Member of Department

Assistant Professor
Department of Journalism &
Mass Communication
Fatima College, Madurai

8. Ms. C. Gladious Guna Ranjini

Member of Department

Assistant Professor
Department of Journalism &
Mass Communication
Fatima College, Madurai

9. Ms. L. Madhumitha

Member of Department

Assistant Professor
Department of Journalism &
Mass Communication
Fatima College, Madurai

Agenda for BOS Meeting:

1. Presentation of the Action Taken Report
2. Updation and addition of Open Educational Resources in the list of references of courses
3. Revision of Syllabus
4. New Courses - a. At least one Interdisciplinary Self-learning Extra Credit Course / Semester for Advanced Learners to be introduced

5. Introduction of at least one purely Skill-embedded Certificate / Diploma / Advanced Diploma Value-added Course other than the Value-added Course that is already being offered

b. Internships & Projects

a. Rubrics for Internships & Projects

b. Type of Projects

(i) Field Project

(ii) Student Project

UG Project - group

Minutes :

1. Action Taken Report :

(i) Action Taken Report for 2020-21 :

S.No	Common Suggestions offered in the Previous Board	Action taken for the Academic Year 2020-21
1.	Practical courses should facilitate the creation of the students' portfolios	Students have always created portfolios Publication of Students' work in Magazines is also done

(ii) Change of Course Title :

S.No.	Old Course Code	New Course Code	Old Course Title	New Course Title	Need for Change
1	19JM5SB3	19JM5SB3 (No change)	Online Journalism	Web Designing	Course Contents more relevant to Web Designing

(iii) New Courses introduced : NIL

(iv) Revised Courses : Refer to Table given below.

Revised Courses

S. No.	Course Code	Course Title	No. & Title of units Revised with the Revised Content - Specified if it is not the whole unit	% of Revision	Need for Revision	Relevance to	Scope for
1	19JM6ME6	Writing for Media	Unit - V Topic - "Role" of Translation was added. The Course was swapped with 19JM6SB5 - Rendered Representation in Media and this in turn was changed into the Elective Course 19JM6ME6	20%	The Course was made a Skill-based Course and Translation had to be incorporated as one of the units. Changes were made in the content of both courses to accommodate the changes in the number of Teaching Hours	L R N G	Emp SD Emp SD

2. Updation of Open Educational Resources in the list of references of each course:

Updation was done in all courses and was presented

3. Revision of courses: Nil

4. New courses to be introduced in 2021-22:

S.No.	Course Code	Course Title	Relevance to Scope for	Need for Introduction
1.	19UGSLJMC1	Fashion Journalism	<div> <div>L</div> <div>R</div> <div>N</div> <div>G</div> <div>Emp</div> <div>5th</div> <div>SD</div> </div> <div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> </div>	For gaining extra credits through self-learning. This course enables the student to analyse the ways various media cover fashion Journalism.
2.		Content Writing or Video Making (Interdisciplinary) - with elect. of BCA.	<div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> </div>	This course enables the students to create creative content for the digital platform.
3.		Travel Journalism	<div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> <div>✓</div> </div>	This course provides a broad scope for career in the field of Travel Journalism.

5. Introduction of purely skill - embedded Certificate / Diploma / Advanced Diploma Value-added Course :

S. NO	Course Code	Course Title	MOU with Industry	Skills sharpened	Course Outcome
1.	19UGVAJMC2	Developing Skills for Career in the Radio Industry	-	Voice Modulation, Script Writing for Radio Jockeying, Script Delivery, Dubbing, Review Writing, Managing Listeners	This Course enables the students to deliver Radio Programmes like a professional

6. Rubric for Internship / Project

S. NO	C1 20 mks	C2 20 mks	CIA Total 40 mks	External 60 mks
1.	Record work	Presentation	C1+C2	VIVA VOCE

Details of Proposed MOUs : Proposed MOU with Suryan FM for Internship

Other Suggestions :

1. Internship Programme can be arranged during the Summer Vacation after the First year and second year. The Report of the internship is to be evaluated in lieu of the UOI Project. It can be evaluated in the VI Semester based on the rubric given above.
2. The Practical work for 19JM5CP5 - Documentary Production and 19JM6CP6 - Short Film Production can be assigned as group so that quality of the work.

is maintained. The group can comprise a maximum of 3 members. Students have to be monitored from time to time by the faculty in charge of the practical course.

3. It was suggested to have self-learning courses for II & III year students i.e. from III Semester onwards.

4. (i) Suggestions for Self-learning Extra Credit Courses-General:
University Nominee Dr. S. Nagarathinam:

→ It is better to introduce such Interdisciplinary Courses in the second and third year of the UG Programme

→ If at all it is mandatory to offer these in the first year, one simple and easy course can be given in the second semester and definitely not in the first semester as the freshers need to settle down first.

→ Before offering a self-learning course the Department must ensure that the learners have acquired some basic knowledge related to the content of the self-learning course in the earlier semester.

Subject Expert Dr. Balasubramania Raja:

→ Evaluation details of these courses should be spell out clearly

Subject Expert Dr. Margaret Suganthi:

→ Self-learning course should not be offered in the First year.

Industrialist Mr. K. Ananth:

→ He also expressed his agreement with other experts.

(ii) Suggestions for individual self-learning courses:

• Fashion Journalism

* Dr. Nagarathinam said that this can be introduced in the second or third semester.

* Mr. Ananth - it can be offered in the third semester as it is relatively simple.

* Other two ^{also} approved of the course being offered to in the earlier semesters.

• Travel Journalism

* Dr. Nagarathinam suggested that there should be a Teacher advisor / guide to monitor the students' activities as this course involves travelling. He expressed his concern for the safety of the girl students.

Insurance Coverage for students was also suggested by him.

* Mr. Balasubramania Raja suggested that the field report must be produced every 15 days.

• Content writing & Video Making (Interdisciplinary - with BCA)

* Dr. Nagarathinam suggested that this course can be offered to the students only after students have already acquired some basic knowledge and skill in news editing, news writing and general writing skills.

• Computer Skills for Media

* This course was already passed in the BOS meeting of last year (2019-20) which is to be offered for the III year students. Hence only mention was made.

5. Suggestions for Internship Duration:

- It can be for 15 days of offline internship or 75 hours (5 hours per day) of Online Internship
- 6. The word 'Techniques' to be removed from the titles of the following Courses during the next revision of OBE Syllabus for I year.
 - 19JM1CPI - News Editing Techniques
 - 19JM3CC3 - Radio and Television Production Techniques

Commendations:

- The Overall Syllabus was appreciated by all the members
- Mr. Ananth, the Industrialist appreciated the Internship Programme and the Courses "Fashion Journalism" and "Travel Journalism" as interesting courses which will be appealing to the Students.

The meeting came to an end with the vote of thanks for all the BDS members

Signatures of the Members who participated:

(Digital Signatures are attached for those who were present virtually)

1. Head of the Department - Dr. S. Sarva Bamu. B. Banubam
2. University Nominee - Mr. S. Nagarathinam. 12/14/2021
3. Subject Expert - Mr. G. Balasubramania Raja - Virtually present
4. Subject Expert - Dr. J. Margasel Suganthi. Virtually present
5. Industrialist - Mr. K. Ananth - Virtually present

DATE-

6. Alumna - Ms. M. Pon Shreethi - Virtually present
7. Member of Department - Ms. S. Jeno Mary - Am
8. Member of Department - Ms. C. Gladious Lyra Panjini - Gladious
9. Member of Department - Ms. L. Madhumitha - Madhu
10. Dean of Academic Affairs - Ms. A. Matte Jerminie Shobha - 1. Matte Jerminie Shobha

12/04/2021
Mr. Sr. G. Celine Sakaya Mary
Principal



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

Department of Journalism and Mass Communication

AY 2021 – 2022

1.2.1 New Courses

Sem	Part	Sub Code	Study Component	TYPE	Credit	Hrs	CIA Marks	ESE Marks	Tot Marks
I	I	19TLC1	Language-Modern Literature	TH	3	5	40	60	100
		19RLC1	Language French	TH	3	5	40	60	100
		19DLC1	Language Hindi	TH	3	5	40	60	100
	II	19ELCI	English Communication Skills-1	TH	3	5	40	60	100
	III	19JM1CC1	Introduction to Journalism and Mass Communication	TH	4	6	40	60	100
		19JM1CP1	News Editing Techniques	PR	4	6	40	60	100
		19JM1AC1	News Reporting and Writing Techniques	TH	5	5	40	60	100
	IV	19JM1NME	Event Management	TH	2	2	40	60	100
		19G1VE1	Value Education	TH	1	1	40	60	100
II	I	19TLC2	Language – Bakthi Literature	TH	3	5	40	60	100
		19RLC2	Language French	TH	3	5	40	60	100



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

		19DLC2	Language Hindi	TH	3	5	40	60	100
	II	19ELC2	English-Communication Skills-1	TH	3	5	40	60	100
	III	19JM2CC2	Media Laws and Ethics	TH	4	6	40	60	100
		19JM2CP2	Photo Journalism	PR	4	6	40	60	100
		19JM2AC2	National and International Affairs	TH	5	5	40	60	100
	IV	19JM2NME	Event Management	TH	2	2	40	60	100
		19G2VE2	Value Education	TH	1	1	40	60	100
III	I	19TLC3	Language- Epic Literature	TH	3	5	40	60	100
		19RLC3	Language French	TH	3	5	40	60	100
		19DLC3	Language Hindi	TH	3	5	40	60	100
	II	19ELC3	English- Communication Skills-1	TH	3	5	40	60	100
	III	19JM3CC3	Radio and Television Production Techniques	TH	4	6	40	60	100
		19JM3CP3	Broadcast Journalism	PR	4	6	40	60	100
		19JM3AC3	Media Culture and Society	TH	5	5	40	60	100
	IV	19JM3SB1	Basics of Audio And Video Editing	TH/ PR	2	2	40	60	100



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

		19G3EN3	Environmental Awareness	TH	1	1	40	60	100
IV	I	19TLC4	Language-Sangam Literature	TH	3	5	40	60	100
		19RLC4	Language French	TH	3	5	40	60	100
		19DLC4	Language Hindi	TH	3	5	40	60	100
	II	19ELC4	English- Communication Skills-1	TH	3	5	40	60	100
	III	19JM4CC4	Communication Theories	TH	4	6	40	60	100
		19JM4CP4	Television Production	PR	4	6	40	60	100
		19JM4AC4	Basics of Advertising	TH	4	6	40	60	100
	IV	19JM4SB2	Advertisement Production	TH/PR	2	2	40	60	100
		19G4EN4	Environmental Awareness	TH	1	1	40	60	100
	V		Part V Activities		1				100
V	III	19JM5CC5	Development Communication	TH	4	5	40	60	100
		19JM5CC6	Film Studies	TH	4	5	40	60	100
		19JM5CC7	Media Literacy	TH	4	5	40	60	100
		19JM5CP5	Documentary Production	PR	4	5	40	60	100



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
 Mary Land, Madurai - 625018, Tamil Nadu

	IV	19JM5ME1/	Business Communication/	TH	5	5	40	60	100
		19JM5ME2	Specialised Reporting						
		19JM5SB3	Online Journalism	TH	2	2	40	60	100
		19JM5SB4	Broadcast Media Operation	TH	2	2	40	60	100
VI	III	19JM6CC8	Media Management	TH	4	5	40	60	100
		19JM6CC9	Basic Media Research	TH	4	5	40	60	100
		19JM6CP6	Short Film Production	PR	4	5	40	60	100
		19JM6ME3/ 19JM6ME4	Integrated Marketing Communication / Public Relations	TH	5	5	40	60	100
		19JM6ME5/ 19JM6ME6	New Media Gendered Representation in Media	TH	4	5	40	60	100
	IV	19JM6SB5	Writing for Media	TH	2	2	40	60	100
		19JM6SB6	Women and Media	TH/PR	2	2	40	60	100
		SELF LEARNING COURSES							
	II	21JM2SL1	Fashion Journalism	TH/PR	2	NA	40	60	100
	IV	21J4SLJM2	Content Writing & Video Film Making	TH/PR	2	NA	40	60	100



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

	V	21JM5SL3	Travel Journalism	TH/PR	2	NA	40	60	100
--	---	----------	-------------------	-------	---	----	----	----	-----

I B.A
SEMESTER – II

For those who joined in 2021 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	CREDITS
USJM	21JM2SL1	FASHION JOURNALISM	SELF LEARNING	NA	2

COURSE DESCRIPTION:

This course enables the students to analyse the ways various media: print, visual, and new cover fashion Journalism

COURSE OBJECTIVES:

This paper will help students become aware of the advantages and disadvantages of various media used and how to apply this awareness to their fashion coverage

UNITS:

Unit I: FASHION INDUSTRY

History of Fashion Industry; Popular Fashion Magazines an overview – Femina, Cosmopolitan Era, Women’ Era

Unit II: INTERVIEW TECHNIQUES

Techniques to interview fashion celebrities; Writing fashion news and features

Unit III: FASHION JOURNALISM

Careers in Fashion Journalism - Fashion photography in the field of Advertising;

Unit IV: FASHION AND MEDIA

Review of Fashion films & Documentaries; Fashion blogging and Social Media;

Unit V: FASHION & LAW

Fashion and Law: Case Studies

REFERENCES:

1. Julie Bradford – Fashion Journalism – Routledge Publishers (2014)
2. Kristen K. Swanson – Writing for the Fashion Business – Fairchild Books (2008)

DIGITAL OPEN EDUCATIONAL RESOURCES:

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

EVALUATION PATTERN

CIA			ESE	Total
TEST	ASST	TOTAL		
20	20	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	Trace the origin and development of fashion Industry	K1	PSO4, PSO5
CO2	Gain knowledge about interview skills	K1, K2,	PSO2, PSO4, PSO5
CO3	Awareness about career growth in fashion Journalism	K1	PSO1, PSO2, PSO5
CO4	Acquire knowledge about fashion blogging	K1, K2, K3	PSO2, PSO4, PSO5

CO5	Apply knowledge about reviewing fashion documentaries	K4	PSO2, PSO4, PSO5
Co6	Comprehend media constitutional fashion laws	K4	PSO2, PSO4

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**

II B.A
SEMESTER – III

For those who joined in 2021 onwards

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USJM	21J4SLJM2	CONTENT WRITING AND VIDEO FILM MAKING	SELF LEARNING	NA	2

COURSE DESCRIPTION:

This course provides a broad scope for content writing and video film making

COURSE OBJECTIVES:

This paper will emphasis on visualization skills to creatively write for video film making

UNITS:

UNIT I: CONTENT WRITING INTRODUCTION

Need and Importance – Skills of a content writer – types - creative perspective of content – Choosing Headlines – Writing Contents Matching With Head Lines- Proof Reading - Step by Step Process Writing – Making it Trustworthy - Quoting in Social Media.

UNIT II: E-CONTENT DEVELOPMENT

Electronic Content Designing - Development - E-content–Standards – Learning Objects - Re-usability of E-content

UNIT III: Story Board and Filming

storyboard ideas to plan and organize movies - techniques for creating film characters - Filming - Learn and use controls for filming and editing - creation and importing audio tracks and controls - creating loops,changing start and end points - Animation project wrap up – Audio and Video Compression.

UNIT IV: Animation Creation

Stop Motion Animation - Principles of Animation - Calculate and Apply appropriate frame rates - Manipulate animation - Characteristics of well-designed Animation - Past and Current Animation Trends Stopmotion Set-up - Animation Execution.

UNIT V: Video Editing

Kine Master – Main View – Options – Ratio Aspects – Project Settings – Loading Videos – Working with Timeline – Layers – Clip Options – Trim and Split Audio, Video – Insert Text – Merge Videos – Export the Videos.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. <https://blog.hubspot.com/marketing/how-to-write-a-video-script-ht>
2. <https://www.videomaker.com/article/3087-video-and-film-script-writing>
3. <https://kartoffelfilms.com/blog/how-to-write-script-for-short-video-tips/>

EVALUATION PATTERN

CIA			ESE	Total
TEST	ASST	TOTAL		
20	20	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	Understand the need and importance of content writing	K1	PSO4, PSO5

CO2	Gain knowledge about e content development	K1, K2,	PSO2, PSO4, PSO5
CO3	To understand about story board and filming	K1	PSO1, PSO2, PSO5
CO4	Understand the techniques of animation creation	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Learn skills of video editing	K4	PSO2, PSO4, PSO5

COURSE DESIGNERS:

1.Ms. A. Jeno Mary – Dept. of JMC

2.Ms. C Gladious Guna Ranjini – Dept. of JMC

3. Ms. G. Preetha – Dept. of BCA

Forwarded By



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

III B.A
SEMESTER – V

For those who joined in 2021 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	21JM5SL3	TRAVEL JOURNALISM	SELF LEARNING	NA	2

COURSE DESCRIPTION:

This course provides a broad scope for Travel Journalism

COURSE OBJECTIVES:

This paper will emphasis on visualization skills to write travel stories

UNITS:

Unit I: TRAVEL JOURNALISM

History of Travel Journalism; Great travel stories of Marcopolo, Huien-Tsang, Vasco Da Gama; Pioneers in travel writing in India - Bishwanath Ghosh, A.K.Chettiar

Unit II: TRAVEL WRITING

Facts influencing Travel writing; types of travel writing – Travelogues; Articles on Travel

Unit III: TRAVEL MAGAZINES

Articles on Specialized topics; Writing informative articles. Writing for Travel magazines, travel and trade;

Unit IV: CREATIVE WRITING

Creative travel writing – Techniques to Travel writing, Collecting information, Style of factual and creative writing.

UNIT V – TRAVEL LITERATURE

Promotional Literature, Photography for travel magazines and guidebooks, tourism and Globalization; New trends in travel writing.

REFERENCES

1. Outlook Traveller, India Today plus, Air magazines(Jet airways, Swagat)
- <https://www.outlookindia.com/outlooktraveller/>

2. Travels of Marcopolo
3. Kaul. H.H – Travelers India – OUP – 1997

EVALUATION PATTERN

CIA			ESE	Total
TEST	ASST	TOTAL		
20	20	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	Trace the origin of travel journalism	K1	PSO4, PSO5
CO2	Gain knowledge about the types of travel writing	K1, K2,	PSO2, PSO4, PSO5
CO3	Read the related literatures of travel writing	K1	PSO1, PSO2, PSO5
CO4	Understand the techniques of travel writing	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Learn skills of writing travel stories	K4	PSO2, PSO4, PSO5

Co6	Acquire knowledge about photography for travel magazines and guidebooks	K4	PSO2, PSO4
-----	---	----	------------

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**