

FATIMA COLLEGE (AUTONOMOUS)



**Re-Accredited with “A” Grade by NAAC (3rd Cycle)
74th Rank in India Ranking 2019 (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	: 2022-2023

Fatima College (Autonomous) Madurai - 625018

Meeting of the Board of Studies

Name of the Department : Journalism and Mass Communication

To be implemented from : 2022 - 2023

Venue : Smart Room, Maurzen Block

Convened on : 13/05/2022

At : 10.30 a.m.

Members of the Board of Studies :

- | | |
|---|------------------------|
| 1. Dr. S. Savia Banu
Associate Professor
Head, Department of Journalism
and Mass Communication
Fatima College, Madurai | Head of the Department |
| 2. Dr. S. Jeneifa
Chairperson
School of Linguistics and Communication
Professor & Head
Department of Journalism and
Communication
Madurai Kamaraj University
Madurai | University Nominee |
| 3. Dr. J. Margaret Suganthi
Assistant Professor & Head
Department of Visual Communication
Holy Cross College
Trichy | Subject Expert |

- | | |
|--|--------------------------|
| 4. Mr. J. Jaisakthivel
Assistant Professor
Department of Journalism and
Mass Communication
School of Information and
Communication Studies
University of Madras
Chennai | Subject Expert |
| 5. Mr. K. Ananth
Chief of Bureau
The Times of India
Madurai | Industrialist |
| 6. Ms. Pon Shrutthi
Business Partner
Seagul Papers
Sivakasi | Alumna |
| 7. Ms. S. Jeno Mary
Assistant Professor
Department of Journalism
and Mass Communication
Fatima College, Madurai | Member of the Department |
| 8. Ms. C. Gladious Guna Ranjini
Assistant Professor
Department of Journalism
and Mass Communication
Fatima College, Madurai | Member of the Department |
| 9. Ms. L. Guna Graiyal
Assistant Professor
Department of Journalism
and Mass Communication
Fatima College, Madurai | Member of the Department |

Agenda of the Meeting:

1. Prayer
2. Welcome Address and Introduction of the Members
3. Presentation of the Action Taken Report
4. Revision of Syllabus
5. Introduction of New Courses
6. Change of title of Courses
7. New Value-Added Course - Increase in Frequency
8. SWAYAM, MOOC - Credit Transfer - Possibilities

MINUTES.

1. Presentation of the Action Taken Report - based on the Minutes of previous BOS meeting conducted for the academic year 2021-22.

ACTION TAKEN REPORT - 2021-22.

(A.)	S.No. Common Suggestions offered in the previous Board	Action taken during the Academic Year 2021-22
	<p>1. Internship programme to be conducted during the summer break after the second year. The Report of the internship is to be evaluated in lieu of the UG Project. It will be evaluated in the Sixth Semester based on the rubrics passed in the Board.</p> <p>Internal:</p> <p>Record Work - 20 marks</p> <p>Presentation - 20 marks</p> <p>External:</p> <p>Viva Voce - 60 marks</p> <p>Total - 100 marks</p>	<p>Internship was arranged for the final year students under the MoU signed with Sathangai Academy, Madurai. The Report of the Internship is to be evaluated in lieu of the UG Project (Field Project). The Internal Components are evaluated and the External Viva Voce will be conducted during the third week of May 2022, following the prescribed rubrics.</p>

2. The Practical work for 19JM5CP5 Documentary Production & 19JM5CP6 Short Film Production can be assigned as group work so that quality of the work is maintained. The group can be maximum of 3 members and students have to be monitored from time to time by the faculty.
3. It was suggested to have self-learning courses for II, III years i.e. from third semester onwards.

As per the common decision taken by the Curriculum Development Cell of the College, the Self-learning courses are to be offered during the second, third and fifth semesters (one course per year).

The present I year students are offered the Course on "Fashion Journalism" during the second semester.

The other two courses "Content Writing & Video Making" (Interdisciplinary Course - with the Department of BCA) and "Travel Journalism" will be offered to the present first year batch during their third and fifth semesters respectively.
4. Evaluation details of the Self-learning courses should be spell-out clearly.

The Evaluation Rubrics are as follows:
Internal 40 marks (Seminar,

		with power point) External - 60 marks (External question pattern) Total - 100 marks.
5.	Internship duration can be for 15 days (Offline mode) or 75 hours (online mode)	Internship was undertaken by students in the hybrid learning mode, combining face-to-face teaching with online activities for 75 hours
6.	The word 'Techniques' to be removed from the titles of the following courses during the next revision of DBE Syllabus. 19JMICP1 - News Editing Techniques 19JMC3CC3 - Radio and Television Production Techniques	The word 'Techniques' will be removed. It will be included in the revision of syllabus - change of title in this year's meeting.

(B). Change of Course Title : NIL

S.No.	Old Course Code	New Course Code	Old Course Title	New Course Title	Need for Change
	NIL	NIL	NIL	NIL	NIL

(C). New Courses Introduced

S.No.	Course Code	Course Title	Relevance to L R N G				Scope for EMP ENTRE SD			Need for Introduction
1.	19UGISLJMC	Fashion Journalism	✓	✓	✓	✓	✓	✓	✓	Students can gain extra credits. They will be able to study how fashion journalism is covered by Media.

(D). Revised Courses : NIL

DATE-

(E). Introduction of Skill Embedded Course :

S.No.	Course Code	Course Title	MOU with Industry	Skills Acquired	Course Outcome
1.	19UG1VATMC2	Developing Skills for Career in the Radio Industry	NIL	Voice Modulation, Scripting for Radio Jockeying, Script Delivery, Dubbing, Review Writing, Managing Listeners	Enables students to deliver the Radio Program like a professional

After the Action Taken Report was presented the following resolutions were deliberated and discussed:

Revision of Courses :

The following points are prescribed by the Curriculum Development Cell to be followed for revision of Courses:

- 5-10% of changes in a minimum 20% or more courses (Approx. 8-10 courses minimum)
- * Courses with revision lesser than 20% - Same Code
- * Courses with revision more than 20% - New Code prefixed with 22...
- New Courses to be introduced are to have the Course Code prefixed with 22...
- New Value-Added Courses can be introduced or the titles can be changed
- Frequency of Value-added Course to be increased

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			
						L	R	N	G	Emp	Ent	SD	re
1.	19JMC4	Introduction to Journalism and Mass Communication	Unit I - Topic "Characteristics and tools of Mass Communication and its process" - removed Unit II - "Indian Press from Mission to Profession" shifted to Unit III Unit III - Topic "News and Reporting Style", "News Value, Process of News" - removed Unit IV - Topic "News Agencies, News Organization and the process of News" - removed. Instead topic "Media organization and hierarchy" is included	20% 5% 5% 10%	The content is already covered in the first topic The order of topics within units are rearranged to ensure logical sequence of concepts The content is repeated in the course "Fundamentals of Reporting" The changes make the content more relevant	✓	✓	✓	-	✓	✓	-	
2.	19JMA6	News Reporting and Writing	The title of the course is changed as "Fundamentals of Reporting" Unit I - Title of Unit changed as "Basics of"	20%	The content of the course deals with two main concepts of Journalism. To make the syllabus of these concepts to be	✓	✓	✓	✓	✓	✓	✓	

DATE -

Reporting

Unit II - Topic "Reporting Styles of different types of Journalism" shifted to Unit IV. Topics - "Writing for print/Writing for the web", "Copyright-Plagiarism Ethics" - to be removed

Unit IV - Title of Unit to be changed as "News Reporting" Topic - "News Organization and the process of News" - included.

Unit II & V - merged to make Unit V

Unit V - Topics "News Sources, News Agencies, Citizen Journalism and Media Organization of a Newspaper, Vocabulary of Press Room" - removed

taught in greater detail they are divided into two different courses - "Fundamentals of Reporting" and "Fundamentals of Writing". Content of one course (existing) is revised and titled as "Fundamentals of Reporting". The other course "Fundamentals of Writing" is introduced as a new course.

To make the content relevant after the change of title of course

10%

5%

5%

S. No.	Course Code	Course Title	No. & Title of units revised with % of the revised content specified if it is not the whole unit	% of Revision	Need for revision	Relevance to				Scope for		
						L	R	N	G	Emp	Ext	SD
3.	19JM1NM3 19JM2NM	Event Management	This Non-Major Elective Course is to be replaced by the course "Media Literacy" (19JM5CC7)	20%	"Media Literacy" is more suitable to be offered as a Non-major Elective Course. The syllabus is reduced to meet the requirements of this course which is a 2-hour per week course.	✓	✓	✓	✓	✓	✓	✓
			Unit I - Topics 'Text and Sub-text', 'The Language of Persuasion' removed.	7%								
			Unit III - Topic "Social Networking - Mass media" - removed	4%								
			Unit V - "Analysis of Films" and Self Study Topic - "Case Studies" - removed	9%								
4.	19JM3CC3	Radio and Television Production Techniques	The term 'Techniques' to be removed from the Course Title Unit V - Title of the Unit will be changed as "Writing for Electronic Media". The existing contents will be replaced by	20%	It is not appropriate to use the word 'Technique' in the title. To make the content relevant after the change of title of topic. All the	✓	✓	✓	✓	✓	✓	✓

[illegible]

NEW COURSES INTRODUCED

S. No.	Course Code	Course Title	Relevance to Scope for							Need for Introduction
			I	R	N	G	Emp	Enr	SD	
1.	22JM2AC2	Fundamentals of Writing	✓	✓	✓	✓	✓	✓	✓	News Reporting & Writing - 19JMIAC1 is split into two courses. One course replaces existing course with a changed title - "Fundamentals of Reporting" - the other introduced as a new course - "Fundamentals of Writing" - Both deal with main concepts of Journalism which need to be taught in detail - hence the introduction as a separate new course.
2.	22JM5CP6	Lab Journal Productions	✓	✓	✓	✓	✓	✓	✓	Board suggested that the Syllabus needs more practical courses. Hence "Media Literacy" which is to be offered as NME course is replaced by this new course.
3.	22JM5SB4	Page Layout and Design	✓	✓	✓	✓	✓	✓	✓	"Broadcast Media Operation" 19JMS5B4 was offered to enable Internship training. But as Internship has become a separate course "Field Project" this new course is introduced as a skill based course.
4.	22JM6SB5	Digital Media Production	✓	✓	✓	✓	✓	✓	✓	"Writing for Media" is replaced by this new course as this course will have more contemporary relevance.
OTHER SUGGESTIONS										COMMENDATIONS
1. A Course on 'Tamil Journalism' can be introduced										1. Overall Syllabus was appreciated
2. 'Media Entrepreneur Skills' can be introduced as a skill based course										2. Detailed presentation of Syllabus was commended
3. Books written in Tamil and by Indian authors can be included under Reference Books for each course										3. Inclusion of components related to Environment and Human Rights were also appreciated

DATE-

NEW VALUE-ADDED COURSE

S.No.	Course Code	Course Title	MOU with Industry	Skills Sharpened	Course Outcome
1.	19UGVATMC1	Computer Skills for Media	Nil	Visualization Skills Desktop Publishing Using In-design Software, Photoshop & Illustrator	Students will acquire knowledge of Adobe In Design Software & Vector graphics

CHANGE OF COURSE TITLE

Old Course Code & Title	New Course Code & Title	Need for Change
19JMICPI News Editing Techniques	22JMICPI-News Reporting & Editing	Not appropriate to use the word 'Technique' in title. 'Addition of 'Reporting' suits content better
19JMIACI-News Reporting & Writing	22JMIACI-Fundamentals of Reporting	Two main concepts in one course - need to be taught in detail - so one course retained with revision of content & change of title
19JM3CC3-Radio & Television Production Techniques	22JM3CC3-Radio & Television Production	Not appropriate to use the word 'Technique' in title.
19UADPR Internship	22UADPR Field Project	To facilitate converting Report of Internship to Report
19JMINME-Event Management	22JMINME Media Literacy	Media Literacy more suitable for NME Course

Signatures of members present :

Dr. S. Saira Banu - Head of the Department R. Panabai

Dr. S. Jeneja - University Nominee

Dr. J. Margaret Suganthi - Subject Expert

Dr. T. Jaisakthivel - Subject Expert

Dr. K. Amarth - Industrialist

Absent

Ms. Pon Shanthi - Alumna

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Mr. S. J. Kala - Dean of Academic Affairs

S. J. Kala

Ms. S. Jeno Mary - Member of Department

S. Jeno Mary

Ms. C. Gladious Guna - Member of Department
Ranjini

C. Gladious

Ms. D. Guna Graciel - Member of Department

D. Guna Graciel

Dr. Sr. J. Celine Sahaya Mary
Principal

VISION OF THE DEPARTMENT

Empowering women by enabling them to acquire professional and ethical competence as media graduates and serve the society and contribute to nation building as responsible Journalists.

MISSION OF THE DEPARTMENT

- To facilitate the integration of less privileged women students into the main stream through media education
- To prepare the students to take cognisance of the dynamic socio, cultural, political shifts in society
- To train the students in skills and to impart knowledge that would mould them into confident media professionals
- To provide the students opportunities to gain hands-on experience in Media houses
- To engage them in experiential learning that would help them to reach out to the immediate community

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 1	Our graduates will be academic, digital and information literates, creative, inquisitive, innovative and desirous for the “more” in all aspects
PEO 2	They will be efficient individual and team performers, exhibiting progress, flexibility, transparency and accountability in their professional work
PEO 3	The graduates will be effective managers of all sorts of real – life and professional circumstances, making ethical decisions, pursuing excellence within the time framework and demonstrating apt leadership skills
PEO 4	They will engage locally and globally evincing social and environmental stewardship demonstrating civic

	responsibilities and employing right skills at the right moment.
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GRADUATE ATTRIBUTES (GA)

Fatima College empowers her women graduates holistically. A Fatimite achieves all-round empowerment by acquiring Social, Professional and Ethical competencies. A graduate would sustain and nurture the following attributes:

I. SOCIAL COMPETENCE	
GA 1	Deep disciplinary expertise with a wide range of academic and digital literacy
GA 2	Hone creativity, passion for innovation and aspire excellence
GA 3	Enthusiasm towards emancipation and empowerment of humanity
GA 4	Potentials of being independent
GA 5	Intellectual competence and inquisitiveness with problem solving abilities befitting the field of research
GA 6	Effectiveness in different forms of communications to be employed in personal and professional environments through varied platforms
GA 7	Communicative competence with civic, professional and cyber dignity and decorum
GA 8	Integrity respecting the diversity and pluralism in societies, cultures and religions
GA 9	All – inclusive skill sets to interpret, analyse and solve social and environmental issues in diverse environments

GA 10	Self-awareness that would enable them to recognise their uniqueness through continuous self-assessment in order to face and make changes building on their strengths and improving their weaknesses
GA 11	Finesse to co-operate exhibiting team-spirit while working in groups to achieve goals
GA 12	Dexterity in self-management to control their selves in attaining the kind of life that they dream for
GA 13	Resilience to rise up instantly from their intimidating setbacks
GA 14	Virtuosity to use their personal and intellectual autonomy in being life-long learners
GA 15	Digital learning and research attributes
GA 16	Cyber security competence reflecting compassion, care and concern towards the marginalised
GA 17	Rectitude to use digital technology reflecting civic and social responsibilities in local, national and global scenario
II. PROFESSIONAL COMPETENCE	
GA 18	Optimism, flexibility and diligence that would make them professionally competent
GA 19	Prowess to be successful entrepreneurs and become employees of trans-national societies
GA 20	Excellence in Local and Global Job Markets
GA 21	Effectiveness in Time Management
GA 22	Efficiency in taking up Initiatives
GA 23	Eagerness to deliver excellent service
GA 24	Managerial Skills to Identify, Commend and tap Potentials

III. ETHICAL COMPETENCE	
GA 25	Integrity and be disciplined in bringing stability leading a systematic life promoting good human behaviour to build better society
GA 26	Honesty in words and deeds
GA 27	Transparency revealing one's own character as well as self-esteem to lead a genuine and authentic life
GA 28	Social and Environmental Stewardship
GA 29	Readiness to make ethical decisions consistently from the galore of conflicting choices paying heed to their conscience
GA 30	Right life skills at the right moment

PROGRAMME OUTCOMES (PO)

On completion (after three years) of B.A.Journalism and Mass Communication Programme, the graduates would be able to

PO 1	Acquire knowledge of fundamental concepts and subject specific academic competency
PO 2	Enhance the communicative skills and gain confidence to disseminate knowledge through oral and written communication effectively
PO 3	Think critically, evaluate analytically and apply the expertise of their discipline in real life.
PO 4	Appreciate literary, economic, cultural, socio-psychological and environmental diversity.

PO 5	Pursue and attain meaningful goals, develop positive attitude to gain self-awareness, self-esteem, self-discipline and self-motivation.
PO 6	Acquire employability and entrepreneurial skills
PO 7	Evolve as responsible citizens and leaders

PROGRAMME SPECIFIC OUTCOMES (PSO)

On completion (after three years) of B.A. Journalism and Mass Communication Programme,

PSO 1	The students would pick up skills like news reporting, editing, advertising, photography, radio and video jockeying, film production, research, event management
PSO 2	The students would learn the ethics and laws related to media
PSO 3	The students would be adept at media related software
PSO 4	The learners would be able to critique media content, like the portrayal of women and gender and other socio-political issues
PSO 5	The learners would be well equipped and skilled to be placed in mainstream media

Department of Journalism and Mass Communication

AY 2022 – 2023

1.1.2 Revised Courses (New)

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
		22JM1CP1	News Reporting and Editing	PR	4	6	40	60	100
		21JM1AC1	Fundamentals of Reporting	TH	5	5	40	60	100
	IV	22JM1NME	Media Literacy	TH	2	2	40	60	100
		21G1VE1	Personal Values (Including Meditation in Action Movement)	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
		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
		22JM2AC2	Fundamentals of News Writing	TH	5	5	40	60	100
	IV	22JM2NME	Media Literacy	TH	2	2	40	60	100
		21G2VE2	Values for Life	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	22JM3CC3	Radio and Television Production	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
		19G3EE1	Environmental Education	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
		19G4EE	Environmental Education	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
		22JM5CP6	Lab Journal Production	TH	4	5	40	60	100
		19JM5CP5	Documentary Production	PR	4	5	40	60	100
	IV	19JM5ME1/ 19JM5ME2	Business Communication/ Specialised Reporting	TH	5	5	40	60	100
		19JM5SB3	Web Designing	TH	2	2	40	60	100
		22JM5SB4	Page Layout and Design	TH	2	2	40	60	100
		21UAD5ES	Family Life Education	TH	1	1	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	22JM6SB5	Digital Media Production	TH	2	2	40	60	100
		19JM6SB6	Women and Media	TH/PR	2	2	40	60	100
		21UAD6ES	Life Skills	TH	1	1	40	60	100
		22UADPR	Field Project						

OFF CLASS

III	21UAD3ES	Professional Ethics	15	1	40	60	100
IV	21UAD4ES	Personality Development	15	1	40	60	100

EXTRA CREDIT COURSE

	Course Code	Courses	Hrs.	Credits	CIA Mks	ESE Mks	Tot Mks
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II	19UGSLJM1	Self-Learning Course For Advanced Learners- Fashion Journalism	NA	2	40	60	100
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19UGVAJMC1 - Value Added Crash Course - Scripting and Video Film Making

**19UGVAJMC2 - Skill-Embedded Crash Course - Developing Skills for Career in the
Radio Industry**

I B.A
SEMESTER – I

20%

For those who joined in 2019 onwards

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

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

UNITS:

UNIT –I COMMUNICATION BASICS

5%

[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

5%

[15HRS]

Indian Press from Mission to Profession.

Pioneers of Journalism in India

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.

Media organization and hierarchy

10%

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

1. <https://loyalistlibrary.com/mediastudies/oer>
2. https://en.wikipedia.org/wiki/Mass_communication
<https://en.wikipedia.org/wiki/Communication>
https://en.wikipedia.org/wiki/History_of_communication
3. <https://www.seamedu.com/blog/mass-communication-a-brief-history-and-current-trends/>

I B.A
SEMESTER – I

For those who joined in 2019 onwards

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

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

UNITS:

UNIT –I COMMUNICATION BASICS

[20HRS]

Definition: Nature and scope of communication, Need of Communication

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

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.

UNIT –III JOURNALISM AS PROFESSION

[15HRS]

Indian Press from Mission to Profession

Pioneers of Journalism in India

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

UNIT –IV TYPES OF JOURNALISM

[20HRS]

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

Media organization and hierarchy

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.

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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

1. <https://loyalistlibrary.com/mediastudies/oer>
2. https://en.wikipedia.org/wiki/Mass_communication
<https://en.wikipedia.org/wiki/Communication>
https://en.wikipedia.org/wiki/History_of_communication
3. <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 development communication In India	4	Lecture	PPT
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

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
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				
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	C5	Total Scho lastic Marks	Non Scho lastic Marks C6	CIA Total	% of Assess ment
	T1	T2	Quiz	Assign ment	OBT/ PPT				
	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40 Mks.	
K1	2	2	-	-	-	4	-	4	10 %

K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non-Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA COMPONENTS

			Nos		
C1	-	Test (CIA 1)	1	-	10Mks
C2	-	Test (CIA 2)	1	-	10Mks
C3	-	Assignment	1	-	5 Mks
C4	-	Open Book Test/PPT	2 *	-	5 Mks
C5	-	Quiz	2 *	-	5 Mks

C6 - Attendance - 5 Mks

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 of COs with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
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

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	2	3
CO2	1	1	3	2	3	1	2
CO3	3	3	2	1	3	3	1
CO4	3	1	2	3	3	1	3
CO5	1	2	2	2	3	2	2

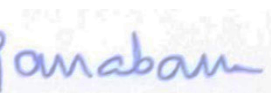
Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2 ♦ Weakly Correlated -1

COURSE DESIGNERS:

1. Ms. A. Jeno Mary



2. Dr. S. Saira Banu


Forwarded By


Dr. S. Saira Banu

**Head
Department of Journalism
& Mass Communication**

I B.A
SEMESTER –I

20%

For those who joined in 2022 onwards

PROGRAMM E CODE	COURSE CODE	COURSE TITLE	CATEGO RY	HRS/WEE K	CREDIT S
USJM	21JM1AC 1	Fundamentals of Reporting	LECTURE	5	5

COURSE DESCRIPTION

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

COURSE OBJECTIVES

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

UNITS:

UNIT –I JOURNALIST

(15HRS.)

Duties and Responsibilities of a Reporter

Types of Reports

Rights of a Journalist

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

UNIT –II NEWS SOURCES

(15HRS.)

10%

Primary research – background – Reporting Styles of 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 NEWS REPORTING (15HRS.)

5%

Journalistic Terminologies; News Agencies; News Organization and the process of news

UNIT –V NEWS EDITING NEWS AGENCIES (15HRS.)

5%

Story structure, Rewriting according to the editorial line. Difference between editing news article and marketing communication.

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

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.

DIGITAL OPEN EDUCATIONAL RESOURCES

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://loyalistlibrary.com/mediastudies/oer>
3. <https://lumenlearning.com/courses/>

I B.A

SEMESTER – II

For those who joined in 2022 onwards

Entire Course has focus on **Employability** & **Skill Development**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEEK	CREDITS
USJM	22JM1AC1	Fundamentals of Reporting	Lecture	5	5

COURSE DESCRIPTION

The course enables students to develop an appreciation for how the news educates the public and understand the practice, duties and ethics involved in news writing.

COURSE OBJECTIVES

- To enable students to understand the basics of news gathering and news writing.
- To write news stories for newspaper and magazine
- To understand the accountability in news coverage

UNITS

UNIT I: LANGUAGE

[20HRS]

Elements of language, language as a skill

Importance of language in Communication Process

Language Skills & Media Writing

Linear writing versus interactive writing, grammar of interactivity

Self-Study: Media Terminology- words/ terms commonly used in media/ journalism & mass communication.

UNIT II: DEVELOPING PARAGRAPHS IN NEWS STORIES

[20HRS]

Paragraph- Principles of organizing & developing paragraph

Methods of paragraphing, Summary

Writing news stories on contemporary issues.

Writing messages for rural audience: specific requirements of media writing with special reference to radio and television

UNIT III: WRITING

[15HRS]

Writing- Creative writing, journalistic writing

Writing- Various forms, essentials of effective writing

Basic features for writing for Print Media, Electronic Media, New Media, writing for PR

Writing news for web : What and how, story structure, writing style, do's and don'ts Use of Internet as a Writing tool; designing and writing for multimedia applications and the World Wide Web.

UNIT IV: NEWSPAPER DESIGN

[15HRS]

Typography: types and uses of fonts, white spaces, character count

Layout: Importance, types; elements, contemporary styles vs traditional styles

Selection and use of photographs: Dos and don'ts

UNIT V: PUBLISHING SOFTWARES

[15HRS]

Adobe InDesign, CorelDraw, Microsoft Publisher, PageStream, and QuarkXPress.

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.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. David Morley 2007. The Cambridge Introduction to Creative Writing (Cambridge Introductions to Literature). Cambridge University Press, Cambridge, UK.
2. James Glen Stovall. Writing for the Mass Media. Allyn and Bacon, 2002
3. David Wainwright. Journalism made simple. Heinemann, 1982

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://library.oapen.org/browse?type=classification_text&value=International+relations
2. https://www.epw.in/system/files/pdf/1964_16/39/the_dravida_movement.pdf
3. <https://libraries.etsu.edu/research/guides/internationalstudies/oer>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I: LANGUAGE				
1.1	Elements of language, language as a skill	4	Lecture	PPT& Pictures - Google classroom
1.2	Importance of language in Communication Process	4	Lecture	PPT
1.3	Language Skills & Media Writing	4	Lecture	PPT
1.4	Linear writing versus interactive writing, grammar of interactivity	4	Lecture	PPT
1.5	Self-Study: Media Terminology- words/ terms commonly used in media/ journalism & mass communication.	4	Lecture	PPT
UNIT II: DEVELOPING PARAGRAPHS IN NEWS STORIES				
2.1	Paragraph- Principles of organizing & developing paragraph	4	Lecture	PPT
2.2	Methods of paragraphing, Summary	4	Lecture	PPT
2.3	Writing news stories on contemporary issues.	4	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
2.4	Writing messages for rural audience: specific requirements of media	4	Discussion	Google classroom
2.5	writing with special reference to radio and television	4	Lecture	PPT
UNIT III: WRITING				
3.1	Writing- Creative writing, journalistic writing	3	Lecture	PPT
3.2	Writing- Various forms, essentials of effective writing	4	Lecture	PPT
3.3	Basic features for writing for Print Media, Electronic Media, New Media, writing for PR	4	Lecture	PPT
3.4	Writing news for web : What and how, story structure, writing style, do's and don'ts Use of Internet as a Writing tool; designing and writing for multimedia applications and the World Wide Web	4	Lecture	PPT
UNIT IV: NEWSPAPER DESIGN				
4.1	Typography: types and uses of fonts, white spaces, character count	5	Lecture	Black Board
4.2	Layout: Importance, types; elements, contemporary styles vs traditional styles	5	Lecture	Black Board
4.3	Selection and use of photographs: Dos and don'ts	5	Lecture	Black Board

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT V: PUBLISHING SOFTWARES				
5.1	Adobe In Design, Microsoft Publisher,	2	Group Discussion	Google Classroom
	CorelDraw	5	Lecture	PPT
5.3	PageStream	4	Lecture	PPT
54.	QuarkXPress.	4	Lecture	PPT

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assignment 5 Mks	OBT/PPT 5 Mks	35 Mks.	5 Mks.	40 Mks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA

Scholastic	35
Non-Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA COMPONENTS

				Nos				
C1	-	Test (CIA 1)		1	-	10Mks		
C2	-	Test (CIA 2)		1	-	10Mks		
C3	-	Assignment		1	-	5 Mks		
C4	-	Open Book Test/PPT		2 *	-	5 Mks		
C5	-	Quiz		2 *	-	5 Mks		
C6	-	Attendance			-	5 Mks		

Assignment:

Identify the Layout: Importance, types; elements, contemporary styles vs traditional styles

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 Elements of language	K1, K2	PSO4, PSO5
CO2	Understand the Principles of organizing & developing paragraph	K1, K2	PSO4, PSO5
CO3	Analyse the various Writing	K3, K4	PSO4, PSO5
CO4	Evaluate the newspaper design	K3, K4	PSO4, PSO5
CO5	Understand the publishing softwares	K4	PSO4, PSO5

Mapping of COs with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	1	2	2	3
CO2	1	1	2	3	3
CO3	3	3	1	2	3
CO4	1	3	1	3	3
CO5	3	2	1	3	2

Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	1	2
CO2	1	1	3	2	3	1	1
CO3	3	3	2	1	3	1	1
CO4	3	1	2	3	3	1	1
CO5	1	2	2	2	3	1	2

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

Forwarded By



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

I B.A
SEMESTER – I

20%

For those who joined in 2022 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	21JM1NME	Media Literacy	Lecture	2	2

COURSE DESCRIPTION

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

COURSE OBJECTIVES

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

UNITS

7%

UNIT –I Introduction to Media Literacy

(5 HRS.)

Media Literacy definition and concepts

~~Text and subtext~~

~~The language of persuasion~~

Deconstructing Media message

UNIT –II Mass Media Content and reality

(5 HRS.)

What is reality?

Organizing principle: Next step reality

The importance of Media Literacy

UNIT –III Interactive Media

4%

(5 HRS.)

Development of interactive Mass Media

Social Networking Mass Media

Interactive Media games

UNIT –IV Media Violence

(10 HRS.)

Broadening our perspectives on Media effects.

Media Violence.

UNIT –V Practical Media Skills

9%

(5 HRS.)

Analysis of News, Advertisement ~~Films.~~

~~Self study: Case Studies~~

TEXT BOOKS:

Materials chosen from this book:

1. Baran, Stanley J. *Introduction to Mass Communication*. New Delhi: Tata MC Graw Hill, 2010
2. James Potter, W. *Media Literacy*. Los Angeles: Sage, 2011.

REFERENCES:

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

DIGITAL OPEN EDUCATIONAL RESOURCES

1. www.medialiteracyproject.org
2. <https://loyalistlibrary.com/mediastudies/oer>

I B.A
SEMESTER – I

Entire Course has focus on **Employability, Entrepreneurship & Skill Development**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	22JM1NME	Media Literacy	Lecture	2	2

COURSE DESCRIPTION

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

COURSE OBJECTIVES

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

UNITS

UNIT –I Introduction to Media Literacy (10 HRS.)

Media Literacy concepts

Text and subtext

The language of persuasion

Deconstructing Media message

UNIT –II Mass Media Content and reality (5 HRS.)

What is reality?

Organizing principle: Next step reality

The importance of Media Literacy

UNIT –III Interactive Media (5 HRS.)

Development of interactive Mass Media

Social Networking Mass Media

Interactive Media games

UNIT –IV Media Violence

(5 HRS.)

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

Media Violence. Pg. 313-326 (Potter)

UNIT –V Practical Media Skills

(5 HRS.)

Analysis of News, Advertisement, Films.

Self-study: Case Studies

TEXT BOOKS:

Materials chosen from this book:

1. Baran, Stanley J. *Introduction to Mass Communication*. New Delhi: Tata MC Graw Hill, 2010
2. James Potter, W. *Media Literacy*. Los Angeles: Sage, 2011.

REFERENCES:

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

DIGITAL OPEN EDUCATIONAL RESOURCES

1. www.medialiteracyproject.org
2. <https://loyalistlibrary.com/mediastudies/oer>
3. <https://lumenlearning.com/courses/>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -Introduction to Media Literacy				
1.1	Media Literacy concepts & Text and subtext	3	Lecture	PPT& Pictures - Google classroom
1.2	Text and subtext	2	Lecture	PPT
1.3	The language of persuasion	2	Lecture	PPT
1.4	Deconstructing Media message	3	Discussion	Google classroom
UNIT 2 - Mass Media Content and reality				
2.1	What is reality?	1	Lecture	PPT
2.2	Organizing principle: Next step reality	2	Demo	PPT
2.3	The importance of Media Literacy	2	Flipped Classroom	PPT
UNIT 3 – Interactive Media				
3.1	Development of interactive Mass Media	2	Lecture	PPT
3.2	Social Networking Mass Media	1	Lecture	PPT
3.3	Interactive Media games	2	Classroom Activity	Videos and Pictures
UNIT 4 – Media Effects and Violence				
4.1	Broadening our perspectives on Media effects	2	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
4.2	Media Violence	3	Case Study Analysis	Newspaper Clippings and Videos from the Internet
UNIT 5 - Practical Media Skills				
5.1	Analysis of News, Advertisement, Films	3	Group Discussion	Google Classroom
5.2	Case Studies	2	Case Study Analysis	Newspaper Clippings and Videos from the Internet

Levels	C1	C2	C3	C4	C5	Total Scho lastic Marks	Non Scholas tic Marks C6	CIA Total	% of Assess ment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assign ment 5 Mks	OBT/ PPT 5 Mks	35 Mks.	5 Mks.	40 Mks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Schola stic	-	-	-	-	-		5	5	12.5 %

Total	10	10	5	5	5	35	5	40	100 %
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CIA	
Scholastic	35
Non-Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA COMPONENTS

				Nos		
C1	-	Test (CIA 1)		1	-	10Mks
C2	-	Test (CIA 2)		1	-	10Mks
C3	-	Assignment		1	-	5 Mks
C4	-	Open Book Test/PPT		2 *	-	5 Mks
C5	-	Quiz		2 *	-	5 Mks
C6	-	Attendance			-	5 Mks

ASSIGNMENT: Students can choose 1 of the three topics for assignment.

1. Analysing online articles related to politics, environment, religion
2. Analysis of 2 television commercials
3. Analysis of 1 woman oriented film

COURSE OUTCOMES

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

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

Mapping of COs with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
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

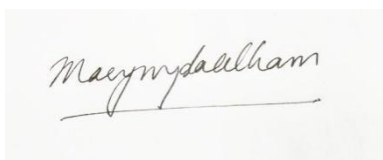
Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	1	2
CO2	1	1	3	2	3	1	1
CO3	3	3	2	1	3	2	1
CO4	3	1	2	3	3	2	1
CO5	1	2	2	2	3	1	2

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

COURSE DESIGNERS:

1. Dr. Mary Magdalene



2. Dr. S. Saira Banu



Forwarded By



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

II B.A
SEMESTER – III

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	22JM3CC3	Radio and Television Production Techniques	Lecture	6	4

COURSE DESCRIPTION:

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

COURSE OBJECTIVE:

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

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

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

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

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

UNIT II: RADIO PROGRAMME PRODUCTION TECHNIQUES [15HRS]

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

Mixing Console (Radio Production.Pgs.16)

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

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

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

Various Program formats

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

UNIT IV: TV PROGRAMME PRODUCTION TECHNIQUES [15HRS]

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

Single and Muti-Camera productions

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

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

Techniques of production in various environments

UNIT V: WRITING FOR ELECTRONIC MEDIA 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-PSAs (Radio, TV), Radio Jingles, Advertisement
(Radio, TV), Television Interviews

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

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

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

TEXTBOOKS:

1. Joseph, Dominick. *The Dynamics of Mass Communication*. Mc Graw Hill, 2007

2. Herbert Zettl, *Television Production*. Handbook. Wadsworth, 2010

DIGITAL OPEN EDUCATIONAL RESOURCES

1. <https://www.mercy.edu/degrees-programs/bs-media-studies-radio-and-television-production>
2. [http://www.universityofcalicut.info/SDE/Radio%20&%20Television 25april 2015.pdf](http://www.universityofcalicut.info/SDE/Radio%20&%20Television%2025april2015.pdf)

II B.A**SEMESTER – III***For those who joined in 2019 onwards***Entire Course has focus on Employability, Entrepreneurship & Skill Development**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	22JM3CC3	Radio and Television Production	Lecture	6	4

COURSE DESCRIPTION:

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

COURSE OBJECTIVE:

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

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

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

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

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

UNIT II: RADIO PROGRAMME PRODUCTION TECHNIQUES [15HRS]

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

Mixing Console (Radio Production.Pgs.16)

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

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

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

Various Program formats

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

UNIT IV: TV PROGRAMME PRODUCTION TECHNIQUES [15HRS]

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

Single and Multi-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: WRITING FOR ELECTRONIC MEDIA [20HRS]

Writing for PSA's

Writing for Radio Jingles

Writing for Television PSA's

Writing for Television Interviews

Writing for Digital Radio

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:

1. Joseph, Dominick. *The Dynamics of Mass Communication*. Mc Graw Hill, 2007

2. Herbert Zettl, *Television Production*. Handbook. Wadsworth, 2010

DIGITAL OPEN EDUCATIONAL RESOURCES

1. <https://www.mercy.edu/degrees-programs/bs-media-studies-radio-and-television-production>
2. 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 -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 Multi-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	C5	Total Scho lastic Marks	Non Scho lastic Marks C6	CIA Total	% of Assess ment
	T1	T2	Quiz	Assign ment	OBT/ PPT				
	10 Mks.	10 Mks.	5 Mks.	5 Mks	5 Mks	35 Mks.	5 Mks.	40 Mks.	

K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non-Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA COMPONENTS

			Nos		
C1	-	Test (CIA 1)	1	-	10Mks
C2	-	Test (CIA 2)	1	-	10Mks
C3	-	Assignment	1	-	5 Mks
C4	-	Open Book Test/PPT	2 *	-	5 Mks
C5	-	Quiz	2 *	-	5 Mks

C6 - Attendance - 5 Mks

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 of COs with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
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

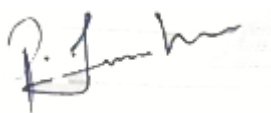
Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	2	2	2
CO2	1	1	2	2	3	2	2
CO3	3	3	2	1	3	3	1
CO4	3	3	2	3	3	1	2
CO5	1	1	2	2	3	1	2

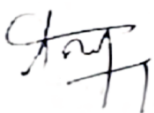
Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2 ♦ Weakly Correlated -1

COURSE DESIGNERS:

1. Ms. P.JeevithaMariashanthini



2. Ms. S. Jeno Mary



Forwarded By



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

II B.A**SEMESTER – III****8%***For those who joined in 2019 onwards*

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:**3%****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 REALITY & REPRESENTATIONS AS CONSCIOUSNESS
INDUSTRY [15HRS]**

Social construction of reality by media.

Representation

Stereotypes

Media myths

Unit IV: MEDIA AUDIENCE ANALYSIS [15HRS]

Audience making.

Active Vs Passive audience

Women as Audiences

Uses and Gratification Uses and Effects etc.

Children as Audience

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

Unit V: CASE STUDY

5%

[15HRS]

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

The medium is the message

Self-Study: Clothing: Our extended skin

Narcissus as Narcosis

TEXTBOOKS:

(Materials taken from the following books:)

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

REFERENCES:

1. Potter, James. *Media Literacy*. Sage Publications, 2004.
2. Grossberg, Lawrence. *Media-Making: Mass Media in a Popular Culture*. Sage Publications, 2004.
3. Berger, Authur. *Media Analysis Technique*. Sage Publications, 2005.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. <http://rjhsonline.com/HTMLPaper.aspx?Journal=Research%20Journal%20of%20Humanities>
2. [%20and%20SoEVALUATION PATTERN:1%20Sciences;PID=2018-9-1-47](#)
3. <https://medium.com/@Phaylen/the-ongoing-problem-with-trans-representation-in-media5aeeb8174963>

II B.A

SEMESTER – III

For those who joined in 2019 onwards

Entire Course has focus on **Employability**

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

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 REALITY AND REPRESENTATIONS

[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]

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

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

TEXTBOOKS:

(Materials taken from the following books:)

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

REFERENCES:

1. Potter, James. *Media Literacy*. Sage Publications, 2004.
2. Grossberg, Lawrence. *Media-Making: Mass Media in a Popular Culture*. Sage Publications, 2004.
3. Berger, Authur. *Media Analysis Technique*. Sage Publications, 2005.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. <http://rjhssonline.com/HTMLPaper.aspx?Journal=Research%20Journal%20of%20Humanities>
2. [%20and%20SoEVALUATION PATTERN:1%20Sciences;PID=2018-9-1-47](#)
3. <https://medium.com/@Phaylen/the-ongoing-problem-with-trans-representation-in-media5aeeb8174963>

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teachin g Pedagog y	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. Acquisition and transformation of popular culture	4	Discussi on	Google classroom

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
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
4.5	Negative effects of watching violent cartoons on kids	3	Group Discussion	Videos

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
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 extended skin. (Understanding Media. Pgs. 129-132)	7	Case Study Analysis	Newspaper Clippings and Videos from the Internet

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assignment 5 Mks.	OBT/PPT 5 Mks.	35 Mks.	5 Mks.	40 Mks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Scholastic	-	-	-	-	-		5	5	12.5 %

Total	10	10	5	5	5	35	5	40	100 %
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CIA	
Scholastic	35
Non-Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total
10	10	5	5	5	5	40	60	100

UG CIA COMPONENTS

			Nos		
C1	-	Test (CIA 1)	1	-	10Mks
C2	-	Test (CIA 2)	1	-	10Mks
C3	-	Assignment	1	-	5 Mks
C4	-	Open Book Test/PPT	2 *	-	5 Mks
C5	-	Quiz	2 *	-	5 Mks
C6	-	Attendance		-	5 Mks

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

Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	2	2	3
CO2	1	1	2	3	3
CO3	3	3	1	2	3
CO4	1	3	1	3	3
CO5	3	2	1	3	2

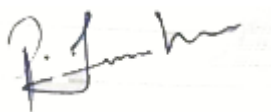
Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	2	3
CO2	1	1	3	2	3	3	2
CO3	3	3	2	1	3	2	1
CO4	3	1	2	3	3	2	3
CO5	1	2	2	2	3	2	2

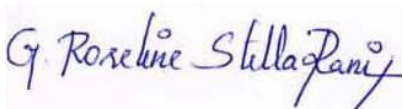
Note: ♦ Strongly Correlated – 3♦Moderately Correlated – 2♦Weakly Correlated -1

COURSE DESIGNERS:

1.Ms.P.JeevithaMariaShanthini



2.Ms. G. Roseline Stella Rani



Forwarded By



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

III B.A.

SEMESTER –V

For those who joined in 2019 onwards

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

COURSE DESCRIPTION

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

COURSE OBJECTIVES

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

UNITS:

UNIT –I HISTORY OF CINEMA

(15HRS.)

History of Cinema.

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

UNIT –II PRODUCTION PROCESS

(15HRS.)

Single – Camera Production process

Pre – production, Production, Post – production

Production Personnel: Roles and Responsibilities Film Language, Lighting

UNIT –III EVOLUTION OF INDIAN CINEMA

(15HRS.)

The beginning, Talkies, Studio system, Regional language cinema
The Censorship of films in India cinema.

UNIT –IV FILM GENRES

(15HRS.)

Three Film Genres Act Structure

Comedy, Documentary, Horror, Musicals, War Films

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

UNIT –V FILM APPRECIATION PIONEERS

(15HRS.)

Appreciation of Film Pioneers & their works - Satyajit Ray, Mrinal Sen,
Adoor Gopalakrishnan, D.W. Griffith, Eisenstein, Vittorio DeSice, Akira
Kurosawa, Alfred Hitchcock

~~International and India film makers and their contribution.~~

~~Case study of their works.~~

Self-Study: Criticism and review of cinema

TEXT BOOKS:

Materials taken from the following book:

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

REFERENCES

1. Kumar, KevalJ.*Mass Communication in India*. Mumbai: Jaico Publishing House,2013.
2. Hayward, Susan.*The Key Concepts of Cinema Studies*.London: Routledge,

2000.

3. Emmons, Mark. *Film and television: A Guide to the Reference Literature*. 2007

4. Clark. *Complete A-Z Media & Film Studies Handbook*. Vivienne, 2009

5. Satish Sharma. *History of Media and Mass Communication*. ABD publication,

2018.

DIGITAL OPEN EDUCATIONAL RESOURCES

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

III B.A.

SEMESTER -V

Entire Course has focus on Employability

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM5CC6	Film Studies	LECTURE	5	4

COURSE DESCRIPTION

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

COURSE OBJECTIVES

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

UNITS:

UNIT -I HISTORY OF CINEMA

(15HRS.)

History of Cinema – Indian and World Cinema
German expressionism
Soviet montage
Italian neo-realism
French new wave
Third world cinema.

UNIT -II PRODUCTION PROCESS

(15HRS.)

Single & Multicamera Production process
Pre – production, Production, Post – production
Production Personnel: Roles and Responsibilities Film Language, Lighting

UNIT -III EVOLUTION OF INDIAN CINEMA

(15HRS.)

The beginning, Talkies, Studio system, Regional language cinema
The Censorship of films in India cinema.

UNIT -IV FILM GENRES

(15HRS.)

Film Genres - Three Act Structure

Comedy, Documentary, Horror, Musicals, War Films, Drama, Science Fiction, Animation, Black Cinema, Epic Film Noir, Gangster, Action.

UNIT -V FILM PIONEERS

(15HRS.)

Appreciation of films of Film Pioneers & their works - Satyajit Ray, Mrinal Sen, Adoor Gopalakrishnan, D.W. Griffith, Eisenstein, Vittorio DeSica, Akira Kurosawa, Alfred Hitchcock

Film Festival

Self-Study: Criticism and review of cinema

TEXT BOOKS:

Materials taken from the following book:

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

REFERENCES

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

DIGITAL OPEN EDUCATIONAL RESOURCES

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

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT-1 - HISTORY OF CINEMA				
1.1	History of Cinema.	4	LECTURE	PPT
1.2	Tamil Cinema German expressionism Soviet montage, Italian neo-realism, French new wave.	4	LECTURE	PPT
1.3	Third world cinema.	2	LECTURE	PPT
1.4	History of Cinema.	5	LECTURE	PPT
UNIT- 2 - PRODUCTION PROCESS				
2.1	Single – Camera Production process	5	LECTURE	PPT
2.2	Pre – production, Production, Post – production	5	LECTURE	VIDEOS OF FILM PRODUCTION
2.3	Production Personnel: Roles and Responsibilities Film Language, Lighting	5	LECTURE	PPT
UNIT- 3 - EVOLUTION OF INDIAN CINEMA				
3.1	The beginning, Talkies, Studio system, Regional language cinema	7	LECTURE, ASSIGNMENT ABOUT REGIONAL CINEMA	GOOGLE CLASSROOM

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.2	The Censorship of films in India cinema.	8	LECTURE	PPT
UNIT- 4 - FILM GENRES				
4.1	Three Film Genres Act Structure	5	LECTURE	PPT
4.2	Comedy, Documentary, Horror, Musicals, War Films	5	DEMONSTRATION BY TEACHER	VIDEOS OF DIFFERENT GENRE FILMS
4.3	Drama, Science Fiction, Animation, Black Cinema, Epic Film Noir, Action, Gangster.	5	DEMONSTRATION BY TEACHER	VIDEOS OF DIFFERENT GENRE FILMS
UNIT- 5 - FILM PIONEERS				
5.1	International and India film makers and their contribution.	7	LECTURE	PPT
5.2	Case study of their works - Vittorio De Sice, Adoor Gopalakrishn, Satyajit Ray, Mrinal Sen, D.W.Griffith, Alfred Hitchcock, Akira Kurosawa, Eisenstein.	8	LECTURE PPT	ASSIGNMENT IN GOOGLE CLASS ROOM

Levels	C1	C2	C3	C4	C5	Total Scho lastic Marks	Non Scho lastic Marks C6	CIA Total	% of Assess ment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assign ment 5 Mks	OBT/ PPT 5 Mks	35 Mks.	5 Mks.	40 Mks.	
K1	2	2	-	-	-	4	-	4	10 %
K2	2	2	5	-	-	9	-	9	22.5 %
K3	3	3	-	-	5	11	-	11	27.5 %
K4	3	3	-	5	-	11	-	11	27.5 %
Non Schola stic	-	-	-	-	-		5	5	12.5 %
Total	10	10	5	5	5	35	5	40	100 %

CIA	
Scholastic	35
Non-Scholastic	5
	40

EVALUATION PATTERN

SCHOLASTIC					NON - SCHOLASTIC	MARKS		
C1	C2	C3	C4	C5	C6	CIA	ESE	Total

10	10	5	5	5	5	40	60	100
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UG CIA COMPONENTS

			Nos		
C1	-	Test (CIA 1)	1	-	10Mks
C2	-	Test (CIA 2)	1	-	10Mks
C3	-	Assignment	1	-	5 Mks
C4	-	Open Book Test/PPT	2 *	-	5 Mks
C5	-	Quiz	2 *	-	5 Mks
C6	-	Attendance		-	5 Mks

Assignment is based on film reviews – Individual work

COURSE OUTCOMES

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

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

Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	1	2	3
CO2	1	2	2	2	3
CO3	3	3	1	2	3
CO4	1	3	1	3	3
CO5	3	2	1	3	2

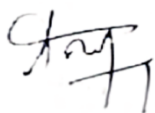
Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	1	1	1	1
CO2	1	2	3	3	2	3	2
CO3	2	1	2	3	3	3	3
CO4	1	2	1	3	3	3	3
CO5	1	2	1	3	3	3	3

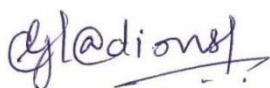
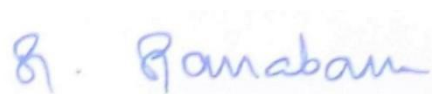
Note: ♦ Strongly Correlated – 3 ♦ Moderately Correlated – 2 ♦ Weakly Correlated -1

COURSE DESIGNERS:**Forwarded By**

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