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, Maureen 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. Jenefa 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. Dr. 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 Shruthi 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 Grauiyal 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
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. Internal : Record Work - 20 marks Presentation - 20 marks External : Viva Voce - 60 marks Total - 100 marks	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 Projat) The Internal Components are evaluated and the External Viva Voce will be conducted during the third week of May 2022, following the prescribed rubrics.

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.	The practical work for 19JM5CP5 & 19JM6CP6 - Documentary Production & Short Film Production were assigned as group work
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 semester (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 spelt-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 OBE Syllabus. 19JM1CP1- News Editing Techniques 19JM3CC3- 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.

(8). 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				Scope for			Need for Introduction
			L	R	N	G	EMP	ENTRE	SD	
1.	19UGSLJMc	Fashion Journalism	✓	✓	✓	✓	✓	✓	✓	Students can gain extra credits. They will be able to study how fashion journalism is covered by Media.

(D). Revised Courses :   NIL.

(E). Introduction of Skill Embedded Course :

S.No.	Course Code	Course Title	MOU with Industry	Skills Sharpened	Course Outcome
1.	19UG1VAJMC2	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 re	SD
1.	19JMCC1	Introduction to Journalism and Mass Communication	Unit I - Topic "Characteristics and tools of Mass Communication and its process" - removed	20%	The content is already covered in the first topic	✓	✓	✓	−	✓	✓	−
			Unit II - "Indian Press from Mission to Profession", shifted to Unit iii	5%	The order of topics within units are rearranged to ensure logical sequence of concepts							
			Unit III - Topic "News and Reporting Style", "News Value, Process of News" - removed	5%	The content is repeated in the course "Fundamentals of Reporting"							
			Unit IV - Topic "News Agencies, News Organization and the process of News" - removed. Instead topic "Media Organization and Hierarchy" is included	10%	The changes make the content more relevant							
2.	19JMIAC1	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	✓	✓	✓	✓	✓	✓	✓

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'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 iv & 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

10%

5%

5%

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

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	Ent re	SD
3.	19JM1NME 19JM2NME	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	20%	It is not appropriate to use the word "Technique" in the title.	✓	✓	✓	✓	✓	✓	
			Unit V - Title of the unit will be changed as "Writing for Electronic Media". The existing contents will be replaced by	20%	To make the content relevant after the change of title of topic. All the							

5.	19Jm3Ac3	Media, Culture and Society	the topics - "Writing for PSAs", "Writing for Radio Jingles", "Writing for Radio Advertisement", "Writing for Television PSAs", "Writing for Television Interview", "Writing for Digital Radio"		removed topics are already covered in the course "Media Laws and Ethics"						
			Unit I - Topic "Media & Modernity" removed.	8%. 3%.	Topic is too vast and vague	✓	✓	✓	—	✓	✓	—
			Unit III - Title changed as "Media Reality and Representation"		Earlier title lacked clarity.							
			Unit V - "Critique the media content using theoritical frameworks of Marshall McLuhan" - removed	5%.	Theory of Mac Luhan and its application too complex for UG students							
6.	19Jm5cc5	Development Communication	Unit I - Title changed as "Key concepts of Development". Topics "Models of Development - Concept of Model", "Gandhian Model" to form Unit III - "Development Models". Unit IV to be merged with Unit II. Existing Unit III to become Unit IV	Only re-arranged Units	The order of topics within units are rearranged to ensure logical sequence of concepts	✓	✓	—	✓	✓	—	
7.	19Jm5cc6	Film Studies	Unit I - "Tamil Cinema" to be removed. "History of Indian and World Cinema" added to "History of Cinema"	20%. 5%.	To introduce History of World Cinema to enable comparison with Indian Cinema	✓	✓	✓	✓	✓	✓	
			Unit II - "Multi Camera" added to topic "Single Camera Production Process"	5%.	Single Camera - upgraded to Multicamera							
			Unit V - Topic "International & Indian Film makers and their contribution" changed to "Appreciation of films of Film Pioneers". "Film Festival: World & India" added.	10%.	The topic will make the course complete							

NEW COURSES INTRODUCED

S. No.	Course Code	Course Title	Relevance to L	R	N	G	Scope for Emp	Enter	SD	Need for Introduction
1.	22JM2AC2	Fundamentals of Writing	✓	✓	✓	✓			✓	"News Reporting & Writing" - 19JM1AC1 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" 19JM5SB4 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 Skill based course	2. Detailed presentation on 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

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NEW VALUE-ADDED COURSE

S.No.	Course Code	Course Title	MOU with Industry	Skills Sharpened	Course Outcome
1.	19UGVAJMC1	Computer Skills for Media	Nil	Visualization Skill, 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
19JM1CP1 News Editing Techniques	22JM1CP1- News Reporting & Editing	Not appropriate to use the word 'Technique' in title. 'Addition of 'Reporting' suits content better
19JM1AC1- News Reporting & Writing	22JM1AC1- 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 Project
19JM1NME- Event Management 2	22JM1NME Media Literacy	Media Literacy more suitable for NME Course

Signatures of members present :

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

Dr. S. Jeneja   - University Nominee   13/05/2022

Dr. J. Margaret Suganthi - Subject Expert   13/5/22

Dr. T. Jaisakthivel   - Subject Expert   13/5/2022

Mr. K. Ananth   - Industrialist   Absent

Ms. Pon Shruthi   - Alumna   PonShruthi M

Dr. S. J. Kala   - Dean of Academic Affairs   S.J.Kl

Ms. S. Jeno Mary   - Member of Department

Ms. C. Gladious Guna Ranjini   - Member of Department   Gladious

Ms. D. Guna Graciyal   - Member of Department

Dr. Sr. G. 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.

GRADUATE ATTRIBUTES (GA)

Fatima College empowers her women graduates holistically. A Fatimiteachieves 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 academiccompetency**
PO 2	**Enhance the communicative skills and gain confidence to disseminate knowledgethrough oral and written communication effectively**
PO 3	**Think critically, evaluate analytically and apply the expertise of their discipline in reallife.**
PO 4	**Appreciate literary, economic, cultural, socio-psychological and environmentaldiversity.**

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
1.2.1 New Courses

Sem	Part	Sub Code	Study Component	TYPE	Cred it	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
		19JM1AC1	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		19JM5CC5	Development Communication	TH	4	5	40	60	100
		19JM5CC6	Film Studies	TH	4	5	40	60	100

	III	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
		22JM6SB5	Digital Media Production	TH	2	2	40	60	100

	IV	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
II	19UGSLJM1	Self-Learning Course For Advanced Learners– Fashion Journalism	NA	2	40	60	100

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 – II

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	22JM2AC2	Fundamentals of News Writing	Lecture	6	4

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

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

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

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
2.2	Methods of paragraphing, Summary	4	Lecture	PPT
2.3	Writing news stories on contemporary issues.	4	Lecture	PPT
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

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
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
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	T2	Quiz	Assignment	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:

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	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

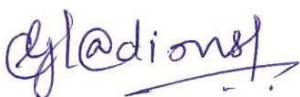| CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	1	2
CO2	1	1	3	2	3	1	1
CO3	3	3	2	1	3	1	1
CO4	3	1	2	3	3	1	1
CO5	1	2	2	2	3	1	2

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

COURSE DESIGNERS:

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

2. **Ms. C. Gladious Guna Ranjini**

Forwarded By

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

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	22JM5SB4	Page Layout and Design	Lecture	6	4

COURSE DESCRIPTION:

The course enables students to develop understanding of the knowledge base and technical skills in publishing and to demonstrate knowledge and technical expertise in page layout.

COURSE OBJECTIVES:

- To enable students to Create layouts grounded on the Principles of Design and Page Layout Concepts.
- To Critique layouts using design vocabulary
- To Develop technical skills in Adobe InDesign, Illustrator, Photoshop.

UNIT I: PAGE LAYOUT   [20HRS]

Definition-Page Layout

Importance of Page Layout in Publishing

Stages of Page Layout, Types of Page Layout

Newspaper size and Layout formats

Contemporary styles vs traditional styles

UNIT II: BASIC DESIGN PRINCIPLES   [20HRS]

Understanding Design Concepts-Graphic Designing

Elements of Design

Principles of Design

Stages of Design

Color models and formats for images

UNIT III: TYPOGRAPHY & INFOGRAPHICS   [15HRS]
Typography: Art & Aesthetics

Types and uses of fonts, white spaces, character count

Comprehension of Type and Format

Infographics-Visual Elements, Tools for creating Infographics

UNIT IV: NEWSPAPER DESIGN   [15HRS]
Newspaper Design and Layout: Front page, Artwork, Modular Layout, grid

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

Technicalities: Paper sizes, grids, margins, columns, left and right flush, centering, justification, rulers, scaling, page numbering, texture, colour

Placement of Advertisements

UNIT V: PUBLISHING SOFTWARES   [15HRS]
Adobe FrameMaker, Adobe PageMaker, 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.

REFERENCES:

1. Lupton, Ellen and Phillips, C. Jonnifer (2008). Graphic Design: The New Basics. Princeton Press.

2. Lidwell, William. (2010). 'Universal Principles of Design'. Rockport Publishers.

3. Sarkar, N. N. (2009). Art and Print Production. Delhi: Oxford University Press.

4. Polson, K. (2008). The art of infographics - Poynter. Retrieved 21 March 2019, from https://www.poynter.org/reporting-editing/2008/the-art-ofinfographics/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I: PAGE LAYOUT				
1.1	Definition-Page Layout	5	Lecture	PPT
1.2	Importance of Page Layout in Publishing	5	Lecture	PPT
1.3	Stages of Page Layout, Types of Page Layout	3	Lecture	PPT
1.4	Newspaper size and Layout formats	3	Lecture	PPT
1.5	Contemporary styles vs traditional styles	4	Lecture	PPT
UNIT II: BASIC DESIGN PRINCIPLES				
2.1	Understanding Design Concepts-Graphic Designing	4	Lecture	Google Class room
2.2	Elements of Design	4	Lecture	Google

				Class room
2.3.	Principles of Design	4	Lecture	PPT
2.4	Stages of Design	4	Lecture	PPT
2.5	Color models and formats for images	4	Lecture	PPT
UNIT III: TYPOGRAPHY & INFOGRAPHICS				
3.1	Typography: Art & Aesthetics	5	Lecture	PPT
3.2	Types and uses of fonts, white spaces, character count	5	Class Assignment	PPT
3.3	Comprehension of Type and Format	5	Class Assignment	PPR
UNIT IV: NEWSPAPER DESIGN				
4.1	Newspaper Design and Layout: Front page, Artwork, Modular Layout, grid	5	Lecture	PPT
4.2	Layout: Importance, types; elements, contemporary styles vs traditional styles	5	Lecture	PPT
4.3	Technicalities: Paper sizes, grids, margins, columns, left and right flush, centering, justification, rulers, scaling, page numbering, texture, colour	3	Lecture	PPT
4.4	Placement of Advertisements	2	Lecture	PPT
UNIT V: PUBLISHING SOFTWARES				
5.1	Adobe FrameMaker, Adobe PageMaker, Adobe InDesign,	7	Lecture	PPT

5.2	CorelDraw, Microsoft Publisher, PageStream, and QuarkXPress.	8	Lecture	Google Class room

Levels	C1	C2	C3	C4	C5	Total Scho lastic Marks	Non Scho lastic Marks C6	CIA Total	% of Assessm ent
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assign ment 5 Mks	OBT/P PT 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 Scholas tic	-	-	-	-	-		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

Report and Viva Voce

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	Learn Page Layout	K1, K2	PSO1
CO 2	Understand the Design Concepts and Graphic Designing	K1, K2	PSO5
CO 3	Gain knowledge in Typography	K1, K2& K3	PSO1, PSO3, PSO5
CO 4	Get hands on experience of Newspaper Design and Layout	K3& K4	PSO1, PSO5
CO 5	Understand the publishing softwares	K2, K4	PSO1,PSO3, PSO5

Mapping of COs with PSOs

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

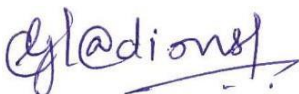**Note**: ♦ Correlated – Strongly

3♦Moderately Correlated – **2**♦Weakly Correlated -**1**

COURSE DESIGNERS:

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

2. **Ms. C. Gladious Guna Ranjini**

Forwarded By

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III B.A

SEMESTER – V

For those who joined in 2022 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	22JM5CP6	Lab Journal Production	Lecture	6	4

COURSE DESCRIPTION:

The course enables students to develop understanding of the knowledge base and technical skills for print production and publishing.

COURSE OBJECTIVES:

- To enable students to Create layouts grounded on the Principles of Design and Page Layout Concepts.
- To Critique layouts using design vocabulary
- To Develop technical skills in Adobe InDesign, Illustrator, Photoshop.

UNIT I: NEWS SOURCES   [20HRS]

Current events, feature writing, editorial page, interviews, book reviews, film reviews, environmental issues, health and hygiene, awards and contest.

UNIT II: COLLECTION OF NEWS ITEMS   [20HRS]

Advertisements, classifieds, entertainment, press releases, current affairs, academic activities, comic strips, sports and weather

UNIT III: NEWS EDITING   [15HRS]

Coverage news stories from allotted beats /putting them on a board in a form of telenews board. Editing of stories. Exercises on writing different components of editorial page

UNIT IV: IN PRINT DESIGN   [15HRS]

Creating and laying out periodical publications: Desktop publishing software: Adobe In Design; posters, flyers, brochures, magazines, newspapers, presentations.

UNIT V: PERIODICAL PUBLICATIONS   [15HRS]

Lab Journal in A3 with minimum four pages. Must contain a review, an interview story and a development issue in it. Each stories must have minimum Must have two photographs.

TEXT BOOKS:

Materials taken from the following book:

1. Lab Journal, Speedy Publishing LLC, Dot Edu, India

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://devlegalsimpli.blob.core.windows.net/pdfseoforms/pdf

2. https://medium.com/@Liramail/8-best-email-design-inspiration-from-adobe-e4e592743500

3. Sarkar, N. N. (2009). Art and Print Production. Delhi: Oxford University Press.

4. Polson, K. (2008). The art of infographics - Poynter. Retrieved 21 March 2019, from https://www.poynter.org/reporting-editing/2008/the-art-ofinfographics/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT - I - NEWS SOURCES				
1.1	Current events	3	Lecture	PPT
1.2	feature writing	4	Lecture&Assignment	PPT, Google Class Room

1.3	editorial page	4	Lecture&Assignment	PPT, Google Class Room
1.4	interviews	4	Lecture&Assignment	PPT, Google Class Room
UNIT- II– COLLECTION OF NEWS ITEMS				
2.1	book reviews.	10	Lecture	PPT
2.2	film reviews	5	Lecture&Assignment	PPT, Google Class Room
UNIT- III - NEWS EDITING				
3.1	Coverage news stories from allotted beats	5	Lecture	PPT
3.2	Putting them on a board in a form of tele-news board	5	Lecture& Assignment	PPT, Google Class Room
3.3	Exercises on writing different components of editorial page	5	Lecture&Assignment	PPT, Google Class Room
UNIT IV - IN PRINT DESIGN				
4.1	Creating and laying out periodical publications	10	Lecture	PPT
4.2	Desktop publishing software: Adobe InDesign;	5	Demonstration by the teacher	Relevant videos
UNIT V- PERIODICAL PUBLICATIONS				
5.1	Creation of Lab Journal	3	Lecture	PPT
5.2	Review	3	Demonstration by the teacher	Relevant videos

5.3	Interview story with a development issue	3	Demonstration by the teacher	Relevant videos
5.4	Interview story with a celebrity	3	Lecture	PPT
5.5	Interview story with a current issue	3	Demonstration by the teacher	Relevant videos

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	CIA	ESE	Total
20	15	5	40	60	100

UG CIA COMPONENTS

			Nos		
C1	-	Record	1	-	20Mks
C2	-	Assignment	1	-	15Mks
C3	-	Non - Scholastic	1	-	5 Mks

Make a Lab Journal on covering different social issues

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	Grasp news sources	K1	PSO1, PSO5
CO 2	How to collect news items	K2 & K4	PSO1, PSO5

CO 3	Plan the editing process	K3	PSO1, PSO5
CO 4	Understand In Print Design	K1 & K2	PSO1, PSO5
CO 5	Execute periodical publications	K2, K3, K4	PSO1, PSO3

Mapping of COs with PSOs

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

Mapping of COs wit 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**

COURSE DESIGNERS:

    Ms. S.Jeno Mary

    Ms. C. Gladious Guna Ranjini

                                               Forwarded By

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

III B.A

SEMESTER – VI

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	22JM6SB5	Digital Media Production	Lecture	2	2

COURSE DESCRIPTION:

This course enables the students to acquire writing skills for Media.

COURSE OBJECTIVES:

To make the students learn the basic structures and tools to prepare for media writing. To enable them to enhance their writing skills for Media.

UNITS:

UNIT –I DIGITAL LANGUAGE [5 HRS]
Basics of Writing and Editing in digital platforms
Language and Journalism

UNIT –II BLOG STORIES [5 HRS]
How to create a Blog
Weaving Interviews into News Stories
Speech Stories
Interview Stories

UNIT –III PRODUCTION OF DIGITAL TEXT [10 HRS]
Feature Writing
Types of Feature Stories
Writing Fliers and Brochures
Writing Newsletters

Self-Study: Obituaries

UNIT –IV OPINION PIECES [5 HRS]

Writing News Releases
Writing Opinion Pieces

UNIT –V FILM TRANSLATION [5 HRS]

Role of Translation in digital platforms
Multilingualism in digital content

TEXT BOOK:
(Materials taken from the following book:)

1. Whitaker, Richard et al. *Media Writing*. Routledge, 2009.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. Stoval, James G. *Writing for Mass Media.* Pearson, 2015.

2.Arnold, George *Media Writer's Handbook.* McGraw Hill, 2018.

3. Raman, Usha. *Writing for the Media.* Oxford, 2009.

DIGITAL OPEN EDUCATIONAL RESOURCES

1.   https://ohiostate.pressbooks.pub/stratcommwriting/chapter/media-writing-skills/

2.   https://ijnet.org/en/story/five-basic-writing-tips-digital-media

3.   https://penandthepad.com/info-7971557-basics-writing-print-media.html

4.   https://www.testbank.es/product/writing-for-visual-media/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - DIGITAL LANGUAGE				
1.1	Basics of Writing and Editing	3	Lecture	PPT& Pictures - Google classroom
1.2	Language and Journalism	2	Lecture	PPT
UNIT 2 - BLOG STORIES				
2.1	Weaving Interviews into News Stories	2	Lecture	PPT
2.2	Speech Stories	1	Demo	Newspaper Clippings and Videos
2.3	Interview Stories	2	Flipped Classroom	Newspaper Clippings and Videos
UNIT 3 – PRODUCTION OF DIGITAL TEXT				
3.1	Feature Writing	2	Lecture	Newspaper Clippings & Magazines
3.2	Types of Feature Stories	2	Lecture	Newspaper Clippings & Magazines
3.3	Writing Fliers and Brochures	2	Classroom Activity	Charts & Pictures

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.4	Writing Newsletters	2	Classroom Activity	Charts & Pictures
3.5	**Self-Study**: Obituaries	2	Classroom Activity	Charts & Pictures
UNIT 4 –OPINION PIECES				
4.1	Writing News Releases	2	Lecture	PPT
4.2	Writing Opinion Pieces	3	Lecture	Newspaper Clippings and Videos from the Internet
UNIT 5 - FILM TRANSLATION				
5.1	Role of Translation in digital platforms	3	Lecture	PPT
5.2	Multilingualism in digital content	2	Lecture	PPT

Levels	C1	C2	C3	C4	C5	Total Scholastic Marks	Non Scholastic Marks C6	CIA Total	% of Assessment
	T1	T2	Quiz	Assignment	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

The students have to prepare slogans and brochures.

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the essential communication tool for print and broadcast journalists, public relation professionals.	K1, K2	PSO1, PSO5
CO2	Understand the nuances of writing for media	K1, K2	PSO1, PSO5
CO3	Comprehend and create Feature Stories, Obituaries, Rewrites and Roundups.	K1, K2	PSO1, PSO2, PSO5
CO4	Write effective articles for newsletters, prepare fliers and brochures and news releases.	K3, K4	PSO1, PSO4, PSO5
CO5	Analyse the role of translation in writing for the digital media	K3	PSO5

Mapping of COs with PSOs

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

Mapping of COs with POs

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

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

COURSE DESIGNERS:

      1.Dr. Mary Magdalene

      Marymydalham

      2.Dr. S. Saira Banu

      R. Ranaban

                                        Forwarded By

                                        R. Ranaban

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