FATIMA COLLEGE (AUTONOMOUS)

Re-Accredited with "A++" Grade by NAAC (3rd Cycle)

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   **: 2023-2024**

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

TIMA COLLEGE (AUTONOMOUS), MADURAI-18

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

PROGRAMME CODE: USJM

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

MAJOR CORE COURSES INCLUDING PRACTICALS -60 CREDITS

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CREDIT	CIA Mks	ESE Mks	TOT. MKs
1.	I	23JM1CC1	Introduction to Mass Communication	6	4	40	60	100
2.		23JM1CC2	Fundamentals of Journalism	6	4	40	60	100
3.		23JM1FC	Presentation Skills	6	4	40	60	100
4.	II	23JM2CC3	News Reporting	6	4	40	60	100
5.		23JM2CC4	News Editing	6	4	40	60	100
6.	III	22JM3CC3	Radio and Television Production	6	4	40	60	100
7.		19JM3CP3	Broadcast Journalism	6	4	40	60	100
8.	IV	19JM4CC4	Communication Theories	6	4	40	60	100
9.		19JM4CP4	Television Production	6	4	40	60	100
10.	V	19JM5CC5	Development Communication	5	4	40	60	100
11.		19JM5CC6	Film Studies	5	4	40	60	100
12.		22JM5CP6	Lab Journal Production	5	4	40	60	100
13		19JM5CP5	Documentary Production	5	4	40	60	100
14.	VI	19JM6CC8	Media Management	5	4	40	60	100
15.		19JM6CC9	Basic Media Research	5	4	40	60	100

S. NO	SEM.	COURSE CODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
16.		19JM6CP6	Short Film production	**5**	**4**	**40**	**60**	**100**
			TOTAL	**83**	**60**			

ALLIED

S. NO	SEM.	COURSECODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. MKs
1.	III	19JM3AC3	Media Culture and Society	**5**	**5**	**40**	**60**	**100**
2.	IV	19JM4AC4	Basics of Advertising	**5**	**5**	**40**	**60**	**100**
			TOTAL	**20**	**20**			

ELECTIVES

S.No	SEM	COURSECODE	COURSE TITLE	HRS	CRE DIT	CIA Mks	ESE Mks	TOT. Mks
1.	I	23JM1EC1/ 23JM1EC2	History of Journalism / Socio Political Issues in India	4	3	40	60	100
2.	II	23JM2EC3/ 23JM2EC4	Basic Computer Application for Media / Mass Media and Society	4	3	40	60	100
3.	V	19JM5ME1	Business Communication	5	5	40	60	100
4.		19JM5ME2	Specialized Reporting			40	60	100
5.	VI	19JM6ME3	Integrated Marketing Communication	5	5	40	60	100
6.		19JM6ME4	Public Relations			40	60	100
7.		19JM6ME5	New Media	5	5	40	60	100
8.		19JM6ME6	Gendered Representation in Media			40	60	100
			TOTAL	**15**	**15**			

PART – IV – 20 CREDITS

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

S. No	SEM.	COURSECODE	COURSE TITLE	HRS	CREDIT	CIA Mks	ESE Mks	TOT. Mks
1.	I	23JM1SE1	Basic Writing Skills	2	2	40	60	100
2.		21G1VE1	Personal Values	1	1	40	60	100
3.	II	21G2VE	Values For Life	1	1	40	60	100
4.		23JM2SE2	Human Rights Reporting	2	2	40	60	100
5.		23JM2SE3	Journalistic Skills	2	2	40	60	100
6.	III	19G3EE1	Environmental Education	1	1	40	60	100
7.		19JM3SB1	Basics of Audio and Video Editing	2	2	40	60	100
8.	IV		Gender Studies	1	1	40	60	100
9.		19JM4SB2	Advertisement Production	2	2	40	60	100
10.	V	19JM5SB3	Web Designing	2	2	40	60	100
11.		22JM5SB4	Page Layout and Design	2	2	40	60	100
12.	VI	22JM6SB5	Digital Media Production	2	2	40	60	100

13.		19JM6SB6	Women and Media	2	2	40	60	100
			TOTAL	20	20			

PART – V –1 CREDIT

ALL PART-V

S.No	SEM.	COURSECODE	COURSE TITLE	HRS	CREDIT	TOT. Mks
1.		21S4PED	Physical Education			
2.		21S4YRC	Youth Red Cross			
3.	I - IV	21S4NSS	NSS	30/ SEM	1	100
4.		21S4RTC	Rotaract			
5.		21S4WEC	Women Empowerment Cell			
6.		21S4ACUF	AICUF			

OFF-CLASS PROGRAMME

ADD-ON COURSES

COURSE CODE	COURSE TITLE	HRS.	CREDITS	SEMESTER IN WHICH THE COURSE IS OFFERED	CIA Mks	ESE Mks	TOTAL Mks
21UAD2CA	**COMPUTER APPLICATIONS**	40	2	I&II	40	60	100
21UADFCA	**ONLINE SELF LEARNING COURSE**-Foundation Course for Arts	40	2	I	40	60	100

COURSE CODE	COURSE TITLE	HRS.	CREDITS	SEMESTER IN WHICH THE COURSE IS OFFERED	CIA Mks	ESE Mks	TOTAL Mks
21UAD3ES	Professional Ethics	15	1	III	40	60	100
21UAD4ES	Personality Development	15	1	IV	40	60	100
21UAD5ES	Family Life Education	15	1	V	40	60	100
21UAD6ES	Life Skills	15	1	VI	40	60	100
21UAD5HR	**HUMAN RIGHTS**	15	2	V	100	-	100
21UAD6RS	**OUTREACH PROGRAMME**- ReachOut to Society through Action**ROSA**	100	3	V & VI	100	-	100
21UAD6PR	**PROJECT**	30	4	VI	40	60	100
21UAD6RC	**READING CULTURE**	10/Semester	1	II-VI	-	-	-
	TOTAL		**20**				

EXTRA CREDIT COURSE

Course Code	Courses	Hrs.	Credits	Semester in which the course is offered	CIA Mks	ESE Mks	Total Marks
21JM1SL1	Self-Learning Course For Advanced Learners –	NA	2	II	40	60	100

	Fashion Journalism						
21J3SLJM2	Self-Learning Course For Advanced Learners – Content Writing & Video Making (Interdisciplinary)	NA	2	III	40	60	100
21JM5SL3	Self-Learning Course For Advanced Learners – Travel Journalism	NA	2	V	40	60	100
	MOOC COURSES / International Certified online Courses (Department Specific Courses/any other courses) * Students can opt other than the listed course from UGC-SWAYAM UGC / CEC	-	2	I – VI	-	-	

OFF CLASS PROGRAMMES

19UGVAJMC1 –Value Added Crash Course – Scripting and Videofilm Making

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

I B.A
SEMESTER – I

For those who joined in 2023 onwards

Entire Course has focus on Employability,
Entrepreneurship & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	23JM1CC1	Introduction to Mass Communication	Lecture	5	5

COURSE DESCRIPTION:

The course will give students an introduction about Mass Communication.

COURSE OBJECTIVE:

- To introduce the fundamentals of Mass Communication to the learners

- To inculcate the knowledge of different types of Communication

- To help them to acquire the knowledge of various avenues of Mass Media

- To enhance the understanding of the role of theories of Mass Communication

- To enhance the knowledge of the various Mass Media audiences

UNIT I: COMMUNICATION **[15HRS]**

Definition, Nature, Scope and Purpose – Communication as a process: Sender, Message, channel, receiver and feedback as basic concepts - Functions of Communication - Uses of Communication – barriers of Communication - models and theories of communication – Lasswell's model, Berlo's SMCR model –Shannon and Weaver's Mathematical model – Osgood and   Schramm   model

UNIT II: KIND / TYPES OF COMMUNICATION **[15HRS]**

Intra-personal, Interpersonal, Group, Mass Communication etc., - Forms of Communication: Oral, Verbal, Para Language etc.

UNIT III: MASS MEDIA   [15HRS]

Print Media: Newspaper, Magazines and other types of periodicals – Broadcast Media / Electronic media: Television and Radio – Folk media - New Media: Internet, www, mobile, radio and television and journals (e journals) through internet and smart phones, social networking (Facebook, Orkud, twitter, LinkedIn, InstaGram etc.,) - Characteristics of different media, their Advantages and Disadvantages, Roles and Functions of various media

UNIT IV: BASIC THEORIES OF COMMUNICATION   [15HRS]

Marshall McLuhan's Approach: "Medium is the Message" - Raymond Williams Approach - Characteristics of Mass Society - Sociological Theories: Agenda Setting, Uses and Gratification Theory - An Introduction to Indian Perspectives of communication

UNIT V: MASS MEDIA AUDIENCE   [12HRS]

Writing for PSA's - Writing for Radio Jingles - Writing for Television PSA's
Writing for Television Interviews - Writing for Digital Radio

REFERENCES:

1. Denis McQuail, Mass Communication theory, 1997., Sage Publication, NewDelhi.
2. Understanding   Mass Communication,   Melvin.L. Defluer, Publishers Distributors, Delhi.
3. Understanding of Media : The Extension of Man, Marshall McLuhan.
4. Abhay chawla, Introduction to Mass communication, Pearson publications,2021.
5. Kevel J.Kumar, Mass communication in India, Jaico publications, 1994.
6. Seema Hasan, Mass communication, principles and concepts, CBS Publishers, 2020.

"Media and Society: Production, Content and Participation" by Nicholas Carah and Eric Louw (2020, SAGE Publications) - https://www.amazon.com/Media-Society-ProductionContent-Participation/dp/1526468736

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Communication				
1.1	Introduction of Understanding Communication,	3	Lecture	PPT& Pictures - Google classroom
1.2	Communication Process, Types of Communication,	4	Lecture	PPT
1.3	Classification of Communication Channels	4	Lecture	PPT
1.4	The Nature of Business Communication, Types of Business Communication	4	Discussion	Google classroom
UNIT 2 - Kinds / Types of Communication:				
2.1	Intra-personal	5	Lecture	PPT
2.2	Types	5	Demo	PPT
2.3	Forms of Communication	5	Flipped Classroom	PPT
2.4	Para Language	3	Lecture	PPT
UNIT 3 – Mass Media				
3.1	Print Media	5	Lecture	PPT
3.2	Electronic media	5	Lecture	PPT
3.3	Characteristics of different media	5	Lecture	PPT
UNIT 4 – Basic theories of Communication				
4.1	Marshall McLuhan's Approach	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
4.2	Raymond Williams Approach	5	Lecture	PPT
4.3	Uses and Gratification Theory	5	Lecture	PPT
UNIT 5 - Mass media audience				
5.1	Understanding of audience	6	Group Discussion	Google Classroom
5.2	characteristics of mass audience	6	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 %**

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

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	Recall the skills of fundamentals of Mass Communication	K1, K2	PSO1, PSO4, PSO5
CO2	Remember the various avenues of different types of Communication	K1, K2	PSO2, PSO4, PSO5
CO3	Acquire the skills needed to handle the various avenues of Mass Media	K2, K3	PSO1, PSO2, PSO5
CO4	Utilize the knowledge of theories of Mass Communication while handling the mass media	K3, K4	PSO1, PSO5
CO5	Apply the knowledge of the various Mass Media audiences in his /her profession in media	K2, K3	PSO4, PSO5

Mapping of COs with PSOs

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

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

I B.A

SEMESTER – I

For those who joined in 2023 onwards

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

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	23JM1CC2	Fundamentals of Journalism	PRACTICAL	5	4

COURSE DESCRIPTION:

The practical course gives experience to student's knowledge about the nuances in Journalism.

COURSE OBJECTIVES:

- ✓ Introduce the fundamentals of print media to the learners
- ✓ Inculcate the technical skills of different facets of newspaper industry
- ✓ Help them to apply the important aspects of elements of news
- ✓ Enhance the understanding of the organizational structure of media as industry
- ✓ Enhance them with the skills of preparing the content of newspapers and
- ✓ Periodicals

UNIT I: JOURNALISM [15HRS]

Definition – Nature – Scope –Functions -Role of Press in Democracy -Principles of Journalism-The Fourth Estate - Who is a Journalist? – Professional Journalist – Freelance Journalist

UNIT II: KINDS OF JOURNALISM [15HRS]

Investigative Journalism – Interpretative Journalism -New Journalism - Development Journalism - Community Journalism – etc., Types of Journals on the basis of their circulation, Interval of Publications, Quality and Content

UNIT III: NEWS [15 HRS]

Definitions – News values / Elements of News – proximity, prominence, oddity, conflict, controversy, timeliness and human interest etc., - Components of News – Structure of a news - Inverted Pyramid Style – lead – body – headline etc.,

UNIT IV: ORGANISATIONAL STRUCTURE OF A NEWSPAPER INDUSTRY

[15 HRS]

Organizational structure of a newspaper industry: Editorial Section, Business Section, Mechanical Section, Promotion Section, Data Processing Department, Advertising Department – Administrative Department - News Agencies – Indian and International News Agencies, UNI, PTI, PIB, AFP, REUTERS, AP - News Gathering - Professional Press Organizations.

UNIT V: NEWSPAPER AND PERIODICAL CONTENTS   [15 HRS]

Photographs- captions ––Editorial – Pictures – Photographs –Cutline - Uses of Cartoons, Comic strips, Gag, Panel etc., – Main Headline – Letters to the editor and other Components of a newspaper

REFERENCES:

- ✓ Parathasarathy, Basic Journalism
- ✓ Mridula menon, Basics of Journalism, Kaniska publications, 2020.
- ✓ Virbala Aggarwal, Handbook of Journalism and Mass communication, concept publishing, 2012.
- ✓ Lynette Sheridan Burns, Understanding Journalism
- ✓ Helen Sissols, Practical Journalism: How to Write News?
- ✓ "Journalism Next: A Practical Guide to Digital Reporting and Publishing" by Mark Briggs (2013, CQ Press) - https://www.amazon.com/Journalism-Next-Practical-Digital-Publishing/dp/1452227853
- ✓ "The Elements of Journalism: What Newspeople Should Know and the Public Should Expect" by Bill Kovach and Tom Rosenstiel (2021, Three Rivers Press) -

https://www.penguinrandomhouse.com/books/23212/the-elements-of-journalism-revised-and-updated-3rd-edition-by-bill-kovach-and-tom-rosenstiel

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Journalism:				
1.1	Definition – Nature – Scope – Functions	3	Lecture	PPT
1.2	Role of Press in Democracy - Principles of Journalism- The Fourth Estate - Who is a Journalist?	4	Lecture	PPT
1.3	Professional Journalist – Freelance Journalist	4	Assignment	PPT
UNIT 2 - Kinds of Journalism:				
2.1	Investigative Journalism – Interpretative Journalism -New Journalism	5	Assignment	PPT
2.2	Development Journalism - Community Journalism	5	Assignment	PPT
2.3	Types of Journals on the basis of their circulation, Interval of Publications, Quality and Content	5	Flipped Classroom	PPT
UNIT 3 – Mass Media				
3.1	Definitions – News values / Elements of News – proximity, prominence, oddity, conflict, controversy, timeliness and human interest etc	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.2	Components of News – Structure of a news - Inverted Pyramid Style – lead – body – headline etc	5	Lecture	PPT
UNIT 4 – Organizational structure of a newspaper industry				
4.1	Editorial Section, Business Section, Mechanical Section, Promotion Section, Data Processing Department, Advertising Department – Administrative Department	7	Lecture	PPT
4.2	News Agencies – Indian and International News Agencies, UNI, PTI, PIB, AFP, REUTERS, AP - News Gathering - Professional Press Organizations	8	Lecture	PPT
UNIT 5 - Newspaper and Periodical Contents				
5.1	Photographs- captions —Editorial – Pictures – Photographs –Cutline	6	Group Discussion	Google Classroom
5.2	Uses of Cartoons, Comic strips, Gag, Panel etc., – Main Headline – Letters to the editor and other Components of a newspaper	6	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 %

CIA	
Scholastic	35
Non-Scholastic	5
	40

EVALUATION PATTERN

INTERNAL	EXTERNAL	MARKS
40	60	100

CIA Components

Components	Marks
Record Submission	35
Non-Scholastic	5
Total	40

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	Recall the skills of fundamentals of Mass Communication	K1, K2	PSO1, PSO4, PSO5
CO2	Remember the various avenues of different types of Communication	K1, K2	PSO2, PSO4, PSO5
CO3	Acquire the skills needed to handle the various avenues of Mass Media	K2, K3	PSO1, PSO2, PSO5
CO4	Utilize the knowledge of theories of Mass Communication while handling the mass media	K3, K4	PSO1, PSO5
CO5	Apply the knowledge of the various Mass Media audiences	K2, K3	PSO4, PSO5

Mapping of COs with PSOs

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

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

I B.A

SEMESTER – I

For those who joined in 2023 onwards

Entire Course has focus on Employability,
Entrepreneurship & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	23JM1FC	Presentation Skills	Skill Enhancement Foundation	2	2

COURSE DESCRIPTION

This course enables students to learn the application of audio-visual editing.

COURSE OBJECTIVES

This course is designed with the following objectives:

✓ Strengthen presentation skills in English and Regional Language.

✓ Develop the skills of managing presentation in English and Regional Language.

✓ Improve their quality of speaking in English and Regional Language

✓ Enrich the knowledge of managerial skills in public consultation meets

✓ Inculcate the knowledge effective speaking

UNITS

UNIT –I PRESENTATION: (10HRS.)

Definition – Reporting for a presentation – Organizing the material – Writing your presentation – Deciding the presentation method

UNIT –II MANAGING YOUR PRESENTATION: (15 HRS.)

Managing the notes – Working with visual aids – Presenting data – Managing the event – Coping with presentation nerves – Dealing with questions – How to build presentations like a consultant

UNIT –III   SEVEN QUALITIES OF A GOOD SPEAKER: (15HRS.)

Self presentation in presentations – remote meetings and presentation – Giving a speech – Presentations in interviews – Presentation in larger groups and conferences – Giving lectures and seminars – Managing a press conference

UNIT –IV PUBLIC CONSULTATION MEETINGS (10HRS.)

Attending public consultation meetings Managing public consultation meetings – Crisis communication

UNIT –V COMMUNICATION SKILLS: (10HRS.)

Facilitation skills – teams, groups and meetings – Effective speaking – question types

REFERENCES

1. "Presentation Zen: Simple Ideas on Presentation Design and Delivery" by Garr Reynolds (2011, New Riders) –

2. "Slide: ology: The Art and Science of Creating Great Presentations" by Nancy Duarte (2008, O'Reilly Media) –

3. "The Presentation Secrets of Steve Jobs: How to Be Insanely Great in Front of Any Audience" by Carmine Gallo (2010, McGraw-Hill Education) - https://www.mheducation.com/highered/product/presentation-secrets-steve-jobs-gallo/0071636080.html

4. "The Art of Communicating" by Thich Nhat Hanh (2013, HarperOne) - https://www.harpercollins.com/products/the-art-of-communicating-thich-nhat-hanh

5. "Speak With No Fear: Go from a nervous, nauseated, and sweaty speaker to an excited, energized, and passionate presenter" by Mike Acker (2018, Independently published) - https://www.amazon.com/Speak-No-Fear-nauseated-energized/dp/1980387966

6. "The Presentation Skills Workbook: How to Create and Deliver a Great Presentation" by Praise Mokhtar - https://www.skillsyouneed.com/rhubarb/presentation-skills-workbook.html

7. "Effective Presentations: A Guide to Creating and Delivering Presentations" by the University of Leicester -

    https://www2.le.ac.uk/departments/gradschool/training/eresources/presentations

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Presentation:				
1.1	Definition – Reporting for a presentation – Organizing the material	5	Lecture	PPT& Pictures - Google classroom
1.2	Writing your presentation – Deciding the presentation method	5	Lecture	PPT
UNIT 2 - Managing your presentation:				
2.1	Managing the notes – Working with visual aids – Presenting data	7	Lecture	PPT
2.2	Managing the event – Coping with presentation nerves – Dealing with questions – How to build presentations like a consultant	8	Demo	PPT
UNIT 3 – Seven qualities of a good speaker:				
3.1	Self presentation in presentations – remote meetings and presentation	5	Lecture	PPT
3.2	Presentations in interviews – Presentation in larger groups and conferences	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.3	Giving lectures and seminars – Managing a press conference	5	Lecture	PPT
UNIT 4 – Public consultation meetings:				
4.1	Attending public consultation meetings	5	Lecture	PPT
4.2	Managing public consultation meetings	3	Lecture	PPT
4.3	Crisis communication	2	Lecture	PPT
UNIT 5 - Communication skills:				
5.1	Facilitation skills	5	Group Discussion	Google Classroom
5.2	Teams, groups and meetings Effective speaking – question types	5	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	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

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	Strengthen presentation skills in English and Regional Language.	K1, K2	PSO1, PSO4, PSO5
CO2	Apply the techniques of presentation in English and Regional Language.	K1, K2	PSO2, PSO4, PSO5
CO3	Analyze their existing presentation skills in English and Regional Language.	K2, K3	PSO1, PSO2, PSO5
CO4	Evaluate their skills in public gathering	K3, K4	PSO1, PSO5
CO5	communicating at the time of crisis as a journalist	K2, K3	PSO4, PSO5

Mapping of COs with PSOs

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

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

I B.A

SEMESTER – II

For those who joined in 2023 onwards

Entire Course has focus on Employability, Entrepreneurship & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	23JM2CC3	News Reporting	Lecture	5	5

COURSE DESCRIPTION

This course aims to enhance the knowledge about the roles & responsibilities of a reporter.

COURSE OBJECTIVE

- ✓ Help them to know the roles and qualities of a reporter
- ✓ Familiarize the students with the fundamental structure of news
- ✓ Strengthen their skills needed for reporting various issues
- ✓ Develop the needed skills of reporting special events
- ✓ Inculcate the knowledge of various aspects of reporting for different media

UNIT 1- Concept of News 14 HRS

Definitions- Reporter –qualities of a reporter (Nose for news, Accuracy, speed, objectivity, facts, perseverance….etc.,) - Definition and types of reporters – City reporter – Mofussil reporter – National Correspondent – Foreign correspondent – correspondent (vs) reporter – Lobby correspondent – special correspondent – interpretative reporter – expert reporter - Duties and responsibilities of a reporter – Attributes – tools of a reporter – ground rules of a reporter

UNIT 2 Basic structure of news 15 HRS

Inverted Pyramid Style - strengths and limitations - 5Ws and 1H- types of leads - hard news, soft news

UNIT 3 - News Gathering   16 HRS

Reporter as a participant –News Sources - Beats - handout, news – Press conferences, Press meets, Handouts, Press Note, Press release-leakages-business news –weather - news-covering politics-Assembly and Parliament-Disasters – events-strikes - international news agencies, Indian news agencies

UNIT 4 Interview   14 HRS

Objectives and Functions – Types – Man in the Street Interview – Casual Interview –Personality interview – News interview – News Conference – Briefing from Ministries –Breakfast meeting – Telephone interview – Incubated interview – Kite-flying interview – pre-interview-homework, interviewing - the 4 Ps of an interview - and writing – interview based reports - conducting an interview –writing the report

UNIT 5 - Types of Reporting   16 HRS

beat reporting – crime beat – Government - basics of covering accidents, deaths, natural disasters, crime, court, sports, business, budget, politics, elections, speech, seminars and entertainment; investigative reporting - Reporting science and environment

REFERENCES

1. Melvin Mencher, News Reporting and Writing, New York, Oxford University Press, 2007

2. Jerry Lanson and Mitchell Stephens, Writing and Reporting the News, New York: Oxford University Press,2008.

3. Ambrish Saxena, Fundamentals of Reporting and Editing, New Delhi: Kanishka Publishers,2007

4. M.K.Verma, News reporting and editing, APH publishing corporation, 2012

5. Jan Johnson yopp, Beth A.Haller, An Introduction to News reporting: A beginning Journalist's guide, 2004

6. Bruce D.Itule, Douglas A.Anderson, News writing and reporting for today's media, 2006

7. Kelly leiter, Julian Harris & Stanley Johnson The complete reporter fundamentals of news gathering and editing, 1999

8. Joan Clayton, Interviewing for Journalists, London: Piatkus Publishers,1994

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Concept of News:				
1.1	Definitions- Reporter –qualities of a reporter (Nose for news, Accuracy, speed, objectivity, facts, perseverance….etc.,) -	2	Lecture	PPT& Pictures - Google classroom
1.2	Definition and types of reporters – City reporter – Mofussil reporter – National Correspondent – Foreign correspondent – correspondent (vs) reporter	4	Lecture	PPT
1.3	Lobby correspondent – special correspondent – interpretative reporter – expert reporter	4	Lecture	PPT
1.4	Duties and responsibilities of a reporter – Attributes – tools of a reporter – ground rules of a reporter	4	Discussion	Google classroom
UNIT 2 - Basic structure of news:				
2.1	Inverted Pyramid Style	5	Lecture	PPT
2.2	Strengths and limitations - 5Ws and 1H- types of leads	5	Demo	PPT
2.3	Hard news, soft news	5	Flipped Classroom	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 3 – News Gathering:				
3.1	Reporter as a participant –News Sources - Beats - handout, news	5	Lecture	PPT
3.2	Press conferences, Press meets, Handouts, Press Note, Press release-leakages-business news – weather news	5	Lecture	PPT
3.3	Covering politics-Assembly and Parliament-Disasters – events-strikes	4	Lecture	PPT
3.4	International news agencies, Indian news agencies	2	Lecture	PPT
UNIT 4 – Interview :				
4.1	Objectives and Functions – Types – Man in the Street Interview	4	Group Discussion	Google Classroom
4.2	Casual Interview –Personality interview – News interview – News Conference – Briefing from Ministries –Breakfast meeting – Telephone interview	5	Case Study Analysis	Newspaper Clippings and Videos from the Internet
4.3	Incubated interview – Kite-flying interview – pre-interview-homework, interviewing - the 4 Ps of an interview - and writing – interview based reports - conducting an interview –writing the report	5	Lecture	PPT
UNIT 5 - Types of Reporting				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
5.1	Beat reporting – crime beat – Government - basics of covering accidents, deaths, natural disasters, crime, court	6	Group Discussion	Google Classroom
5.2	Sports, business, budget, politics, elections, speech, seminars and entertainment	5	Case Study Analysis	Newspaper Clippings and Videos from the Internet
5.3	Investigative reporting - Reporting science and environment	5	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

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	Remember the roles and responsibilities of a reporter.	K1, K2	PSO1, PSO4, PSO5
CO2	Demonstrate the fundamental structure of news.	K1, K2	PSO2, PSO4, PSO5
CO3	Apply the techniques needed for specialized reporting	K2, K3	PSO1, PSO2, PSO5
CO4	Analyse the skills of art, culture and sports reporting	K3, K4	PSO1, PSO5
CO5	Evaluate the various avenues of different types of reporting for media	K2, K3	PSO4, PSO5

Mapping of COs with PSOs

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

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

I B.A
SEMESTER – II
For those who joined in 2023 onwards
Entire Course has focus on Employability,
Entrepreneurship & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	23JM2CC4	News Editing	Practical	5	5

COURSE OBJECTIVE

- ✓ Familiarize the students with the fundamentals of news room handling
- ✓ Help the learner to acquire the techniques needed for editing news
- ✓ Be skilful in handling the wire
- ✓ Be enriched with the skills of creating headlines
- ✓ Develop the required creativity needed for developing the editorial page

UNITS

UNIT 1   Qualities and responsibilities of Editor: (14 HRS)

News Editor - sub-editor/copy editor –managing editor, associate editor, assistant editor, chief sub-editors-Sunday Editor- Art editor – Sports Editor - readers' editor/ombudsman - news processing - desk operation; editing terminology - Byline – Credit line – Date line

UNIT 2   Fundamentals of Editing   (15 HRS)

Condensation – Clarity – Forceful Expression – Accuracy – Avoiding errors in language –copy tasting; editing for verbal clarity and correctness; editing to save space; editing for accuracy, objectivity, consistency, fairness, taste and legal propriety – style books – style book in Tamil by Athithanar

UNIT 3 Handling Copies   (16 HRS)

: handling reporters' and correspondents' copies, news agency copies, stringers' and agents' copies, citizen journalists' copies – editing handouts and press releases trimming human interest stories – slashing the roundup – cutting the straight news.

UNIT 4 Headline   (14 HRS)

Hheadline functions – headline language -Types of headlines – Pyramid, inverted pyramid, Flush Left , Flush Right, Waist Line, Hexagon, streamer / banner, Cross line, skyline, kicker, deck, strapline, label, Topical, question, Quotation Headline etc., headlines for editorial and feature; captions and catchwords; traditional and modern headline styles.

UNIT 5 Editorials (16 HRS)

: Editorial page versus news pages: editorials, middles, features-types of features - columns and letters to the editor; types of editorials; qualities and responsibilities of a leader writer – Tools for editing: Dictionaries, Encyclopedias, GK books, "Who is who?" books, news index, pictures etc.,- Proof Reading – using computer softwares in editing

REFERENCES

1. "The Subversive Copy Editor, Second Edition: Advice from Chicago (or, How to Negotiate Good Relationships with Your Writers, Your Colleagues, and Yourself)" by Carol Fisher Saller (2016, University of Chicago Press) - https://press.uchicago.edu/ucp/books/book/chicago/S/bo21295474.html

2. "The Art of Editing" by Brian S. Brooks and James L. Pinson (2019, Bedford/St. Martin's) - https://www.macmillanlearning.com/college/us/product/The-Art-of-Editing/p/1319057577

3. "Language in the News: Discourse and Ideology in the Press" by Roger Fowler (1991, Routledge) - https://www.routledge.com/Language-in-the-News-Discourse-and-Ideology-in-the-Press/Fowler/p/book/9780415061771

4. "The News Manual: A Handbook for Journalists" by World Association of Newspapers and News Publishers (2008, World Association of Newspapers and News Publishers) - https://www.thenewsmanual.net/

5. "Editing and Design: Book Editing, Typesetting, Print Production, and E-book Design" by Chuck Green (2014, Adams Media) - https://www.simonandschuster.com/books/Editing-and-Design/Chuck-Green/Everything/9781440576228

6. "News Editing and Design" by Missouri School of Journalism - https://open.missouri.edu/courses/news-editing-and-design/

7. "The News Manual: A Professional Resource for Journalists and Editors" by World Association of Newspapers and News Publishers - https://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/the-news-manual-a-professional-resource-for-journalists-and-editors/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Qualities and responsibilities of Editor				
1.1	News Editor - sub-editor/copy editor –managing editor, associate editor	3	Lecture	PPT
1.2	assistant editor, chief sub-editors- Sunday Editor- Art editor – Sports Editor - readers' editor/ombudsman	4	Assignment	PPT
1.3	news processing - desk operation; editing terminology - Byline – Credit line – Date line	4	Assignment	PPT
UNIT 2 - Fundamentals of Editing:				
2.1	Condensation – Clarity – Forceful Expression – Accuracy – Avoiding errors in language –copy tasting; editing for verbal clarity and correctness	7	Assignment	PPT
2.2	editing to save space; editing for accuracy, objectivity, consistency, fairness, taste and legal propriety – style books – style book in Tamil by Athithanar	8	Assignment	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 3 – Handling copies:				
3.1	handling reporters' and correspondents' copies, news agency copies, stringers' and agents' copies, citizen journalists' copies	5	Lecture	PPT
3.2	Editing handouts and press releases trimming human interest stories – slashing the roundup – cutting the straight news.	5	Lecture	PPT
UNIT 4 – Headlining :				
4.1	headline functions – headline language -Types of headlines – Pyramid, inverted pyramid, Flush Left , Flush Right, Waist Line, Hexagon, streamer / banner	7	Assignment	PPT
4.2	Cross line, skyline, kicker, deck, strapline, label, Topical, question, Quotation Headline etc., headlines for editorial and feature; captions and catchwords; traditional and modern headline	8	Assignment	PPT
UNIT 5 - Editorials:				
5.1	Editorial page versus news pages: editorials, middles, features-types of features - columns and letters to the editor; types of editorials; qualities and responsibilities of a leader writer	7	Record Work	Google Classroom
5.2	Tools for editing: Dictionaries, Encyclopedias, GK books, "Who is who?" books, news index, pictures etc.,- Proof Reading – using computer softwares in editing	8	Record Work	Newspaper Clippings and Videos

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
				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 %

CIA

Scholastic	35
Non-Scholastic	5
	40

EVALUATION PATTERN

INTERNAL	EXTERNAL	MARKS
40	60	100

CIA Components

Components	Marks
Record Submission	35
Non-Scholastic	5
Total	40

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	Remember the fundamentals of news room operation.	K1, K2	PSO1, PSO4, PSO5
CO2	Demonstrate the techniques needed for editing news.	K1, K2	PSO2, PSO4, PSO5

CO3	Apply the techniques in handling copies from different sources	K2, K3	PSO1, PSO2, PSO5
CO4	Evaluate the various avenues of headline writing in Tamil and English dailies	K3, K4	PSO1, PSO5
CO5	Analyze the contents of the features and editorials	K2, K3	PSO4, PSO5

Mapping of COs with PSOs

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

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

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 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   [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.pd

COURSE CONTENTS & LECTURE SCHEDULE:

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

4.3	Lighting Techniques	2	Lecture & Group Discussion	Videos for Production Techniques
4.4	Types of Lens	3	Lecture	PPT
4.5	Techniques of production in various environments	5	Lecture	Videos for Production
UNIT V – ETHICAL ISSUES				
5.1	Code of ethics for Radio	3	Lecture	PPT
5.2	Code of ethics for Television	3	Lecture	PPT
5.3	Ethical violations in Radio programs	4	Lecture & Class Assignment	PPT
5.4	Ethical violations in Television programs	5	Lecture & Class Assignment	PPT
5.5	Writing for Electronic Media	5	Lecture & Class Assignment	PPT

Levels	C1	C2	C3	C4	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:

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 andunderstanding 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
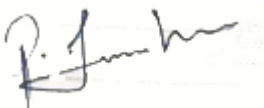
Mapping of COs with POs

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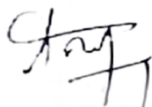
Note: ♦ Strongly Correlated – **3**♦Moderately Correlated – **2**   ♦Weakly Correlated -**1**

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

For those who joined in 2019 onwards

Entire Course has focus on Employability, &Skill Development

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

COURSE DESCRIPTION:

The practical course gives experience to students in the application of audio-visual technologies.

COURSE OBJECTIVES:

The course teaches the 'on' and 'off' air in radio programmes.

UNIT I:BROADCASTING   [15HRS]
Techniques of Indoor and outdoor Broadcasting

Production of Radio News Bulletins
Television News Bulletins

UNIT II: NEWS PRODUCTION   [15HRS]
Production of News Story for TV News
Story for Radio

UNIT III: INTERVIEW   [20 HRS]
Production of TV Interview

Radio Interview

UNIT IV: CAMERA TECHIQUES   [20 HRS]

Piece to Camera-Anchoring a Show, Opening PTC, Bridge PTC, Closing PTC

UNIT V: EDITING SOFTWARE   [20 HRS]

Self-Study: Presentation-Voice over
Adobe Premiere and Cubase

REFERENCES:

Boyd, Andrew and Peter Stewart. *Broadcast Journalism: Techniques of Radio and Television News.* Focal Press, 2008.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://broadcastjem.wordpress.com/

2. https://study.com/what_is_broadcasting_journalism.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I:BROADCASTING				
1.1	Techniques of Indoor and outdoor Broadcasting	5	Lecture	PPT
1.2	Production of Radio News Bulletins	5	Lecture	PPT
1.3	Television News Bulletins	5	Lecture	PPT
UNIT II: NEWS PRODUCTION				
2.1	Production of News Story for TV News	8	Lecture	Google Class room
2.2	Story for Radio	7	Lecture	Videos from the Internet
UNIT III: INTERVIEW				
3.1	Production of TV Interview	12	Lecture & Class Assignment	PPT
3.2	Radio Interview	8	Lecture & Class Assignment	PPT
UNIT IV: CAMERA TECHIQUES				
4.1	Piece to Camera(PTC)	10	Lecture	Videos for

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

Levels	C1	C2	C3	C4	C5	Total Scho lastic Mark s	Non Scho lastic Marks C6	CIA Total	% of Assess ment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assig nmen t 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 Schol astic	-	-	-	-	-		**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

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

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Conceptualize, write scripts and storyboard for various Genres	K1, K2, K3, K4	PSO1, PSO5
CO 2	Gain Hands on Experience in handling Camera and Techniques	K3	PSO1,PSO5
CO 3	Know the importance of the audio and the recording process	K2, K3	PSO1,PSO5
CO 4	Produce Radio News Bulletins and Television News Bulletins	K2, K3	PSO1,PSO3, PSO5
CO 5	Produce News Story for TV and Radio	K4	PSO1,PSO3, PSO5
CO6	Apply various cinematography techniques &software required for Anchoring a Show	K4	PSO1,PSO3, PSO5

Mapping of COs with PSOs

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	3	2	1	1	3
CO2	3	3	1	2	3
CO3	3	1	2	1	3
CO4	3	1	3	3	1
CO5	1	1	1	1	3
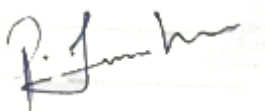
Mapping of COs with POs

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	3
CO4	3	1	2	3	3	2	1
CO5	1	2	2	2	3	1	2
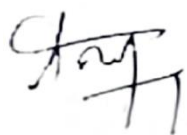
Note: ♦ Strongly Correlated – **3**♦Moderately Correlated – **2**   ♦Weakly Correlated -**1**

COURSE DESIGNERS:

1. **Ms.P.JeevithaMariashanthini**

2. **Ms. S. Jeno Mary**

Forwarded By

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

II B.A

SEMESTER –IV

For those who joined in 2019 onwards

Entire Course has focus on Employability

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USJM	19JM4CC4	COMMUNICATION THEORIES	LECTURE	6	4

COURSE DESCRIPTION

The overarching goal of this course is to analyse communication in a systematic way.

COURSE OBJECTIVES

This course is designed with the following objectives:

- To introduce the students to theories of communication
- To make the students aware about various models of communication and theories and its effect.

UNITS

UNIT –I COMMUNICATION   (15HRS.)

Mass Communication Theory (Baran, Pg 23 - 34)

Types of Communication – Inter personal, Intra personal, Mass, Organizational Verbal, Non-verbal.

Classification of Communication Models   (Scholes, Pg 11 - 20)

Normative theories of Mass Communication (Baran, Pg 86 -93)

UNIT –II THEORIES OF SOCIETY   (15 HRS.)

Society, Media and Audience Reciprocal Relationships (Scholes, Pg 38 - 40)

Marshall McLuhan (Baran, Pg 285 -290)

Agenda Setting (Baran, Pg 299 - 307)

The Spiral of Silence

UNIT –III MODELS FOR AUDIENCE (15HRS.)

Audience Based Models (Scholes, Pg 21 – 32)

Aristotle's Model, Lass well Model, Shannon and Weaver Model.

Wendell Johnsons Model, Wilbur Schramm's Model.

Berlo's Model, Gerber's Model.

UNIT –IV VIDEO EDITING (15HRS.)

Development Communication (DEVCOM) Models (Pg 45 – 58)

Intercultural Communication Models (Pg 80 – 85)

Communication Management Models (Pg 86 – 96)

UNIT –V RECORDING AND EDITING (15HRS.)

Cognitive Dissonance

Dependency Theory (Baran, Pgs 307 - 313)

Cultivation Analysis.

Play Theory

Dance's Helical Model

Johari Window

TEXT BOOKS:

(Materials taken from the following books:)

1. Scholes, Eileen.*Handbook of Communication.*Infinity books, 2012.

2. Baran, Stanley J. and Davis, Dennis K. eds. *Mass Communication Theory Foundations,Ferment, and Future.* Thomson Learning, Inc, 2000.

REFERENCES

1. Denis,Mc Quail. *Mass Communication Theory.* Sage Publications, 2010.
2. D.S, Mehta. *Mass Communication and Journalism in India.* Sage publications, 2001.
3. Uma, Narula. *Theories of Mass Communication.*HarAnand Publications, 2007.
4. Kumar J. Keval, (1994) *Mass Communication in India.*Jaico Publishing House, 2007.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://www.managementstudyguide.com/communication-theory.htm
2. https://www.peoi.org/Courses/Coursesen/mass/mass2.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT-1 - COMMUNICATION				
1.1	Mass Communication Theory (Baran, Pg 23 - 34)	3	LECTURE	PPT
1.2	Types of Communication – Inter personal, Intra personal, Mass, Organizational Verbal, Non-verbal.	4	LECTURE	PPT
1.3	Classification of communication Models(Scholes, Pg 11 - 20)	4	LECTURE	PPT
1.4	Normative theories of Mass Communication (Baran, Pg 86 - 93)	4	LECTURE	PPT
UNIT- 2 - THEORIES OF SOCIETY				
2.1	Society, Media and Audience Reciprocal Relationships (Scholes, Pg. 38 - 40)	4	LECTURE	PPT
2.2	Marshall Mcluhan (Baran, Pg. 285 -290)	4	LECTURE	PPT
2.3	Agenda Setting (BaranPg. 299 - 307)	4	LECTURE	PPT
2.4	The Spiral of Silence	3	LECTURE	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT- 3 - MODELS FOR AUDIENCE				
3.1	Audience Based Models (Scholes, Pg. 21 – 32)	4	LECTURE	PPT
3.2	Aristotle's Model, Laswell Model, Shannon and Weaver Model.	4	LECTURE	PPT
3.3	Wendell Johnsons Model, Wilbur Schramm's Model	4	LECTURE	PPT
3.4	Berlo's Model, Gerber's Model	3	LECTURE	PPT
UNIT- 4 - DEVELOPMENT MODELS				
4.1	Development Communication (DEVCOM) Models (Pg. 45 – 58)	5	LECTURE	PPT
4.2	Intercultural Communication Models(Pg. 80 – 85)	5	LECTURE	PPT
4.3	Communication Management Models(Pg. 86 - 96)	5	LECTURE	PPT
UNIT - 5RECORDING AND EDITING				
5.1	Cognitive Dissonance	5	LECTURE	PPT
5.2	Dependency Theory (Baran, Pg. 307 - 313)	5	LECTURE	PPT
5.3	Cultivation Analysis.	2	LECTURE	PPT
5.4	Play Theory	1	LECTURE	PPT
55	Dance's Helical Model	1	LECTURE	PPT
5.6	Johari Window	1	DEMONSTRATION	GOOGLE CLASS ROOM

Levels	C1	C2	C3	C4	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

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

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the classification of Communication	K1	PSO1
CO 2	Learn Model of communication	K1& K2	PSO1
CO 3	Analyze Normative Theories	K1 & K3	PSO1, PSO5
CO 4	Evaluate the different communication Theory.	K1, K2, K3	PSO5
CO 5	Understand the role of communication theory.	K2& K3	PSO5

Mapping of COs with PSOs

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

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	2
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.Ms. S.Jeno Mary

2. Ms. C. GladiousGunaRanjini

Forwarded By

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

II B.A

SEMESTER –IV

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	19JM4CP4	Television Production	PRACTICAL	6	4

COURSE DESCRIPTION:

This is a skill-based course designed to enable the learners to acquire basic skills required to become a journalist.This Course is an introduction to the basic principles, procedures& techniques of Television Production

COURSE OBJECTIVES:

This course is designed with the following objectives:

- The course aims to introduce the students to the basic working skills and knowledge of the television production and equipment and software.

- It introduces the students to the basic writing and recording skills for various television formats.

UNITS:

UNIT –I PRE-PRODUCTION   (15 HRS.)

    Scripts

    Storyboards

    Budgets

    Casting

UNIT –II PRODUCTION   (15 HRS.)

    Floor plan, sets, make-up, costume, jewellery, lights, audio, graphic rehearsals.

    Shooting schedules.

UNIT –III POST-PRODUCTION **(15 HRS.)**

Post-Production editing

Indoor and outdoor shootings

UNIT –IV LOCATION **(15 HRS.)**

Indoor and outdoor shootings

Planning and management of live shows

UNIT –V SHOOTING **(15 HRS.)**

Entertainment programs with various concepts

Multi-camera production

Adobe Premiere Pro

REFERENCES:

1. Belavadi,Vasuki. *Video Production.*Oxford University Press,2008
2. Bhattnagar, Aditi. *Media of Communication Radio TV & Video.* ABD publishers, 2018
3. Kumar Singh, Samir. *Electronic Media and Communication.*ABD publishers, 2017

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 - I - PRE-PRODUCTION				
1.1	Scripts	3	Lecture	PPT
1.2	Storyboards	4	Lecture& Assignment	PPT, GOOGLE CLASS ROOM
1.3	Budgets	4	Lecture	PPT

1.4	Casting	4	Lecture	PPT
UNIT- II - PRODUCTION				
2.1	Floor plan, sets, make-up, costume, accessories, lights, audio, graphic rehearsals	10	Lecture	PPT
2.2	Shooting schedules	5	Lecture& Assignment	PPT, GOOGLE CLASS ROOM
UNIT- III - POST-PRODUCTION				
3.1	Post-Production editing	5	Lecture	PPT
3.2	Indoor and outdoor shootings	10	Lecture& Assignment	PPT, GOOGLE CLASS ROOM
UNIT IV -LOCATION				
4.1	Indoor and outdoor shootings	10	Lecture	PPT
4.2	Planning and management of live shows	5	Lecture& Assignment	PPT, GOOGLE CLASS ROOM
UNIT V-SHOOTING				
5.1	Introduction to Editing	2	Lecture	PPT
5.2	Editing Job	2	Lecture& Demonstration	PPT, GOOGLE CLASS ROOM
5.3	Editor's choice of words	2	Lecture& Assignment	PPT, GOOGLE CLASS ROOM

Levels	C1	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

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

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Understand the various Pre-production activities	K1	PSO1, PSO5
CO 2	Plan and execute the production process	K2 & K4	PSO1, PSO5
CO 3	Remove green matte background and create an animated title.	K3 & K4	PSO1, PSO3, PSO5
CO 4	Operate the studio console and equipment	K3 & K4	PSO1, PSO5
CO5	Demonstrate competency in shooting and editing video in the field and studio	K3 & K4	PSO1, PSO3, PSO5

Mapping of COs with PSOs

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

Mapping of COs with POs
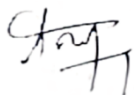
CO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	1	2
CO2	1	1	3	2	3	1	1
CO3	3	3	2	1	3	3	3
CO4	3	1	2	3	3	3	1
CO5	1	2	2	2	3	1	2

Note: ♦ Strongly Correlated – **3**♦Moderately Correlated – **2**   ♦Weakly Correlated -**1**
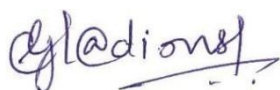
COURSE DESIGNERS: **Forwarded By**

1.Ms. S.Jeno Mary

2. Ms. C. Gladious Guna Ranjini

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

III B.A

SEMESTER – V

For those who joined in 2019 onwards

Entire Course has focus on Employability

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	**19JM5CC5**	Development Communication	**Lecture**	**5**	**4**

COURSE DESCRIPTION:

- To enable the students to understand factors governing national development

COURSE OBJECTIVES:

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

UNITS:
UNIT I- KEY CONCEPTS OF DEVELOPMENT   [15 HRS]

Key concepts of Development: Foundations of Development, Historical perspective of Development, Alternative Development Concept; Development Goals – The Millennium Development Goals

UNIT II – RURAL DEVELOPMENT   [15 HRS]

Role of Communication in development; Practice of Development Communication in India; Communication for Rural Development in India; Role of NGOs in Development; Role of Communication in NGOs; Role of Media in Development Coverage; Major Folk forms in Role of Folk Media in Development in India; Self-Study: Application of Social Media for Development

UNIT III – DEVELOPMENT MODELS   [15 HRS]

Models of development - concept of Model; Unilinear Model – Diffusion Model – Mechanistic Model – Organic Model; Gandhian Model of Development

UNIT IV - SUSTAINABLE DEVELOPMENT   [15 HRS]

The historical context of Sustainable Development; Sustainable Development in India; Challenges to Sustainable Development

UNIT V – DEVELOPMENT OF SOCIETY   [15 HRS]
Environment Communication; Agriculture Development Communication; Health Communication Human Rights Communication

TEXT BOOK:
(Materials taken from the following book:)
    1.Guru, B.P. Mahesh Chandra. *Applied Development Communication*. Dominant Publishers, 2016.

REFERENCES:

1. Ahuja, B.N., &. Chhabra, S.S. (1998). *Development Communications*. Delhi: Surjeet Publications.
2. Melkote, Srinivas Raj & Arvind Singhal. *Handbook of Communication and Development*. Massachusetts: Edward Elger Publishing
3. Melkote, Srinivas Raj & Leslie Steeves. *Communication for Development in the Third World.* New Delhi: Sage Publications
4. Puri, Manish. *Constitutional and Political Development in India*. Mohif Publications, 2016.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://www.definitions.net/definition/development+communication
2. https://www.businesstopia.net/mass-communication/development-communication-theory
3. https://www.researchgate.net/publication/276928937_Introduction_to_Development_Communication

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -DEVELOPMENT & MODELS				
1.1	Foundations of Development Historical perspective of Development	4	Lecture	PPT& Pictures - Google classroom
1.2	Key concept of Development Alternative Development Concept	4	Lecture	PPT
1.3	Development Goals – The Millennium Development Goals Models of development - concept of Model	3	Lecture	PPT
1.4	Unlinear Model – Diffusion Model – Mechanistic Model – Organic Model – Gandhian Model of Development	4	Discussion	Google classroom
UNIT 2 -RURAL DEVELOPMENT				
2.1	Practice of Development Communication in India	5	Lecture	PPT
2.2	Sustainable Development	5	Demo	PPT
2.3	Rural Development	5	Flipped Classroom	PPT
UNIT 3 – SUSTAINABLE DEVELOPMENT				
3.1	Paradigms of Development	5	Lecture	PPT
3.2	Paradigms of Development- Alternative	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.3	Paradigms of Development-Dominant.	5	Classroom Activity	Videos and Pictures
UNIT 4 –NGO & FOLK MEDIA				
4.1	Role of NGOs in Development Role of Media in Development Coverage (Print, Electronic Media) Application of Social Media for Development	10	Lecture	PPT
4.2	Major Folk forms in India Role of Folk Media in Development in India	5	Case Study Analysis	Newspaper Clippings and Videos from the Internet
UNIT 5 - DEVELOPMENT OF SOCIETY				
5.1	Role and need of Communication in the fields of Environment Communication	8	Group Discussion	Google Classroom
5.2	Agriculture Development Communication Health Communication	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 %

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

A field visit should be conducted to N.G. O'S or villages. On the basis of the visit, the students should submit group report. This will form the assignment

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED	PSOs ADDRESSED

		BLOOM'S TAXONOMY)	
CO1	Recognize and explain the concept and importance of development	K1	PSO4, PSO5
CO2	Distinguish between communication and development communication.	K1, K2	PSO2, PSO4, PSO5
CO3	Describe use of different media in development communication.	K1	PSO2, PSO5
CO4	Evaluate developmental approaches and programmes in the context of Economic and development theories	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Understand key issues in sustainable development as a basis for engaging in effective development communication	K4	PSO2, PSO4, PSO5

Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	3	2	3	3
CO2	1	2	2	3	3
CO3	3	2	1	2	3
CO4	1	3	1	3	3
CO5	3	2	1	3	2
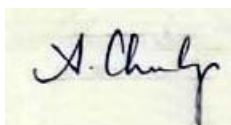
Mapping of COs with POs

CO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	1	2
CO2	1	1	3	2	3	1	1
CO3	3	3	2	1	3	1	2
CO4	3	1	2	3	3	2	1
CO5	1	2	2	2	3	1	2
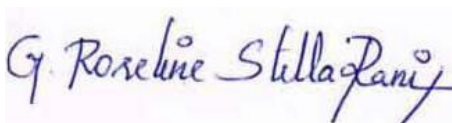
Note: ♦ Strongly Correlated – **3**♦Moderately Correlated – **2**♦Weakly Correlated -**1**

COURSE DESIGNERS:

1. **Ms. A. Chris Marlyn**

2. **Ms. G. Roseline Stella Rani**

Forwarded By

Dr. S. Saira Banu
Head
Department of Journalism
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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 DeSice, 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. Chezhian. *Ulaga Cinema*. Chennai: Vikatan Publications.

2. Kumar, KevalJ.*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: AGuide to the Reference Literature*.2007

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

   6. Satish Sharma.*History of Mediaand 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	DEMONSTRAION BY TEACHER	VIDEOS OF DIFFERENT GENRE FILMS
4.3	Drama, Science Fiction, Animation, Black Cinema, Epic Film Noir, Action, Gangster.	5	DEMONSTRAION 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, AdoorGopalakrishn,Satyajit Ray, MrinalSenD.W.Griffith, Alfred Hitchcock, Akira Kurosawa, Eisenstein.	8	LECTURE PPT	ASSIGNMENT IN GOOGLE CLASS ROOM

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 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	PSO 3	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 C0s 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
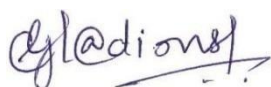
Note: ♦ Strongly Correlated – **3**♦Moderately Correlated – **2**♦Weakly Correlated -**1**

COURSE DESIGNERS: **Forwarded By**

1.Ms. S.Jeno Mary

2. Ms. Gladious Guna Ranjini

**Dr. S. Saira Banu
Head
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III B.A

SEMESTER – V

For those who joined in 2022 onwards

Entire Course has focus on Employability, Entrepreneurship & Skill Development

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 tele-news 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 InDesign; posters, flyers, brochures, magazines, newspapers, presentations.

UNIT V: PERIODICAL PUBLICATIONS   [15HRS]
Creation of Lab Journal (minimum four pages of A3 size)
Review
Interview story with a development issue - (Each story minimum 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: **Forwarded By**

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

                                                         Dr. S. Saira Banu
                                                         Head
2. **Ms. C. Gladious Guna Ranjini**   **Department of Journalism**
                                                         & Mass Communication

III B.A

SEMESTER –V

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	19JM5CP5	Documentary Production	PRACTICAL	5	4

COURSE DESCRIPTION:

The central goal of this course is to provide students with perspectives, background, and ways of thinking about documentary films that will facilitate critical inquiry and enlightened viewing, both in this class and in their film-going future.

COURSE OBJECTIVES:

This course is designed with the following objectives:

- To provide the learners hands on experience in documentary film production

- To enable them to analyze the variety of creative approaches in the documentary genre

UNITS:

UNIT –I PRE–PRODUCTION PROCESS   (15 HRS.)

Researching the topic

writing the Proposal

writing the treatment

setting the budget.

UNIT –II BUDGETING AND SCRIPTING   (15 HRS.)

Budgeting and Scripting

Finalising the budget and the script.

UNIT –III PRODUCTION PROCESS (15 HRS.)

Structuring the programme

Storyboard and script designing.

Script layout.

UNIT –IV POST PRODUCTION PROCESS (15 HRS.)

Editing

Adding Animation etc.

UNIT –V RE RECORDING (15 HRS.)

Dubbing and translation

Dubbing and translation

Adding titles

Distribution process.

Adobe Premiere pro

REFERENCES:

1. Bernard, Sheila Curran. *Documentary Storytelling: Creative Nonfiction on Screen.* Focal Press: 2011.

2. Hampe, Barry. *Making Documentary Films and Videos: A Practical Guide to Planning, Filming and Editing Documentaries.* Holt Paperbacks: 2007.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://www.futurelearn.com/courses/film-production/0/steps/12304

2. https://www.videomaker.com/article/c06/18423-six-primary-styles-of-documentary-production

3. https://www.journaliststoolbox.org/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT - I - PRE-PRODUCTION PROCESS				
1.1	Researching the topic	3	Lecture	PPT
1.2	Writing the Proposal	4	Lecture&Assignment	PPT, Google Class Room
1.3	Writing the treatment	4	Lecture&Assignment	PPT, Google Class Room
1.4	Setting the budget.	4	Lecture&Assignment	PPT, Google Class Room
UNIT- II–BUDGETING AND SCRIPTING				
2.1	Budgeting and Scripting.	10	Lecture	PPT
2.2	Finalising the budget and the script.	5	Lecture&Assignment	PPT, Google Class Room
UNIT- III - PRODUCTION PROCESS				
3.1	Structuring the programme	5	Lecture	PPT
3.2	Storyboard and script designing.	5	Lecture& Assignment	PPT, Google Class Room
3.3	Script layout.	5	Lecture&Assignment	PPT, Google Class Room
UNIT IV -POST-PRODUCTION PROCESS				
4.1	Editing	10	Lecture	PPT
4.2	Adding Animation etc.	5	Demonstration by the teacher	Relevant videos
UNIT V-SHOOTING				

5.1	Dubbing and translation	3	Lecture	PPT
5.2	Dubbing and translation	3	Demonstration by the teacher	Relevant videos
5.3	Adding titles	3	Demonstration by the teacher	Relevant videos
5.4	Distribution process	3	Lecture	PPT
5.5	Adobe Premiere pro	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 Documentary addressing any contemporary social issue
- Duration of Documentary film should not be less than 10 minutes
- A record of production process their documentary film should be submitted along with their Film DVD. (Record includes-Story board / Script / Photographs/references)

*Record note along with the documentary 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
CO 1	Grasp Pre –production process	K1	PSO1, PSO5
CO 2	Prepare a Budget and Script	K2 & K4	PSO1, PSO5
CO 3	Plan the Production Process	K3	PSO1, PSO5
CO 4	Understand Post production process	K1 & K2	PSO1, PSO5
CO 5	Execute Dubbing and translation.	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: **Forwarded By**

3. **Ms. S.Jeno Mary**

4. **Ms. C. Gladious Guna Ranjini**

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

I B.A

SEMESTER – VI

For those who joined in 2019 onwards

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	**19JM6CC8**	Media Management	**Lecture**	**5**	**4**

COURSE DESCRIPTION:

This course aims to enable the students to develop an attitude for managing information using a wide variety of media that will take a comprehensive approach towards a marketing scenario

COURSE OBJECTIVES:

To introduce students to principles of Media business management

To familiarize students to Indian media organization and their management practices.

UNITS:

UNIT I - Management in Media Organizations   [15 HRS]
Structure – principles, nature and process of management – levels of management – skills, functions and management roles – types of media organizations

UNIT II -Media Ownership   [15 HRS]
Types of Media ownership in India. Circulation and Promotion. Public Relations for Media Organization.

UNIT III - Problems and Prospects   [15 HRS]
Problems and Prospects of Newspaper Industry in India,
Self-Study: Small newspaper and their problems; News Agencies.
Status of Radio and Television in India.

UNIT IV – Media Organizations   [15 HRS]
Audience Analysis Media
Different Organizations: Roles of INS (Indian Newspaper Society),

ABC (Audit Bureau of Circulation),
RNI (Registrar of Newspapers of India),

NRSC (National Readership Survey Council)

UNIT V - Sponsorship   [15 HRS]
Principles of Television and Radio Management,
Different features of control of ownership with special reference to Prasarbharati
Commercials and sponsorship in electronic media Cable TV Regulation Act

TEXT BOOKS:
1.Mathur, B.S. *Principles of Management.* National Publishing House, 1998

REFERENCES:

1. Lucy, Küng.*Strategic Management in the Media: Theory to Practice.* Jönköping International Business School, 2008.
2. Kumar. *Media Management.* Anomol Prakashan,2006

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://www.researchgate.net/publication/312557618_Media_Management
2. https://simplicable.com/new/media-management
3. https://loyalistlibrary.com/mediastudies/oer

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -Management in Media Organizations				
1.1	Management in Media organization – Structure	4	Lecture	PPT
1.2	Principles, nature and process of management	4	Lecture	PPT
1.3	Levels of management – skills, functions and management roles	3	Lecture	PPT
1.4	Types of media organizations	4	Discussion	Google classroom
UNIT 2 -Media Ownership				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
2.1	Media Ownership: Types of Media ownership in India	5	Lecture	PPT
2.2	Circulation and Promotion.	5	Demo	PPT
2.3	Public Relations for Media Organization	5	Flipped Classroom	PPT
UNIT 3 – Problems and Prospects				
3.1	Problems and Prospects of Newspaper Industry in India	5	Lecture	PPT
3.2	**Self-Study:** Small newspaper and their problems; News Agencies.	5	Lecture	PPT
3.3	Status of Radio and Television in India.	5	Classroom Activity	Videos and Pictures
UNIT 4 –Media Organizations				
4.1	Audience Analysis Media – Different Organizations: Roles of INS (Indian Newspaper Society), ABC (Audit Bureau of Circulation),	10	Lecture	PPT
4.2	RNI (Registrar of Newspapers of India), NRSC (National Readership Survey Council)	5	Case Study Analysis	Newspaper Clippings and Videos from the Internet
UNIT 5 - Sponsorship				
5.1	Principles of Television and Radio Management, Different features of control of ownership with special reference to Prasarbharati Commercial	8	Group Discussion	Google Classroom

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
5.2	Sponsorship in electronic media Cable TV Regulation Act	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 %

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:

Should submit research paper on current issues in media management

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING	PSOs ADDRESSED

		TO REVISED BLOOM'S TAXONOMY)	
CO1	Define the Management in Media organization	K1	PSO5
CO2	Understanding Media Ownership	K1, K2	PSO2, PSO4, PSO5
CO3	Analyse the Status of Radio and Television in India	K3	PSO1, PSO4, PSO5
CO4	Evaluate the different Organizations roles	K3, K4	PSO2, PSO4, PSO5
CO5	Understand Commercials and sponsorship in electronic media	K2	PSO2, 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	1	3	3
CO3	3	2	1	2	3
CO4	1	3	1	2	3
CO5	2	2	1	3	1
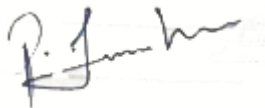
Mapping of COs with POs

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

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

COURSE DESIGNERS:

1. Ms.P.JeevithaMariaShanthini

Forwarded By

2. Ms. G. Roseline Stella Rani   **Head**

Department of

Journalism and Mass

Communication

III B.A

SEMESTER –VI

For those who joined in 2019 onwards

Entire Course has focus on Employability& Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	**19JM6CC9**	Basic Media Research	**Lecture**	**5**	**4**

COURSE DESCRIPTION

This course presents methods that are central to research in media and communication. Methods include research, interviews, surveys and introductory statistics.

COURSE OBJECTIVES

● Learners will gain knowledge of the tools of research.

● Learners will be adept in writing a report after analysis and interpretation.

UNITS:

UNIT –I COMMUNICATION RESEARCH (15HRS.)

Definitions, Meaning and Concept

Role and Functions

Scope and Importance of Communication research

UNIT –II RESEARCH PROCESS (15HRS.)

Steps Involved

Sampling Design

Types of Sampling- Probability And Non-Probability

Meaning of Hypothesis

UNIT –III RESEARCH DESIGN (15HRS.)

Need for Research Design

Content analysis

Definition and Uses Of Content Analysis

Choosing the Methodology.

UNIT –IV DATA COLLECTION   (15HRS.)

Questionnaire, Interview Guide, Schedule, Observation Methods, Rating Scales.

Tools of Data Collection - sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, focus groups telephone, surveys, online polls.

UNIT – V DATA ANALYSIS   (15 HRS.)

Writing Research Reports

Chapterization

Use of Graphics & Content coding.

TEXT BOOKS:

Materials taken from the following book:

1. Kothari, C.R.*Research Methodology*. New Age International Publishers,2014.

REFERENCES

1. Handiya, G. &Chingangbam, P. *Mass Communication: Research and Analysis*Pearl Books, 2013.

2. Kothari, C.R.*Research Methodology*. New Age International Publishers,2014.

3. Adele Emm.*Researching for the Media, Television, Radio and Journalism.* Routledge,2014.

4. Frey.*Handbook of Applied Communication Research.* Routledge,2019.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://www.encyclopedia.com/social-sciences/encyclopedias-almanacs-transcripts-and-maps/mass-media-research/

2. https://www.academia.edu/4068243/NOTES_ON_COMMUNICATION_RESEAR
CH_1_

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT-1 - COMMUNICATION RESEARCH				
1.1	Definitions, Meaning and Concept	5	Lecture	PPT
1.2	Role and Functions	7	Lecture	PPT
1.3	Scope and Importance of Communication research	8	Lecture	PPT
UNIT-2 - RESEARCH PROCESS				
2.1	Steps Involved	5	Lecture	PPT
2.2	Sampling Design	5	Lecture, Assignment	PPT, Google Class Room
2.3	Types of Sampling- Probability And Non-Probability	5	Lecture	PPT
2.4	Meaning of Hypothesis	5	Lecture & Assignment	PPT, Google Class Room
UNIT-3 - RESEARCH DESIGN				
3.1	Need for Research Design	5	Lecture	PPT
3.2	Content analysis	5	Lecture	PPT
3.3	Definition and Uses of Content Analysis	5	Lecture	PPT
3.4	Choosing the Methodology.	5	Lecture	PPT
UNIT-4 - DATA COLLECTION				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
4.1	Questionnaire, Interview Guide, Schedule, Observation Methods, Rating Scales.	10	Lecture, Assignment	PPT, Google Class Room
4.2	Tools of Data Collection - sources, media source books, questionnaire and schedules, people's meter, diary method, field studies, focus groupstelephone, surveys, online polls.	10	Lecture	Assignment
UNIT-5 - DATA ANALYSIS				
5.1	Writing Research Reports	6	Lecture	PPT
5.2	Chapterization	6	Lecture, Assignment	PPT, Google Class Room
5.3	Use of Graphics & Content coding	8	Lecture, Assignment	PPT, Google Class Room

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 on designing questionnaire

• Sampling design

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	Identify the research topics pertaining to Media.	K1	PSO1 & PSO5
CO 2	Outline the basic frame work of research process	K1& K2	PSO1 & PSO5
CO 3	Apply the concepts of research and its methods in the thesis	K3	PSO1 & PSO5
CO 4	Employ the required formats for citation	K1, K2, K3	PSO1 & PSO5
CO 5	Critically analyse research methods and develop the skills for writing a thesis	K3& K4	PSO1, PSO4 & PSO5

Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	2	3	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
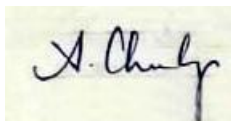
Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	2	2
CO2	1	1	3	2	3	2	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
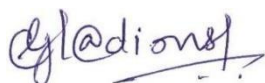
Note: ♦ Strongly Correlated – **3**♦Moderately Correlated – **2**♦Weakly Correlated -**1**

COURSE DESIGNERS:

1 **Ms. A. Chris Marlyn**

2 **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

Entire Course has focus on Employability, Entrepreneurship & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM6CP6	Short Film production	PRACTICAL	5	4

COURSE DESCRIPTION:

This course involves practical study of the creative and technical aspects of film production. Students will make a dramatic film in small groups. This will develop their skills at scripting, photography, mise-en-scene, performance, editing, sound recording and mixing.

COURSE OBJECTIVES:

- Learners will be proficient in production and post production skills to enter the entertainment industry broadcasting

- Learners will be able to research, gather, synthesize information.

UNITS:

UNIT –I PRE –PRODUCTION PROCESS (15 HRS.)

Researching the topic

writing the Proposal

writing the treatment

setting the budget.

UNIT –II BUDGETING AND SCRIPTING (15 HRS.)

Budgeting and Scripting

Finalising the budget and the script.

UNIT –III PRODUCTION PROCESS (15 HRS.)

Structuring the programme

Storyboard and script designing.

Script layout.

UNIT –IV POST PRODUCTION PROCESS   (15 HRS.)

Editing

Adding Animation etc.

UNIT –V RE RECORDING   (15 HRS.)

Dubbing and translation

Dubbing and translation

Adding titles

Distribution process.

Adobe Premiere pro

REFERENCES:

1. Ascher, Steven. *The Film-Maker's Handbook: A Comprehensive Guide for the Digital Age.* Plume, 2012.

2. Rea, Peter W. *Producing and Directing the Short Film and Video.* Focal Press, 2015.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://www.futurelearn.com/courses/film-production/0/steps/12304

2. https://in.search.yahoo.com/search?fr=mcafee&type=E211IN885G0&p=short+film+production

3. https://www.studiobinder.com/blog/making-short-film-pre-production/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT - I - PRE-PRODUCTION PROCESS				
1.1	Researching the topic	3	Lecture	PPT
1.2	Writing the Proposal	4	Group Discussion	PPT
1.3	Writing the treatment	4	Lecture	PPT

1.4	Setting the budget.	4	Lecture	PPT
UNIT- II – BUDGETING AND SCRIPTING				
2.1	Budgeting and Scripting.	10	Lecture	PPT
2.2	Finalising the budget and the script.	5	Group Discussion	PPT
UNIT- III - PRODUCTION PROCESS				
3.1	Structuring the programme	5	Lecture	PPT
3.2	Storyboard and script designing	5	Group Discussion	Charts
3.3	Script layout.	5	Group Discussion	Sample Scripts
UNIT IV - POST-PRODUCTION PROCESS				
4.1	Editing	10	Lecture	PPT
4.2	Adding Animation etc.	5	Lecture	Videos
UNIT V - SHOOTING				
5.1	Dubbing and translation	5	Lecture	PPT
5.3	Adding titles	5	Lecture	PPT
5.4	Distribution process	5	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	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

Should make a Short Film addressing any contemporary social issue

- Duration of Short film should not be less than 15minutes
- A record of production process their Short film should be submitted along with their Film DVD. (Record includes-Story board / Script / Photographs/references)
- Record note along with the short 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
CO 1	Grasp Pre –production process	K1	PSO1, PSO5
CO 2	Prepare a Budget and Script	K2 & K4	PSO1, PSO5
CO 3	Plan the Production Process	K3	PSO1, PSO5
CO 4	Understand Post production process	K1 & K2	PSO1, PSO5
CO 5	Execute Dubbing and translation.	K2, K3, K4	PSO1, PSO3

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	2	2
CO2	1	1	3	2	3	1	1
CO3	3	3	2	1	3	1	2
CO4	3	1	2	3	3	1	2
CO5	1	2	2	2	3	2	2
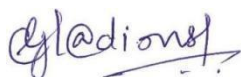
Note: ♦ Strongly Correlated – **3**♦Moderately Correlated – **2**♦Weakly Correlated -**1**

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**

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:l%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	Teaching Pedagogy	Teaching Aids
UNIT 1 -MEDIA AND POPULAR CULTURE				
1.1	Culture and sub-culture	4	Lecture	PPT& Pictures - Google classroom
1.2	Popular texts Politics popular culture	4	Lecture	PPT
1.3	Popular discrimination Popular culture Vs people's culture	3	Lecture	PPT
1.4	Celebrity industry-personality as brand name, hero-worship etc. Acquisition and transformation of popular culture	4	Discussion	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 extendedskin.(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 %

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
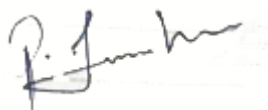
Mapping of COs with POs

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

II B.A

SEMESTER – IV

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	19JM4AC4	Basics of Advertising	ALLIED SUBJECT	5	5

COURSE DESCRIPTION:

This course enables the students to learn the nature of advertisement and their scope in media

COURSE OBJECTIVES:

Advertising being an important decision-making tool, the course would take the students through principles and various types of Advertising, PR & Corporate Communications

UNIT I: ADVERTISING CONCEPTS [15 HRS]

Nature and Scope of Advertising,
Definition of Advertising,
Types of Advertising
Function of advertising

UNIT II: ADVERTISING AGENCY [15 HRS]

Advertising Agency

Structure of Advertising Agency,

Functions of Advertising Agency

UNIT III: ADVERTISING MEDIA [15 HRS]

Advertising media

Types of medium

New media

UNIT IV: WRITING FOR ADVERTISEMENT: [15 HRS]

Print Media

Radio Commercials

Television Commercials and Web

UNIT V: PUBLIC RELATION   [15 HRS]

PR & Corporate Communications.

Practical skills on creating advertisements for various Mass Media Tools.

Self-Study: Designingadvertisement; Layout's scripting advertisements

TEXT BOOKS:

Materials taken from the following book:
1.   Anvesh, Sharma. *Fundamentals of Advertising Basic Theory and Concept.* Navyug Books International, Delhi,2016.

REFERENCE BOOKS:

1. Ruchi, Gupta**.** *Advertising Principle and Concept.* Sage Publications, 2016.
2. Kalpesh, DhirubhaiNaik.*Marketing Communication and Advertising.* Horizon Press. Jaipur ,2018
3. Arivash, Chiranjeev. *Visual Communication.*JnanadaPrakashan Publication, 2018.
4. Priyanka, Singh. *Communication Management.* Shree Publication,2018.
5. Gaur, D.K. *Journalism.* Omega publication,2018.

DIGITAL OPEN EDUCATIONAL RESOURCES:

1. https://libguides.uwf.edu/c.php?g=215207&p=1419796

2. https://www.journaliststoolbox.org/category/advertising-and-marketing/

3. http://opencourselibrary.org/cmst-102-intro-to-mass-media/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I : ADVERTISING CONCEPTS				
1.1	Nature and Scope of Advertising,	4	Lecture	PPT
1.2	Definition of Advertising,	2	Lecture	PPT

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

5.2	Practical skills on creating advertisements for various Mass Media Tools.	5	Lecture	PPT
5.3	**Self-Study:** Designing advertisement; Layouts scripting advertisements	5	Lecture & Class Assignment	Google Class room

Levels	C1	C2	C3	C4	C5	Total Scho lastic Mark s	Non Scho lastic Marks C6	CIA Total	% of Assess ment
	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assig nmen t 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 Schol astic	-	-	-	-	-		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 layout designing

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED

CO1	Trace the origin and development of advertising and Nature and Scope of Advertising	K1, K2	PSO1
CO2	Analyse the different types of advertising& advertising agencies	K1, K2, K3	PSO1, PSO5
CO3	Learn the Elements of ad copy in advertisement	K1, K2	PSO1, PSO5
CO4	Understand the components of a brand image	K1/K2/K3	PSO1, PSO5
CO5	Acquire knowledge on public relation	K1/K2/K4	PSO1, PSO5

Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	1	1	3	2	3
CO2	1	2	2	3	3
CO3	3	3	1	2	3
CO4	1	3	1	3	3
CO5	3	2	1	3	2
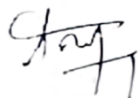
Mapping of COs with POs

CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	2	2
CO2	1	1	3	2	3	1	1
CO3	3	3	2	1	3	1	1
CO4	3	1	2	3	3	1	2
CO5	1	2	2	2	3	2	2
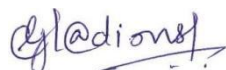
Note: ♦ Strongly Correlated – **3**♦Moderately Correlated – **2**♦Weakly Correlated -**1**

COURSE DESIGNER:

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

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

                                Forwarded By

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

I B.A

SEMESTER – I

For those who joined in 2023 onwards

Entire Course has focus on Employability, Entrepreneurship & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USJM	23JM1CE1	History of Journalism	Elective	5	3

COURSE DESCRIPTION

This course enables students to learn the application of audio-visual editing.

COURSE OBJECTIVES

This course is designed with the following objectives:

- ✓ Introduce the early forms of language to the learners
- ✓ Inculcate the background of origin of newspapers
- ✓ Help them to acquire the understanding of important facets of the evolution of
- ✓ Indian press
- ✓ Enhance understanding of the origin and growth of tamil journalism
- ✓ Enhance the knowledge of the growth of modern journalism

UNITS

UNIT –I THE INVENTION OF WRITING: (10HRS.)

The invention of writing: functions of writing-early forms of writing materials-manuscripts print- Early printing in China, Arab and Europe etc.,

UNIT –II A BRIEF HISTORY OF THE GENESIS OF PRINTING   (15 HRS.)

Gutenberg age-The incunabula-Bible printing-William Coxton and his press- Modern publishing from 19th century to present-Joseph Pulitzer and new journalism

UNIT –III   PRESS IN INDIA   (15HRS.)

A brief review of the evolution of Indian Press - Early printing presses in India- with special reference to J.A.Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M.K.Gandhi, S.Sadanand, and B.G.Horniman -Christian missionaries and printing – Contribution of Ziegan Balg and William Carey and other missionaries - Vernacular Press - News letters and early growth of journalism–East India Company and role of Newspapers and Indian Press in First World war

UNIT –IV EARLY NEWSPAPERS IN INDIA: (10HRS.)

The nationalist movement and the Emergence of journalism- Important newspapers in Indian print history -Bengal gazette-Kesari, Anand Bazaar Patrika etc., - Post independence years

UNIT –V THE BEGINNINGS OF THE TAMIL PRESS   (10HRS.)

: Formative factors in the growth of Tamil press-Freedom movement and Tamil press- Press before and after independence- Sudhesa Mithran, India, Navasakthi etc.,- Christian, Dravidian, Communist movements and Tamil journalism

REFERENCES
1. Nadig Krishnamoorthy, Indian Journalism
2. D.S. Metha, Mass Communication and Journalism in India

3. S. Nagarajan, A History of Press in India

4. Rangasamy Parthasarathy, Journalism in India

5. The Press in India: A new history, G.N.S.Raghavan, Gyan publishing house, 1995.

6. History of Printing and Publishing in India, Kesavan, B.S., Volume I, India: National Book Trust, 1997.

7. History of Journalism, Muniruddin, Anmol Publications, New Delhi, 2005.

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - The invention of writing:				
1.1	The invention of writing:	2	Lecture	PPT& Pictures - Google classroom
1.2	functions of writing, early forms of writing materials	5	Lecture	PPT
1.3	manuscripts print- Early printing in China, Arab and Europe	3	Lecture	PPT
UNIT 2 - A brief history of the genesis of printing				
2.1	Gutenberg age-The incunabula-Bible printing-William Coxton and his press	5	Lecture	PPT
2.2	Modern publishing from 19th century to present	5	Demo	PPT
2.3	Joseph Pulitzer and new journalism	5	Flipped Classroom	PPT
UNIT 3 – Press in India:				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.1	A brief review of the evolution of Indian Press	5	Lecture	PPT
3.2	Early printing presses in India- with special reference to J.A.Hickey, Raja Ram Mohan Roy, James Silk Buckingham, M.K.Gandhi, S.Sadanand, and B.G.Horniman -Christian missionaries	5	Lecture	PPT
3.3	Contribution of Ziegan Balg and William Carey and other missionaries	2	Lecture	PPT
3.4	Vernacular Press - News letters and early growth of journalism– East India Company and role of Newspapers and Indian Press in First World war	3	Lecture	PPT
UNIT 4 – Early newspapers in India				
4.1	The nationalist movement and the Emergence of journalism- Important newspapers in Indian print history	5	Lecture	PPT
4.2	Bengal gazette-Kesari, Anand Bazaar Patrika etc., - Post independence years	5	Lecture	PPT
UNIT 5 - The Beginnings of the Tamil press				
5.1	Formative factors in the growth of Tamil press-Freedom movement and Tamil press	5	Group Discussion	Google Classroom
5.2	Press before and after independence- Sudhesa Mithran,	5	Case Study Analysis	Newspaper

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	India, Navasakthi etc.,- Christian, Dravidian, Communist movements and Tamil journalism			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 %

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

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED	PSOs ADDRESSED

		BLOOM'S TAXONOMY)	
CO1	Remember the origin of Journalism	K1, K2	PSO1, PSO4, PSO5
CO2	Demonstrate the growth of journalism	K1, K2	PSO2, PSO4, PSO5
CO3	Acquire the skills needed to handle the various avenues of Mass Media	K2, K3	PSO1, PSO2, PSO5
CO4	Analyze the formative factors of Tamil Journalism	K3, K4	PSO1, PSO5
CO5	Evaluate the important milestones of the history of international Journalism	K2, K3	PSO4, PSO5

Mapping of COs with PSOs

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

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

I B.A

SEMESTER – I

For those who joined in 2023 onwards

Entire Course has focus on Employability, Entrepreneurship & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/ WEEK	CREDITS
USJM	23JM1EC2	Socio Political Issues in India	Elective	4	3

COURSE DESCRIPTION:

This course aims to discuss about the socio political issues in India.

COURSE OBJECTIVES:

- ✓ Familiarize the students with the social problems in India
- ✓ Help the learner to acquire the techniques needed to address social issues
- ✓ Be skillful in handling the family issues
- ✓ Be enriched with the skills of writing about health issues
- ✓ Develop the required creativity needed for writing political issues

UNITS:

Unit I: SOCIAL PROBLEMS IN INDIA [15HRS]

Social Transformation, Tradition and Modernity, Caste system and its Transformation – Demographic Trends in India – Population explosion – Human Development

Unit II: COMMUNALISM & SECULARISM [15HRS]

Uniform Civil Code – Linguistic Division of State – Weaker Sections – Regionalism – Reservations Issues – Issues Related to Education.

Unit III: FAMILY ISSUES   [15HRS]

Women's Issues, Status – Empowerment, Widowhood – Employment – Issues of Drug Addiction – Juvenile Delinquency – Child Labour – Consumer Rights.

Unit IV: HEALTH & ENVIRONMENTAL ISSUES   [15HRS]

Common Health Issues – AIDS – Vaccination – Drugs – Public Health – Government and Health Awareness – Role of Mass Media in Health Awareness – Conservation of nature – Pollution, Global Warming – Government and Environmental Awareness – Role of Mass Media in Environmental Awareness.

Unit V: POLITICAL ISSUES   [15HRS]

After Independence - Various political movements: Principles, Bases, Policies & Outcomes – Religion and caste based politics.

REFERENCES:

1.   Dr. N.Jayapalan – Social History of India, Mohan Publications, Chennai

2.   Dr.G. Venkatesan – History of Contemporary India, JJ Publications, Madurai

3.   KL. Khurana – Modern India 1761 to Present Day, Lakshmi Narayan Agarwal Publications, Agra.

4.   S.B. Battacherjee – Encyclopaedia of Indian Events and Dates, Sterling Publication Pvt., Ltd, New Delhi.

5.   "India Unbound: From Independence to the Global Information Age" by Gurcharan Das (2002, Anchor Books) - https://www.penguinrandomhouse.com/books/20250/india-unbound-by-gurcharan-das/

6. "The Argumentative Indian: Writings on Indian History, Culture and Identity" by Amartya Sen (2005, Farrar, Straus and Giroux) - https://us.macmillan.com/books/9780312426026

7. "India After Gandhi: The History of the World's Largest Democracy" by Ramachandra Guha (2007, HarperCollins) - https://www.harpercollins.com/products/india-after-gandhi-ramachandra-guha

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Social Problems in India				
1.1	Social Transformation, Tradition and Modernity, Caste system and its Transformation	7	Lecture	PPT& Pictures - Google classroom
1.2	Demographic Trends in India – Population explosion – Human Development	8	Lecture	PPT
UNIT 2 - Communalism & Secularism				
2.1	Uniform Civil Code	2	Lecture	PPT
2.2	Linguistic Division of State	5	Demo	PPT
2.3	Weaker Sections – Regionalism	5	Flipped Classroom	PPT
2.4	Reservations Issues – Issues Related to Education.	3	Lecture	PPT
UNIT 3 – Family Issues				
3.1	Women's Issues, Status – Empowerment	4	Lecture	PPT
3.2	Widowhood – Employment	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.3	Issues of Drug Addiction	2	Lecture	PPT
3.4	Juvenile Delinquency – Child Labour – Consumer Rights	4	Lecture	PPT
UNIT 4 – Health & Environmental Issues:				
4.1	Marshall McLuhan's Approach	5	Lecture	PPT
4.2	Raymond Williams Approach	5	Lecture	PPT
4.3	Uses and Gratification Theory	5	Lecture	PPT
UNIT 5 - Political Issues:				
5.1	Common Health Issues – AIDS – Vaccination – Drugs – Public Health	5	Group Discussion	Google Classroom
5.2	Government and Health Awareness – Role of Mass Media in Health Awareness – Conservation of nature –Pollution, Global Warming	5	Case Study Analysis	Newspaper Clippings and Videos from the Internet
5.3	Government and Environmental Awareness – Role of Mass Media in Environmental Awareness.	5	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

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	Remember the social problems in India	K1, K2	PSO1, PSO4, PSO5
CO2	Demonstrate the techniques needed to address communalism and secularism.	K1, K2	PSO2, PSO4, PSO5
CO3	Apply the techniques in handling articles written about family issues	K2, K3	PSO1, PSO2, PSO5
CO4	Evaluate the various avenues of health and environmental issues	K3, K4	PSO1, PSO5
CO5	Analyze the contents of the features and editorials addressing political	K2, K3	PSO4, PSO5

Mapping of COs with PSOs

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

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

I B.A
SEMESTER – II
For those who joined in 2023 onwards
Entire Course has focus on Employability,
Entrepreneurship & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	23JM2EC3	Basic Computer Application for Media	Lecture	4	3

COURSE OBJECTIVE

- ✓ Learn the fundamentals of computers
- ✓ Gain the skills needed to create documents for designing magazines.
- ✓ Be trained in presentation skills
- ✓ Be inculcated with the techniques of preparing content for e-magazines
- ✓ Learn the different types of softwares used for creating magazines

UNITS

UNIT1 Fundamentals of Computers and Windows   (10HRS.)

History of computers. Computer hardware. Central Processing Unit. Input devices. Output devices. Storage devices. Communication devices. Accessories. Computer software.

UNIT 2 Fundamentals of Windows   (15HRS.)

Introduction to Windows. Working in Windows. Desktop operations. Windows explorer. Manipulation of files and folders. Windows accessories.

Unit 3 Introduction to PowerPoint: (15HRS.)

Starting PowerPoint. Auto Content Wizard. Working with texts, graphs, pictures, audio, and video in slides. Design templates. Adding transition effects to slides. Adding animation in slides. Previewing the contents.

Unit 4 Meaning and scope of the Internet **(10HRS.)**

Surfing the Net. Creating, sending and receiving e-mails using Outlook Express and hosting websites. Browsing the www. Downloading from and uploading to the Internet. Online journalism.

Unit 5 Page making **(10HRS.)**

PageMaker, Interfacing, Working with text, Page setup, Printing; Formatting Techniques; Graphics and Drawings. Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment - Bitmap Graphics - Conversions- Graphs - COREL SHOW - Cartoons - Use of colours in publishing concepts- InDesign and E publisher

REFERENCES

1.   Sumita Arora, Computer applications,BPB publications,2020

2.   Ashok Arora, Computer fundamentals and applications, Vikas Publishing house, 2015.

3.   Computing System Hardware, M. Wells, CambridgeUniversity.

4.   Page Maker, Vishnu Priya Singh, Meenakshi Singh, sianPublishers.

5.   Multi Media: An Introduction, John Villamil – Casanova, Louis Molina, MacuillanPublishing.

6.   "Computer Basics Absolute Beginner's Guide, Windows 10 Edition" by Michael Miller, 2019, Que Publishing, https://www.quepublishing.com/store/computer-basics-absolute-beginners-guide-windows-10-edition-9780789760413

7.   "A Guide to Microsoft Office 365: Office for the Web" by Edward Jones, 2021, Wiley, https://www.wiley.com/en-us/A+Guide+to+Microsoft+Office+365%3A+Office+for+the+Web-p-9781119743044

8.   "InDesign CC: Visual QuickStart Guide (2014 release)" by Sandee Cohen, 2014, Peachpit Press, https://www.peachpit.com/store/indesign-cc-visual-quickstart-guide-2014-release-9780133989653

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Fundamentals of Computers and Windows				
1.1	History of computers. Computer hardware. Central Processing Unit. Input devices.	3	Lecture	PPT& Pictures - Google classroom
1.2	Output devices. Storage devices. Communication devices. Accessories. Computer software. Introduction to Windows	3	Lecture	PPT
1.3	Working in Windows	4	Lecture	PPT
UNIT 2 - Fundamentals of Computers and Windows:				
2.1	Introduction to Windows. Working in Windows Desktop operations	5	Lecture	PPT
2.2	Windows explorer	5	Demo	PPT
2.3	Manipulation of files and folders. Windows accessories.	5	Flipped Classroom	PPT
UNIT 3 – Introduction to PowerPoint:				
3.1	Starting PowerPoint. Auto Content Wizard. Working with texts, graphs, pictures, audio, and video in slides	7	Lecture	PPT
3.2	Design templates. Adding transition effects to slides. Adding animation in slides. Previewing the contents.	8	Lecture	PPT
UNIT 4 – Meaning and scope of the Internet				
4.1	Surfing the Net. Creating, sending and receiving e-mails using Outlook Express and hosting websites.	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
4.2	Browsing the www. Downloading from and uploading to the Internet. Online journalism.	5	Lecture	PPT
UNIT 5 - Page making:				
5.1	PageMaker, Interfacing, Working with text, Page setup, Printing; Formatting Techniques	5	Group Discussion	Google Classroom
5.2	Graphics and Drawings. Corel Draw Environment, Working with Objects, Outing, Clipart and Symbols; Control of Object Outlines - Text Creation and Alignment	3	Lecture	PPT
5.3	Bitmap Graphics - Conversions- Graphs - COREL SHOW - Cartoons - Use of colours in publishing concepts-InDesign and E publisher	2	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

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	Remember the fundamentals of computers	K1, K2	PSO1, PSO4, PSO5
CO2	Demonstrate skills needed to create documents for designing magazines	K1, K2	PSO2, PSO4, PSO5
CO3	Apply presentation skills	K2, K3	PSO1, PSO2, PSO5
CO4	Analyse the content of online journals	K3, K4	PSO1, PSO5
CO5	Evaluate the different types of softwares used for creating magazines	K2, K3	PSO4, PSO5

Mapping of COs with PSOs

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

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

I B.A
SEMESTER – II
For those who joined in 2023 onwards
**Entire Course has focus on Employability,
Entrepreneurship & Skill Development**

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	23JM2EC4	Mass Media and Society	Lecture	4	3

COURSE OBJECTIVE

- ✓ Help them to know the features of mass media
- ✓ familiarize the students with the types of journals
- ✓ strengthen their skills needed for producing radio programmes
- ✓ develop the needed techniques of producing television programmes
- ✓ inculcate the knowledge of impact of media on society

UNITS

UNIT 1 Mass Media **(10 HRS.)**

Introduction - Print Media, Electronic media, Digital media, Social media - History and Development –Functions – Usage of mass media by the people.

UNIT 2 Journals **(15 HRS.)**

Classification – Function (Educating, Informing, Entertaining) – Relationship between journals and the people - participation of readers and viewers in the media - kinds of journals- Small Journals (SITRITHALGAL), Women journals, Children journals - Youth journals – Net journals etc.,

UNIT 3 Radio **(15 HRS.)**

Development of AIR – Radio in Tamil Nadu – Functions – Types of programmes for children, women, youth society, Farmers, labourers all – Development of FM in Tamil (including Kodai

FM) programmes – private provides (Sun, Hallo, Radio Mirchy FM etc.,) Listenership survey web radio – radio garden

UNIT 4 Television and Films: (10 HRS.)

Television and National Development – Television and Higher Education – Television programmes Genres – Influence of Cinema and Television – Cable Television – DTH – Satellite Television – Types of programmes in Television cinema in Tamil –Documentary and short Films – Indian Newsreel - Film Division – Film Censorship – films in U –tube

UNIT 5 Media and Society: (10 HRS.)

Effects of journals on Society – Effects of Media on Education, Indian family, children and younger Generation – Violence in the Media and Violence in Society – Impact of Radio, TV and Cinema on society – change of culture by Media - new media and its impact on society

REFERENCES

1.   Mass Communication and Society – David Clark & William Blanken Burg You and Media, New York, Canfield 1973

2.   Towards a Sociology of Communication – Denis McQuail, Macmillan, London 1975

3.   Broadcasting and the people – NBT, New Delhi, 1985

4.   Media and Society: A Critical Perspective" by Arthur Asa Berger (2019, Rowman & Littlefield Publishers) - https://rowman.com/ISBN/9781538127022/Media-and-Society-A-Critical-Perspective

5.   "Media/Society: Industries, Images, and Audiences" by David Croteau and William Hoynes (2018, Sage Publications) - https://us.sagepub.com/en-us/nam/media-society/book260791

6.   "Understanding Media and Culture: An Introduction to Mass Communication" by Jack Lule (2019, Flat World Knowledge) -
https://catalog.flatworldknowledge.com/bookhub/reader/298?e=lule_1.0-ch01_s01

7.   "Media, Society, World: Social Theory and Digital Media Practice" by Nick Couldry and Damian Tambini (2019, Polity Press) -
https://www.polity.co.uk/book.asp?ref=9781509512638

8.   "The Media and Social Theory" by David Hesmondhalgh and Jason Toynbee (2015, Routledge) - https://www.routledge.com/The-Media-and-Social-Theory/Hesmondhalgh-Toynbee/p/book/9781138022872

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Mass Media:				
1.1	Introduction – Print Media, Electronic media, Digital media, Social media	3	Lecture	PPT
1.2	History and Development – Functions – Usage of mass media by the people.	4	Lecture	PPT
UNIT 2 - Journals:				
2.1	Classification – Function (Educating, Informing, Entertaining)	5	Lecture	PPT
2.2	Relationship between journals and the people - participation of readers and viewers in the media - kinds of journals- Small Journals (SITRITHALGAL),	5	Lecture	PPT
2.3	Women journals, Children journals - Youth journals – Net journals etc.,	5	Lecture	PPT
UNIT 3 – Radio:				
3.1	Development of AIR – Radio in Tamil Nadu – Functions	5	Lecture	PPT
3.2	Types of programmes for children, women, youth society, Farmers, labourers all – Development of FM in Tamil (including Kodai FM) programmes	5	Lecture	PPT
3.3	private provides (Sun, Hallo, Radio Mirchy FM etc.,)	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
	Listenership survey-web radio – radio garden			
UNIT 4 – Television and Films:				
4.1	Television and National Development – Television and Higher Education – Television programmes Genres	3	Lecture	PPT
4.2	Influence of Cinema and Television – Cable Television – DTH – Satellite Television – Types of programmes in Television cinema in Tamil	3	Lecture	PPT
4.3	Documentary and short Films – Indian Newsreel - Film Division – Film Censorship – films in U – tube	4	Lecture	PPT
UNIT 5 - Media and Society:				
5.1	Effects of journals on Society – Effects of Media on Education, Indian family, children and younger Generation	5	Lecture	PPT
5.2	Violence in the Media and Violence in Society – Impact of Radio, TV and Cinema on society – change of culture by Media - new media and its impact on society	5	Lecture	PPT

Levels	C1	C2	C3	C4	C5	Total Scho	Non Scho lastic Marks	CIA Total	% of Assessment

	T1 10 Mks.	T2 10 Mks.	Quiz 5 Mks.	Assignment 5 Mks	OBT/ PPT 5 Mks	lastic Marks 35 Mks.	C6 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

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	Remember the features of mass media.	K1, K2	PSO1, PSO4, PSO5
CO2	Demonstrate the types of journals	K1, K2	PSO2, PSO4, PSO5
CO3	Apply the techniques needed for producing radio news	K2, K3	PSO1, PSO2, PSO5

| CO4 | Analyse the contents of television and film | K3, K4 | PSO1, PSO5 |
| CO5 | Evaluate the various angles of impact of media on society | K2, K3 | PSO4, PSO5 |

Mapping of COs with PSOs

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

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

III B.A

SEMESTER – V

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	**19JM5ME1**	Business Communication	**Lecture**	**5**	**5**

COURSE DESCRIPTION:

This course helps the students to learn the effective use of various types of oral, written and digital communication modes geared to a range of business audiences.

COURSE OBJECTIVES:

● Learners will be equipped with the latest information on language in general and the writing process meant for coverage of business issues.

● Learners will be able to demonstrate techniques for graphically communicating information for written as well as oral communication.

UNITS:

UNIT I - Introduction of Understanding Communication   [15hrs]

Communication Process, Types of Communication,

Classification of Communication Channels,

The Nature of Business Communication,

Types of Business Communication

UNIT II – Listening & Writing   [15 HRS]

Importance of Listening, Barriers to Listening,

Strategies for Effective Listening,

General Principles of Writing, Principles of Business Writing

UNIT III - Speaking   [15 HRS]

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

UNIT IV - Presentations   [**15 HRS**]

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

Self-Study: Advantages of Oral Communication

UNIT V – Other Business Communications   [**15 HRS**]

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

TEXT BOOKS: -

Materials taken from the following book:
1. Indu, Grover. *Mass Communication in India.* Agrotech Publishing, 2007.

REFERENCES:

1. Meeta, Ghosh. *Business Communication Skill.*Pearson Education, 2007.
2. Rayburn. *Business of Streaming and Digital Media.* Focal press, 2005.
3. Pushpa, Lata. *Communication Skill***.** Oxford, 2011.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://www.nextiva.com/blog/what-is-business-communication.html

2. https://www.managementstudyguide.com/business_communication.htm

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -Introduction of Understanding Communication				
1.1	Introduction of Understanding Communication,	4	Lecture	PPT& Pictures - Google classroom
1.2	Communication Process, Types of Communication,	4	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
1.3	Classification of Communication Channels	3	Lecture	PPT
1.4	The Nature of Business Communication, Types of Business Communication	4	Discussion	Google classroom
UNIT 2 - Listening & Writing				
2.1	Importance of Listening, Barriers to Listening,	5	Lecture	PPT
2.2	Strategies for Effective Listening,	5	Demo	PPT
2.3	General Principles of Writing, Principles of Business Writing	5	Flipped Classroom	PPT
UNIT 3 – Speaking				
3.1	Importance of Speaking, Tips for effective speaking,	5	Lecture	PPT
3.2	Principles of delivering speech, Email Etiquettes, Telephone etiquettes	5	Lecture	PPT
3.3	Attending meetings, soft skills.	5	Classroom Activity	Videos and Pictures
UNIT 4 –Presentations				
4.1	Oral Business Presentations, Internal Business Communication: Writing Memos, Circulars and Notices, House Journals	10	Lecture	PPT
4.2	Jargons and terminologies of business. **Self-Study:** Advantages of Oral Communication	5	Case Study Analysis	Newspaper Clippings and Videos

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
				from the Internet
UNIT 5 - Other Business Communications				
5.1	Connecting to the Media through News Releases, Press Conferences	8	Group Discussion	Google Classroom
5.2	Advertising, Public Relation skills, Corporate communication, Crisis Management.	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 %

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:

- The students have to arrange mock business presentations.

- The students have to undertake a case study of any business organisation and analyse its conduct with the media.

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 characteristics of effective business writing	K1, K2	PSO1, PSO4, PSO5
CO2	Learn the importance of listening and writing	K1, K2	PSO2, PSO4, PSO5
CO3	Improve their speaking skills and other communication etiquettes	K2, K3	PSO1, PSO2, PSO5
CO4	Create and deliver effective Business Presentations	K3, K4	PSO1, PSO5
CO5	Understand other types of business communications	K2, K3	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	2	2
CO2	1	1	3	2	3	1	3
CO3	3	3	2	1	3	3	2
CO4	3	1	2	3	3	1	2
CO5	1	2	2	2	3	2	2

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

COURSE DESIGNERS:

    1.Ms. A. Chris Marlyn

    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

Entire Course has focus on Employability & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	19JM5ME2	Specialized Reporting	Lecture	5	5

COURSE DESCRIPTION:

Specialized reporting is a skill-based paper intended for the students to choose their area of interest and work on the nuances of a specific field. This will help them identify themselves excelled in writing reports on the particular type of news they get.

COURSE OBJECTIVES:

- The students pick up the different beats of journalism and understand the do's and dont's of reporting
- This course enhances the skill of reporting all kinds of news

UNITS:

UNIT I- Different Beats of Journalism [**15 HRS**]

News sense and reporting techniques.

Writing news stories.

Techniques of translating news reports, press notes.

Differences in news and information.

Introduction to different beats of journalism.

UNIT II - Career Opportunities [**15 HRS**]

Need for Science Journalism, writing feature

story on science and technology.

Interviewing scientists, science communicators.

Career opportunities and future in Science journalism.

UNIT III - Reporting of Sports Events [**15 HRS**]

Legacy of sports reporters and commentators- English, Hindi.

Sports magazines in India, planning and coverage of major games, tournaments.

Translation of sports stories;

Use of photos: action photos, cut outs, profile photos;

Use of archives and reference section, Sports columns by experts, players, syndicated columns; ghost writing for sports columns.

UNIT IV - Reporting of Political Events [**15 HRS**]

Political reporting, Media and political conflict.
Understanding the difference in advertorials,
propaganda and news stories.

Self-Study: Career opportunities and future of political journalist.

UNIT V- Crime Reporting [**15 HRS**]

Understanding crime, do's and don'ts of a crime reporter,coverage of court cases, media's depiction of crime and criminal justice, media trials.

TEXT BOOKS:

Materials taken from the following book:

1.Parthasarathy, Rangaswamy. *Journalism in India*. Macmillan, 2001.

REFERENCES:

1. Virbala,Aggarwal. *Handbook of Journalism and Mass Communication.* Concept Publishing House, 2009
2. Ganesh,.*Essentials of Mass Media Writing.* Authors Press, 2008.
3. Parthasarathy, Rangaswamy. *Basic Journalism.* Macmillan,2007

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1. https://www.kullabs.com/classes/subjects/units/lessons/notes/note-detail/7201
2. http://akumedia.aku.edu/wp-content/uploads/2015/11/basics-specialized-reporting.pdf
3. https://www.researchgate.net/publication/328838446_Selected_Themes_in_Specialised_Reporting

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -Different Beats of Journalism				
1.1	News sense and reporting techniques.	4	Lecture	PPT& Pictures - Google classroom
1.2	Writing news stories.	4	Lecture	PPT
1.3	Techniques of translating news reports, press notes.	3	Lecture	PPT
1.4	Differences in news and information. Introduction to different beats of journalism.	4	Discussion	Google classroom
UNIT 2 - Career Opportunities				
2.1	Need for Science Journalism, writing feature story on science and technology	5	Lecture	PPT
2.2	Interviewing scientists, science communicators.	5	Demo	PPT
2.3	Career opportunities and future in Science journalism.	5	Flipped Classroom	PPT
UNIT 3 – Reporting of Sports Events				
3.1	Legacy of sports reporters and commentators	5	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.2	Sports magazines in India, planning and coverage of major games, tournaments. Translation of sports stories;	5	Lecture	PPT
3.3	Use of photos: action photos, cut outs, profile photos Use of archives and reference section, Sports columns by experts, players, syndicated columns; ghost writing for sports columns.	5	Classroom Activity	Videos and Pictures
UNIT 4 –Reporting of Political Events				
4.1	Political reporting Media and political conflict. Understanding the difference in advertorials, propaganda, and news stories	10	Lecture	PPT
4.2	**Self-Study:** Career opportunities and future of political journalist.	5	Case Study Analysis	Newspaper Clippings and Videos from the Internet
UNIT 5 - Crime Reporting				
5.1	Understanding crime, do's and don'ts of a crime reporter	8	Group Discussion	Google Classroom
5.2	coverage of court cases, media's depiction of crime and criminal justice, media trials.	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 %

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:

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

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	Identity areas of interest in reporting.	K1	PSO4, PSO5
CO2	Transform themselves into a special correspondent.	K1, K2, K3	PSO2, PSO4, PSO5
CO3	Analyse and sort out problems in reporting.	K3	PSO1, PSO2, PSO5
CO4	Get acquainted with the types of reporting	K1, K2, K3	PSO1, PSO4, PSO5
CO5	Become adept at the techniques of writing a specific report.	K4	PSO1, PSO3, 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	3	2	3	3
CO3	3	3	1	2	3
CO4	1	3	1	3	3
CO5	3	2	1	3	2
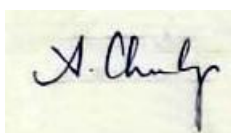
Mapping of COs with POs

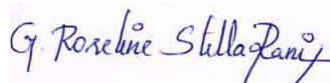| CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	3	1
CO2	1	1	3	2	3	2	3
CO3	3	3	2	1	3	1	3
CO4	3	1	2	3	3	3	3
CO5	1	2	2	2	3	2	3

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

COURSE DESIGNERS:

    1.Ms. A. Chris Marlyn

    2.Ms. G. Roseline Stella Rani

                    Forwarded By

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

III B.A

SEMESTER – VI

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	**19JM6ME3**	Integrated Marketing Communication	**Lecture**	**5**	**5**

COURSE DESCRIPTION:

This course enables the students to understand the principles and practices of marketing communication, involving tools used by marketers to inform consumers.

COURSE OBJECTIVES:

To initiate the students into the world of Integrated marketing communications, public relations and technical writing to pave the way for the students to choose the career of professional corporate communicators

UNITS:

UNIT –I INTRODUCTION TO IMC [**15 HRS**]
An Introduction of Integrated Marketing Communications Role of IMC in the MarketingProcess

UNIT –II ADVERTISING [**15 HRS**]
Advertising and Promotion

Perspectives on Consumer Behaviour

UNIT –III IMC PROGRAMME ` [**15 HRS**]

Developing the Integrated marketing Communications Program

UNIT –IV PREPARATION [**15 HRS**]
Planning and Development

Implementation and Evaluation

Media Planning and Strategy

UNIT –V PUBLIC RELATIONS [**15 HRS**]

Public Relations, Publicity, and Corporate Advertising

Direct Marketing and Marketing on the Internet

Sales Promotion

Evaluating the social Ethical, and Economic Aspects of Advertising and Promotion

Self-Study: Evaluation of Print Media; Evaluation of Broadcast Media,

TEXT BOOK:

Materials taken from the following book:
- George Belch, Michael Belch.*Advertising and Promotion: An Integrated Marketing Communications Perspective.*San Diego University Advertising McGraw-Hill,2014.

REFERENCES:

1. Morrissey.*Advanced Media Communication and Production.* Mohit Publications. 2015.
2. Manish, Uri. *Constitutional and Political Development in India.* Mohit Publications,2016.

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1. https://www.managementstudyguide.com/integrated-marketing-communications.htm
2. https://learn.g2.com/integrated-marketing-communications
3. https://www.thebalancesmb.com/integrated-marketing-communication-imc-2295501

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -INTRODUCTION TO IMC				
1.1	An Introduction to Integrated Marketing Communications	8	Lecture	PPT
1.2	Role of IMC in the Marketing Process	7	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 2 - ADVERTISING				
2.1	Advertising and Promotion	8	Lecture	PPT
2.2	Perspectives on Consumer Behaviour	7	Lecture	PPT
UNIT 3 – IMC PROGRAMME				
3.1	Developing the Integrated marketing Communications Program	15	Lecture	PPT
UNIT 4 –PREPARATION				
4.1	Planning and Development	5	Lecture	PPT
4.2	Implementation and Evaluation	5	Lecture	PPT
4.3	Media Planning and Strategy	5	Group Discussion	Google Classroom
UNIT 5 - PUBLIC RELATIONS				
5.1	Public Relations, Publicity, and Corporate Advertising	3	Lecture	PPT
5.2	Direct Marketing and Marketing on the Internet	3	Lecture	PPT
5.3	Sales Promotion	3	Lecture	PPT
5.4	Evaluating the social Ethical, and Economic Aspects of Advertising and Promotion	3	Group Discussion	Google Classroom
5.5	**Self-Study**: Evaluation of Print Media; Evaluation of Broadcast Media	3	Group Discussion	Newspaper Clippings, Magazines, 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	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:

• Create Advertisements for various media

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Comprehend the role and process of Integrated Marketing Communications	K1	PSO1, PSO5
CO2	Understand Perspectives on Consumer Behaviour	K1, K2	PSO1, PSO2, PSO5

CO3	Develop the Integrated marketing Communications Program	K3, K4	PSO1, PSO5
CO4	Gain knowledge on Planning and Strategy of IM	K1, K2	PSO1, PSO5
CO5	Evaluate role of Public relations and various aspects of advertising and promotion	K3	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	2	2	1	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	2
CO2	1	1	3	2	3	1	3
CO3	3	3	2	1	3	3	2
CO4	3	1	2	3	3	1	2
CO5	1	2	2	2	3	2	2

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

COURSE DESIGNERS:

1. Ms. S.Jeno Mary

2.Dr. S. Saira Banu

Forwarded By

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

III B.A

SEMESTER – VI

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	19JM6ME4	Public Relations	MAJOR ELECTIVE	5	5

COURSE DESCRIPTION:

This course helps students understand the role and scope of Public Relation

COURSE OBJECTIVE:

The course makes the students learn the basic concepts of Public relation and its tools. The course enables the students to enhance their skills for organizing public relation campaigns and press releases.

UNITS:
UNIT I - UNDERSTANDING PUBLIC RELATION [**15 HRS**]

Concepts, Definitions of PR - Brief History of Public Relations - The Pioneers and their Works (Ivy Lee and Edward Burney), Publicity, Propaganda and Advertising, Defining Publics/Stakeholders.

UNIT II -PUBLIC RELATION PROCESS AND PRACTICE [**15 HRS**]

The PR Process, Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases.) and Media Relations management

UNIT III - THE PUBLIC RELATIONS ENVIRONMENT [**15 HRS**]

Trends, Growth and Power of Public Opinion, Political PR, Sports PR Entertainment and Celebrity Management, Understanding Media Needs/New Value of Information etc.

UNIT IV –PUBLIC RELATIONS AND WRITING [**15 HRS**]

Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.

UNIT V –EVOLVING ROLE OFPUBLIC RELATIONS   [**15 HRS**]

Crisis Communication - PR's Evolving Role in Business, Government, Politics, NGOs and Industry Associations- Research in PR - Laws and Ethics in PR

Self-study: Introduction to PR Awards - PR Measurements - Campaign Planning in PR

TEXT BOOKS:

Gupta,Ruchi. *Advertising principle and concept.* Sage Publications, 2016.

REFERENCE BOOKS:

1. Ahuja and Chabra*Public Relations,* Surtees Publications,2006.
2. Kaul, J M.*Public Relations in India.* Naya Prokash, 1976.
3. Kumar J. Keval, Mass*Communication in India,* Jaico Publishing House, 2013
4. Priyanka, Singh.*Communication Management.* Shree publication,2018.

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1. https://loyalistlibrary.com/publicrelations/oer
2. https://2012books.lardbucket.org/books/public-relations/
3. https://www.oercommons.org/courses/public-relations

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I - UNDERSTANDING PUBLIC RELATION				
1.1	Concepts, Definitions of PR	2	Lecture	PPT
1.2	Brief History of Public Relation	3	Lecture	Google Class room
1.3	The Pioneers and their Works	2	Lecture	PPT
1.4	Publicity, Propaganda and Advertising	5	Lecture	PPT
1.5	Defining Publics/Stakeholders	3	Lecture	PPT
UNIT II - PUBLIC RELATION PROCESS AND PRACTICE				

2.1	The PR Process	5	Lecture	Google Class room
2.2	Tools of PR: Media Relations	5	Lecture	Google Class room
2.3.	Media Relations management	5	Lecture	PPT
UNIT III - THE PUBLIC RELATIONS ENVIRONMENT				
3.1	Trends & Growth and Power of Public Opinion -Political PR	5	Lecture	PPT
3.2	Sports PR , Entertainment and Celebrity Management	5	Lecture	PPT
3.3	Understanding Media Needs- New Value of Information	5	Lecture	Videos from the Internet
UNIT IV - PUBLIC RELATIONS AND WRITING				
4.1	Printed Literature	2	Lecture	Videos from the Internet
4.2	Newsletters	3	Lecture	PPT
4.3	Position Papers/Opinion Papers and White Papers	5	Lecture & Group Discussion	Videos from the Internet
4.4	Blogs	5	Lecture	PPT
UNIT V - EVOLVING ROLE OF PUBLIC RELATIONS				
5.1	Crisis Communication	2	Lecture	PPT
5.2	PR's Evolving Role	3	Lecture	PPT
5.3	Laws and Ethics in PR	3	Lecture & Class Assignment	PPT
5.4	**Self-study:**Introduction to PR Awards - PR Measurements	2	Lecture & Class Assignment	PPT
5.5	Campaign Planning in PR	5	Lecture & Class Assignment	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\

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	Identify the concepts of Public Relation	K1	PSO1, PSO5

CO 2	Explore the role and importance of propaganda and advertising	K1/K2/K3	PSO2, PSO5
CO 3	Understand the tools of media relations	K2	PSO1, PSO5
CO 4	Enhance the writing skills for press release	K1, K3	PSO1, PSO5
CO 5	Learn to conduct public relation campaigns	K2, K4	PSO4, PSO5

Mapping of COs with PSOs

CO/PSO	PSO1	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
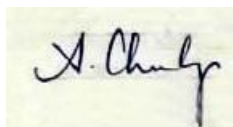
Mapping of COs with POs

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	1	1
CO4	3	1	2	3	3	3	1
CO5	1	2	2	2	3	1	2
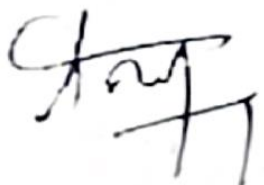
Note: ♦ Strongly Correlated – **3**♦Moderately Correlated – **2**♦Weakly Correlated -**1**

COURSE DESIGNERS:

1.Ms. A. Chris Marlyn

2.Ms. S.Jeno Mary

Forwarded By

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

III B.A

SEMESTER – VI

For those who joined in 2019 onwards

Entire Course has focus on Employability & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	**19JM6ME5**	New Media	**Lecture**	**5**	**5**

COURSE DESCRIPTION:

This course enables the students to build their foundational knowledge on New Media.

COURSE OBJECTIVES:

The course makes the students learn the basic structures and tools to prepare for media writing.

To enable students to enhance their writing for Blog and make them citizen journalists.

UNITS:

UNIT – I: ORIGIN OF INTERNET   [**15 HRS**]

    The Internet: An Overview

    Communication for social change

    Internet as a medium of communication: history and evolution of internet:

    India and Internet

    Characteristics of New Media

    New Media aesthetics

UNIT- II: SOCIAL MEDIA   [**15 HRS**]

    Categories of Social Media

    Cloud Computing – A Ground-Breaking Development

    Leading Social Networks

    Online Newspaper

    Internet Radio

Internet Television

UNIT – III: ONLINE REPORTING [**15 HRS**]

Online reporting: Language and style of Online Journalism

Tools for Newsgathering

News determinants in Cyber space

Online Editing

Website Design

UNIT – IV: BLOG [**15 HRS**]

How to Blog What is a Blog?
Terminology
Mechanics
Frequency and Handling Comments
Cyber Crimes and Social Media
Issues Concerning Social Web

UNIT V – GLOBALISATION [**15 HRS**]

Social Media and Globalisation
Globalisation through Social Media
Self-Study: Social Media Influence on activism Social Media Versus Traditional Me

TEXT BOOKS:
(Materials taken from the following books:)
1. Kasturi, Suman Kumar. *Social Media Connecting the World 24x7*. Dominant Publishers & Distributors Pvt. Ltd, 2008.
2. Sharma, Ajay Kumar. *Media and Communication in the New World Order.*ABD Publishers,
2017.
3. Gupta.P.K. *Role of Social Media in Society Transformation.*Yking Books, 2018.

REFERENCES:

1. Kumar, Arvind.*Digital Media & Weblog Journalism,* Anmol Publications Pvt. Ltd.2006.
2. Friend, Cecilia and Jane B. Singer, *Online Journalism Ethics; Traditions and Transitions*. PHI Learning Pvt. Ltd, 2004.
3. Leah A. Lie vrouw and Sonia Livingstone. eds. *Handbook of New Media, Social Shaping and Social Consequences of ICTs*. Sage Publications,2007.
4. Saxena, Sunil.*Web Journalism 2.0*. Tata McGraw-Hill, 2012.

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1. https://www.webopedia.com/TERM/N/new_media.html

2. https://online.seu.edu/articles/what-is-new-media/
3. https://online.seu.edu/articles/5-types-of-new-media/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -ORIGIN OF INTERNET				
1.1	The Internet: An Overview Communication for social change	4	Lecture	PPT& Pictures - Google classroom
1.2	Internet as a medium of communication: history and evolution of internet	4	Lecture	PPT
1.3	India and Internet Characteristics of New Media	3	Lecture	PPT
1.4	New Media aesthetics	4	Discussion	Google classroom
UNIT 2 -SOCIAL MEDIA				
2.1	Categories of Social Media Cloud Computing – A Ground-Breaking Development	5	Lecture	PPT
2.2	Leading Social Networks	5	Demo	PPT
2.3	Online Newspaper Internet Radio Internet Television	5	Flipped Classroom	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 3 – ONLINE REPORTING				
3.1	Online reporting: Language and style of Online Journalism Tools for Newsgathering	5	Lecture	PPT
3.2	News determinants in Cyber space Online Editing	5	Lecture	PPT
3.3	Website Design	5	Classroom Activity	Videos and Pictures
UNIT 4 –BLOG				
4.1	How to blog? What is blog? terminology mechanics	10	Lecture	PPT
4.2	Frequency and Handling Comments Cyber Crimes and Social Media Issues Concerning Social Web	5	Case Study Analysis	Newspaper Clippings and Videos from the Internet
UNIT 5 - GLOBALISATION				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
5.1	Social Media and Globalisation Globalisation through Social Media	8	Group Discussion	Google Classroom
5.2	**Self-Study:** Social Media Influ on activism Social Media Vers Traditional Media	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 %

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 regularly write about social issues in the blogs

- The students should report any issue in their neighbourhood as a part of Citizen Journalistic reporting

- An analysis of 2 print newspapers and its online version has to be done to understand the differences in the layout pattern for assignment

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	Recognize the tenets of online journalism and the new media	K1	PSO1, PSO2, PSO5
CO2	Analyse the role and importance of the internet as a component of mass media.	K1, K2	PSO2, PSO4, PSO5
CO3	Critique social issues to develop good citizenry	K4	PSO2, PSO4, PSO5
CO4	Transform into ethical journalists.	K3, K4	PSO2, PSO4, PSO5
CO5	Create a blog of their own.	K4	PSO1, PSO3, 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
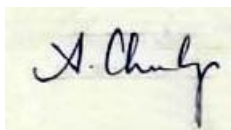
Mapping of COs with POs

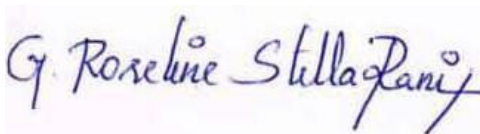| CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	1	1
CO2	1	1	3	2	3	2	3
CO3	3	3	2	1	3	2	3
CO4	3	1	2	3	3	2	3
CO5	1	2	2	2	3	3	3

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

COURSE DESIGNERS:

1.Ms. A. Chris Marlyn

2.Ms. G. Roseline Stella Rani

Forwarded By

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

III B.A

SEMESTER – VI

For those who joined in 2019 onwards

Entire Course has focus on Employability

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	**19JM6ME6**	Gendered Representation in Media	**Lecture**	**5**	**5**

COURSE DESCRIPTION:

This Course examines representation of gender and sexual identity in the media.

COURSE OBJECTIVES:

This course aims to enable students: to think critically about representations of gender in a range of different media to identify the stereotyped portrayal of gender in the media.

UNITS:

UNIT –I GENDER AND SEX [15 HRS]

Understanding the concept of Gender

Understanding the concept of Sex

Gender construction in the society

Concept of LGBT

UNIT –II MEDIA DEPICTION OF GENDER [15 HRS]

Hegemonic femininity in Tamil movies

Gendered representation in advertising

Depiction of women in Mass media

UNIT –III STEREOTYPICAL PORTRAYAL [15 HRS]

Stereotypical portrayal of transgender in Tamil Cinema

Portrayal of Violence against women in Tamil Cinema

Misogynist Tamil Movies.

UNIT –IV GAZE **[15 HRS]**

Male gaze

Female gaze

Gender Imbalance

UNIT –V CASE STUDY **[15 HRS]**

Analysis of contemporary media content from a critical perspective.
Self-Study: Bechtel Test Framework; McLuhan Framework

TEXTBOOKS:
Materials are taken from the following book

Rosalind, Gill. Gender and the Media. Polity press,2007

REFERENCES:

1. Singh, Preeti. Woman and Television.Navyug,2018

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://www.firstpost.com/entertainment/vivegams-yazhini-shows-how-tamil-cinema-balancesout-macho-heroes-with-hyper-feminine-heroines-3975783.html
2. https://www.theguardian.com/world/2016/sep/22/tamil-film-industry-kollywood-glorifiesstalking-women-activists
3. https://www.quora.com/What-are-some-of-the-most-misogynistic-Tamil-movies-you-ever-saw
4. https://www.outlookindia.com/magazine/story/alls-fair-in-rajinikanth-country/298785

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -GENDER AND SEX				
1.1	Understanding the concept of Gender	4	Lecture	PPT
1.2	Understanding the concept of Sex	4	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
1.3	Gender construction in the society	4	Lecture	PPT
1.4	Concept of LGBT	3	Group Discussion	Google classroom
UNIT 2 - MEDIA DEPICTION OF GENDER				
2.1	Hegemonic femininity in Tamil movies	5	Lecture	PPT
2.2	Gendered representation in advertising	5	Seminar	Newspaper Clippings, Videos
2.3	Depiction of women in Mass media	5	Group Discussion	Google classroom
UNIT 3 – STEREOTYPICAL PORTRAYAL				
3.1	Stereotypical portrayal of transgender in Tamil Cinema	5	Group Discussion	Google classroom
3.2	Portrayal of Violence against women in Tamil Cinema	5	Group Discussion	Google classroom
3.3	Misogynist Tamil Movies.	5	Group Discussion	Videos and Pictures
UNIT 4 –GAZE				
4.1	Male gaze	5	Lecture	PPT
4.2	Female gaze	5	Lecture	PPT
	Gender Imbalance	5	Lecture	PPT
UNIT 5 - CASE STUDY				
5.1	Analysis of contemporary media content from a critical perspective	8	Group Discussion	Google Classroom

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
5.2	**Self-Study:** Bechtel Test Framework McLuhan Framework	7	Case Study Analysis	Charts

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

- The students have to prepare assignments on two gender violence issues and its coverage in the media.

- The students have to critically evaluate the images of women in magazines/newspapers/advertisements/films

- The pattern of coverage of LGBT Issues in the media should be submitted as project

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	Describe the manner in which race, class, gender, and sexuality intersect.	K1, K2	PSO2, PSO4, PSO5
CO2	Understand and evaluate major theories and texts central to Gender Studies	K1, K2	PSO2, PSO4, PSO5
CO3	Evaluate and interpret information from a variety of sources including print and electronic media, film, video, and other information technologies.	K3	PSO1, PSO2, PSO5
CO4	Recognize the global, scientific, cultural, historical, or political issues that have created distinctions and disruptions among women, men, and sexual minorities.	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Explore theoretical and practical aspects of social justice by analyse gendered representations in media, language, and texts with Bechdel Test	K4	PSO2, PSO4, PSO5

Mapping of COs with POs

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
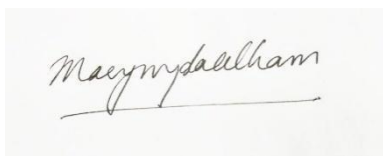
Mapping of COs with POs

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

I B.A

SEMESTER – I

For those who joined in 2023 onwards

Entire Course has focus on Employability, Entrepreneurship & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	23JM1SE1	Basic Writing Skills	Skill Enhancement	2	2

COURSE DESCRIPTION

This course enables students to learn the application of audio-visual editing.

COURSE OBJECTIVES

This course is designed with the following objectives:

- ✓ Strengthen oral communication skills in English and Regional Language.
- ✓ Develop the skills of writing in English and Regional Language.
- ✓ Improve their vocabulary in English and Regional Language
- ✓ Enrich the knowledge of synonyms, antonyms, idioms and phrases.
- ✓ Inculcate the knowledge of grammar in English and Regional Language.

UNITS

UNIT –I MEANING, IMPORTANCE AND ELEMENTS OF LANGUAGE:(10HRS.)

General rules of grammar: Tamil and English, Exceptions in mass media writing, tenses etc.

UNIT –II ESSENTIALS OF GOOD WRITING, TECHNIQUES OF EFFECTIVE WRITING: (5 HRS.)

Vocabulary Building: Antonyms, Synonyms, Homophones, Word formation (Prefixes and Suffixes) – Technical Jargons – Spelling

UNIT –III   TYPES OF SENTENCES, THEIR STRUCTURE AND USE: (5HRS.)

Words and their use - redundancies-words and phrases Functional Grammar- Parts of Speech. Common Grammatical Errors: Errors of Syntax, Concord etc.

UNIT –IV USE OF ADJECTIVES AND ADVERBS: **(5HRS.)**

Negatives and double negatives transitional devices -Methods of paraphrasing, attribution, and quoting- active voice – passive voice

UNIT –V ESSAY WRITING: **(5 HRS.)**

Report writing, Focus on Reading, Writing, Listening and Speaking Skills (RWLS) Note-making and note taking skills.

REFERENCES

1. John Eastwood, Oxford Practice Grammar, Kehha Bourke, The Grammar Lab.

2. A.R. Kidwai sherin shervani, Writing skills methods and practices, Viva books/originals 2019

3. Terry O' Brien, Modern writing skills,

4. Vocabulary by Michael Ma'carthy and Felicity O'Dell.

5. Raymond Williams - Intermediate English Grammar.

6. Rivers, William and W. Alison, Writing for the media.

7. Robert Cunning, Techniques of media writing.

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Meaning, importance and elements of language				
1.1	General rules of grammar: Tamil and English	5	Lecture	PPT& Pictures - Google classroom
1.2	Exceptions in mass media writing, tenses etc.	5	Lecture	PPT
UNIT 2 - Essentials of good writing, Techniques of effective writing				
2.1	Vocabulary Building: Antonyms, Synonyms, Homophones	3	Lecture	PPT
2.2	Word formation (Prefixes and Suffixes) – Technical Jargons – Spelling	2	Lecture	PPT
UNIT 3- Types of sentences, their structure and use:				
3.1	Words and their use - redundancies-words and phrases Functional Grammar	3	Lecture	PPT
3.2	Parts of Speech. Common Grammatical Errors: Errors of Syntax, Concord etc.,	2	Lecture	PPT
UNIT 4 – Use of adjectives and adverbs:				
4.1	Negatives and double negatives transitional devices	3	Lecture	PPT
4.2	Methods of paraphrasing, attribution, and quoting- active voice – passive voice	2	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 5 - Essay Writing:				
5.1	Report writing, Focus on Reading, Writing, Listening and Speaking Skills (RWLS)	6	Group Discussion	Google Classroom
5.2	Note- making and note taking skills.	6	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 %

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

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	Strengthen oral communication skills in English and Regional Language.	K1, K2	PSO1, PSO4, PSO5
CO2	Apply the techniques of writing in English and Regional Language.	K1, K2	PSO2, PSO4, PSO5
CO3	Analyze their existing skills in English and Regional Language.	K2, K3	PSO1, PSO2, PSO5
CO4	Evaluate their skills in using synonyms, antonyms, idioms and phrases.	K3, K4	PSO1, PSO5
CO5	Demonstrate their talents in communicating through English and Regional Language.	K2, K3	PSO4, PSO5

Mapping of COs with PSOs

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

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

I B.A

SEMESTER – II

For those who joined in 2023 onwards

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

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	23JM2SE2	Human Rights Reporting	Lecture	2	2

COURSE OBJECTIVE

- ✓ Familiarise the learner with the understanding of evolution of human rights
- ✓ Be enriched with the knowledge of various theories of human rights
- ✓ Know the development of human rights
- ✓ Inculcate the learner with the knowledge of various rights
- ✓ Be enriched with the knowledge of influence of human rights on mass media

UNITS

UNIT 1 - Evolution of Human Rights over the centuries   (10 HRS)

Human life – enrichment of knowledge - Asserting rights.

UNIT 2 Growth of various theories of Human Rights   (5 HRS)

Nature's Theory –various philosophical thinkers

UNIT 3 Human Rights Development: (5 HRS)

International and National – UNESCO   Declaration of Human Rights – Human Rights
violations in India and other nations

UNIT 4 Growth and Development of various Rights: (5 HRS)

Political rights – Economic rights –cultural and social rights – Abolition of child Labour –
Rights of Women and Labour

UNIT 5 Human Rights and Mass Media: (5 HRS)

Development of awareness through mass media - print- Electronic Media – Radio and T.V.

REFERENCES

1.   Raja Muthirulandi - Human Rights

2.   Mrs. Thilagavathy Paramasivam - Human Rights in English and Tamil

3.   C.S.Nirmal- Human Rights

4.   Human Rights Journalism: Advances in Reporting Distant Humanitarian Interventions" by Ibrahim Seaga Shaw and Suzanne Franks (published by Routledge, 2020)

5.   "Human Rights and Journalism" by Mel Bunce and Suzanne Franks (published by Routledge, 2018

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Evolution of Human Rights over the centuries				
1.1	Human life – enrichment of knowledge,	3	Lecture	PPT
1.2	Asserting rights.	4	Lecture	PPT
UNIT 2 - Growth of various theories of Human Rights				
2.1	Nature's Theory –various philosophical thinkers	5	Lecture	PPT
UNIT 3- Human Rights Development:				
3.1	International and National – UNESCO Declaration of Human Rights	3	Lecture	PPT
3.2	Human Rights violations in India and other nations	2	Lecture	PPT
UNIT 4 – Growth and Development of various Rights				

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
4.1	Political rights – Economic rights – cultural and social rights	3	Lecture	PPT
4.2	Abolition of child Labour – Rights of Women and Labours	2	Lecture	PPT
UNIT 5 - Human Rights and Mass Media				
5.1	Development of awareness through mass media - print- Electronic Media – Radio and T.V.	5	Group Discussion	Google Classroom

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

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	Remember the evolution of human rights	K1, K2	PSO1, PSO4, PSO5
CO2	Recall the growth of various theories of human rights	K1, K2	PSO2, PSO4, PSO5
CO3	Apply human rights	K2, K3	PSO1, PSO2, PSO5
CO4	Analyse human rights in the context of mass media	K3, K4	PSO1, PSO5
CO5	Evaluate the position of various rights	K2, K3	PSO4, PSO5

Mapping of COs with PSOs

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5
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	2	2

CO2	1	1	3	2	3	1	3
CO3	3	3	2	1	3	3	2
CO4	3	1	2	3	3	1	2
CO5	1	2	2	2	3	2	2

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

I B.A

SEMESTER – II

For those who joined in 2023 onwards

Entire Course has focus on Employability, Entrepreneurship & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	23JM2SE3	Journalistic Skills	Lecture	2	2

COURSE OBJECTIVE

✓ familiarize the learner with the understanding of journalism

✓ be enriched with the knowledge of elements of news story

✓ know how to write a feature

✓ inculcate the learner with the knowledge of writing opinion pieces

✓ be enriched with the knowledge of headline writing

UNITS

UNIT 1 - Journalism (10 HRS)

Definitions – concept of news – News values, Structure of a news story.

UNIT 2 - Element of news story (5 HRS)

5 Ws & H – leads - types of leads – the body -language of news – style of writing – news release – Timing.

UNIT 3 – Features (5 HRS)

Feature writing – Difference between feature, News story and articles – types of features – features in newspapers, Radio, TV etc.,

UNIT 4 - Opinion Pieces (5 HRS)

Editorial - Review Articles - Middle – Letter to the Editor – column.

UNIT 5 - Headline writing (5 HRS)

Tenses – Voices – Verbs – Words – Grammar –Spelling – selection of 'action words' (words which occupy less space Ex: Search – raid, enquiry – probe) - types of headlines – types of layout - principles of design - typography

REFERENCES

1. The Language of Journalism: A Multi-genre Perspective" by Angela Smith. Published in 2021 by Routledge.

2. "Language and Journalism Today" by Marie Gillespie and Julian Mcdougall. Published in 2018 by Routledge.

3. "Language for Journalists" by Wynford Hicks. Published in 2013 by Routledge.

4. Language and Power in the Modern World" by Jean Aitchison. Published in 2019 by Cambridge University Press.

5. "The Ethics of Journalism: Individual, Institutional and Cultural Influences" by Wendy N. Wyatt. Published in 2014 by Routledge.

6. "Journalism and the English Language" by Gary Goshgarian. Published by Pearson.

7. "Language and Journalism: An Overview" by Mary Louise Pratt. Published by Indiana University.

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 - Journalism:				
1.1	Definitions – concept of news – News values,	5	Lecture	PPT
1.2	Structure of a news story.	5	Lecture	PPT
UNIT 2 - Element of news story:				
2.1	5 Ws & H – leads - types of leads – the body -language of news	3	Lecture	PPT
2.2	style of writing – news release – Timing.	2	Demo	PPT
UNIT 3 – Features:				
3.1	feature writing – Difference between feature , News story and articles	3	Lecture	PPT
3.2	types of features – features in newspapers, Radio, TV	2	Lecture	PPT
UNIT 4 – Opinion Pieces:				
4.1	Editorial - Review Articles - Middle – Letter to the Editor – column.	5	Lecture	PPT
UNIT 5 - Headline writing:				
5.1	Tenses – Voices – Verbs – Words – Grammar –Spelling – selection of 'action words'	3	Group Discussion	Google Classroom
5.2	Types of head lines – types of layout - principles of design - typography ence	2	Case Study Analysis	Newspaper Clippings and Videos

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
				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 %

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

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	Remember what is journalism	K1, K2	PSO1, PSO4, PSO5

CO2	Recall the elements of news story	K1, K2	PSO2, PSO4, PSO5
CO3	Apply the skills of feature writing	K2, K3	PSO1, PSO2, PSO5
CO4	Analyse opinion pieces published in today's dailies	K3, K4	PSO1, PSO5
CO5	Evaluate the writing methods of headlines	K2, K3	PSO4, PSO5

Mapping of COs with PSOs

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

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

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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	19JM3SB1	Basics of Audio and Video Editing	SKILL BASED	2	2

COURSE DESCRIPTION

This course enables students to learn the application of audio-visual editing.

COURSE OBJECTIVES

This course is designed with the following objectives:

- To train the students to learn Editing software's.
- To enable them acquire deep knowledge on the functions of Audio and video editing.

UNITS

UNIT –I HISTORY OF SOUND (5HRS.)

Introduction to evolution of sound in communication technology and its effectiveness in Communication.

Introduction to Motion pictures in effective communication.

UNIT –II VIDEO STANDARDS (5 HRS.)

Introduction to audio editing software's and file formats.

Video Standards PAL, NTSC, SECAM, HDTV.

UNIT –III EDITING (5HRS.)

Cool edit pro and the functions of its tools.

UNIT –IV VIDEO EDITING   (5HRS.)

Introduction to Video Editing Softwares.

Basics of Adobe premiere Pro and its functions.

UNIT –V RECORDING AND EDITING   (10HRS.)

Self-Study: Practical: Recording and Editing of Audio and Video Programs. Adobe Premiere and Cubase

TEXT BOOKS:

Materials taken from the following book:

1.Musberger, Robert. *Single Camera Video Production.* UK: Focal Press, 2005.

REFERENCES

1. Modaff, Norman *J. Electronic Media.* 2011.
2. Roy, Barun.*Beginners' Guide to Journalism and Mass Communication.* V & S Publishers, Hyderabad, 2011.
3. Friedmann, Anthony. *Writing for Visual Media.*Focal Press, 2010.
4. Aravind, Mohan Dwivedi.*Mass Communication and Journalism.*Ramesh Publication, 2010
5. Berner,Thomas.*Fundamentals of Journalism: Reporting, writing and editing.*Marquette Books of Spokane,2009.

WEB REFERNCES

1. https://www.premiumbeat.com/blog/professional-video-editing-tips-and-techniques/
2. https://developer.mozilla.org/en-US/docs/Web/Guide/Audio and video manipulation/

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT-1 - HISTORY OF SOUND				
1.1	Introduction to evolution of sound in communication technology and its effectiveness in Communication.	3	LECTURE	PPT
1.2	Introduction to Motion pictures in effective communication.	2	LECTURE	PPT
UNIT- 2 - VIDEO STANDARDS				
2.1	Introduction to audio editing software's and file formats.	3	LECTURE	PPT
2.2	Video Standards PAL, NTSC, SECAM, HDTV	2	LECTURE	PPT
UNIT- 3 - EDITING				
3.1	Cool edit pro and the functions of its tools.	5	LECTURE & DEMONSTRATION	PPT
UNIT- 4 - VIDEO EDITING				
4.1	Introduction to Video Editing Softwares	3	LECTURE	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
4.2	Basics of Adobe premiere Pro and its functions.	2	DEMONSTRATION AND ASSIGNMENT	GOOGLE CLASS ROOM
UNIT- 5 - RECORDING AND EDITING				
5.1	Self-Study: Practical: Recording and Editing of Audio and Video Programs	5	LECTURE	PPT
5.2	Adobe Premiere and Cubase	5	LECTURE	PPT

Levels	C1	C2	C3	C4	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

					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 record along with CD.

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO 1	Comprehend the basic editing tools and techniques of sound and video recordings.	K1	PSO1, PSO2, PSO5
CO 2	Understand file formats and methods of editing.	K1& K2	PSO1
CO 3	Get an overview on nonlinear editing	K1	PSO1, PSO3, PSO5
CO 4	Learn Basics of Adobe premiere Pro and its functions.	K2 & K3	PSO1, PSO3, PSO5
CO 5	Hands on Experience in handling Recording and Editing of Audio and Video Programs	K2 & K3	PSO3, PSO5

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	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. S.Jeno Mary**

2. **Ms. C. GladiousGunaRanjini**

Forwarded By

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

II B.A

SEMESTER – IV

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	19JM4SB2	Advertisement Production	Lecture	2	2

COURSE DESCRIPTION:

This course focuses on advertisements placed in websites, television ads, newspapers,Films or magazines

COURSE OBJECTIVES:

To enable them to acquire a practical experience in Advertisement Production

UNIT I:PRINT ADVERTISEMENT   [10HRS]

Production Techniques of Print Advertisement –Designing Print Advertisement, Layouts

UNIT II: RADIO ADVERTISEMENT   [5HRS]

Production Techniques of Radio Advertisement

UNIT III:TV ADVERTISEMENT   [5HRS]

Production Techniques of TV Advertisement

UNIT IV: WEB ADVERTISEMENT   [5HRS]

Production Techniques of WEB Advertisement

UNIT V: SOFTWARE   [5HRS]

Self-Study: Production Techniques of PSA Adobe Photoshop, illustrator

TEXT BOOKS:

Ruchi Gupta. *Advertising Principle and Concept*Sage Publications. 2016.

REFERENCE BOOKS:

1. Kalpesh, DhirubhaiNaik.*Marketing Communication and Advertising.* Horizon Press. Jaipur ,2018
2. Arivash, Chiranjeev. *Visual Communication.*JnanadaPrakashan Publication, 2018.
3. Priyanka, Singh. *Communication Management.* Shree publication,2018.
4. Gaur, D.K. *Journalism.* Omega publication,2018.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://libguides.uwf.edu/c.php?g=215207&p=1419796
2. https://www.journaliststoolbox.org/category/advertising-and-marketing/
3. http://opencourselibrary.org/cmst-102-intro-to-mass-media/
4. https://smallbusiness.chron.com/advertising-production-process-45162.html
5. https://bizfluent.com/how-does-5406667-advertising-production-process.html

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT I:PRINT ADVERTISEMENT				
1.1	Production Techniques of Print Advertisement	5	Lecture	PPT
1.2	Designing Print Advertisement	3	Lecture	PPT
1.3	Layouts	2	Lecture	PPT
UNIT II: RADIO ADVERTISEMENT				
2.1	Production Techniques of Radio Advertisement	2	Lecture	Google Class room
2.2	Preproduction -Radio script	1	Lecture	Videos for Production Techniques

2.3.	Production -Recording	1	Lecture	PPT
2.4	Postproduction- final out	1	Lecture	Videos from the Internet
UNIT III:TV ADVERTISEMENT				
3.1	Production Techniques of TV Advertisement	1	Lecture & Class Assignment	Videos from the Internet
3.2	Preproduction -TV script	2	Lecture & Class Assignment	PPT
3.3	Production -shooting	1	Lecture & Class Assignment	PPR
3.4	Postproduction-Editing	1		
UNIT IV: WEB ADVERTISEMENT				
4.1	Production Techniques of WEB Advertisement	1	Lecture	Videos from the Internet
4.2	Preproduction-script	2	Lecture	Google Class room
4.3	Production -Animation	1	Lecture & Group Discussion	Google Class room
4.4	Postproduction-online ad	1	Lecture	Google Class room
UNIT V: SOFTWARE				
5.1	**Self-Study:** Production Techniques of PSA,	1	Lecture	PPT
5.2	Adobe Photoshop	2	Lecture	Videos from the Internet

5.3	Illustrator		2	Lecture & Class Assignment	Videos from the Internet

Levels	C1	C2	C3	C4	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

Practical work:
*Record note to be submitted

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED	PSOs ADDRESSED

		BLOOM'S TAXONOMY)	
CO 1	Demonstrate understanding of the elements and principles of Graphic design	K1, K2, K3	PSO1
CO 2	Understand colour and colour mixing	K1, K2	PSO3, PSO5
CO 3	Gain practical knowledge in designing logos, visiting card, Advertisement for various media	K3, K4	PSO1, PSO3, PSO5
CO 4	Comprehend basics of Adobe Photoshop and its functions	K2, K3	PSO1, PSO3, PSO5
CO 5	Gain knowledge of Production Techniques of Print Advertisement	K1, K2, K4	PSO1, PSO3, PSO5

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	3	2	3	1	3	2
CO2	1	2	3	2	3	2	3
CO3	3	1	2	3	1	3	1
CO4	2	1	3	3	1	3	1
CO5	1	2	2	2	3	2	3
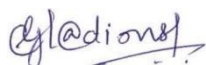
Note: ♦ Strongly Correlated – **3**♦Moderately Correlated – **2**♦Weakly Correlated -**1**

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

III B.A

SEMESTER – V

For those who joined in 2019 onwards

Entire Course has focus on Employability

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	**19JM5SB3**	Web Designing	**Lecture**	**2**	**2**

COURSE DESCRIPTION:

This course focuses on the skills needed for students to part of the fourthrevolution in Communication.

COURSE OBJECTIVES:

The students will gain competence working with the software/ tools needed for an

online journalism.

UNITS:

UNIT I: HTML BASIC [**5 HRS**]

Introduction to internet

Introduction to HTML

Basic structure of an HTML document

Creating an HTML document-Mark up Tags- Heading –Paragraphs- Line Breaks – HTML Tags

UNIT II: ELEMENTS OF HTML [**5 HRS**]

Introduction to elements of HTML

Working with Text list

Tables and Frames

Working with Hyperlinks

Images and Multimedia

Working with forms and controls

UNIT III: INTRODUCTION TO WEB PUBLISHING [**5 HRS**]

Creating the Web site

Saving the site

Working on the Website

Creating Website structure

Creating Titles for Web page
Publishing websites

UNIT IV: WEB JOURNALISM [**5 HRS**]
E-Newspapers

On-line Editions of Newspapers

UNIT V: CYBER JOURNALISM [**10 HRS**]
Impact of Cyber journalism

Self-Study: Practical work-web app creation for news

TEXT BOOK:

Materials taken from the following book:

1. Bull, Andy. *Multimedia Journalism: A Practical Guide.*2nd Edition, Rutledge 2015

REFERENCES:

1. Jeffcoate, Judith. *Multimedia In Practice Technology And Applications*, PHI, 1998.
2. Andress, Holzinser. *Multimedia Basics*. Vol-I. Sage, 2018.
3. Aur, Media.*Cyberspace.* Rutledge, 2001.
4. Bharihoke, Deepak. *Fundamentals of Information Technology*. Authors Press, 2008.
5. Agarwal, Ramesh. Multimedia*Systems*.Macmillan. 2007.

DIGITAL OPEN EDUCATIONAL RESOURCES

1. https://www.wikihow.com/Design-a-Website
2. https://www.tutorialspoint.com/internet_technologies/website_designing.htm
3. https://www.journaliststoolbox.org

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 1 -HTML BASIC				
1.1	Introduction to internet Introduction to HTML	4	Lecture	PPT&Pictures - Google classroom
1.2	Basic structure of an HTML document	4	Lecture	PPT
1.3	Creating an HTML document-Mark up Tags- Heading	3	Lecture	PPT
1.4	Line Breaks –HTML Tags	4	Discussion	Google classroom
UNIT 2 -ELEMENTS OF HTML				
2.1	Introduction to elements of HTML Working with Text list	5	Lecture	PPT
2.2	Tables and Frames Working with Hyperlinks	5	Demo	PPT
2.3	Images and Multimedia Working with forms and controls	5	Flipped Classroom	PPT
UNIT 3 – INTRODUCTION TO WEB PUBLISHING				
3.1	Creating the Web site Saving the site Working on the Website	5	Lecture	PPT
3.2	Creating Website structure Creating Titles for Web page	5	Lecture	PPT
3.3	Publishing websites	5	Classroom Activity	Videos and Pictures

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
UNIT 4 –WEB JOURNALISM				
4.1	E-Newspapers	10	Lecture	PPT
4.2	On-line Editions of Newspapers	5	Case Study Analysis	Newspaper Clippings and Videos from the Internet
UNIT 5 - CYBER JOURNALISM				
5.1	Impact of Cyber journalism	8	Group Discussion	Google Classroom
5.2	**Self-Study:** Practical work- web app creation for news	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 %

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

*Should Make an online newspaper and Magazine

Record note to be submitted

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the Components of internet	K1	PSO1, PSO5
CO2	Grasp elements of HTML	K1, K2,	PSO1, PSO3, PSO5
CO3	Create Website structure	K4	PSO1, PSO3, PSO5
CO4	Gain knowledge of publishing websites	K1, K2, K3	PSO5
CO5	Study the impact of Cyber journalism	K3	PSO2, PSO4, PSO5

Mapping of COs with PSOs

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

Mapping of COs with POs

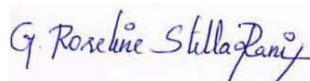| CO/ PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	3	1
CO2	1	1	3	2	3	2	3
CO3	3	3	2	1	3	1	3
CO4	3	1	2	3	3	3	2
CO5	1	2	2	2	3	2	2

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

COURSE DESIGNERS:

1.Ms. S.Jeno Mary

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 2022 onwards

Entire Course has focus on Employability & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	**22JM5SB4**	Page Layout and Design	**PRACTICAL**	**2**	**2**

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.

UNITS:

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/

DIGITAL OPEN EDUCATIONAL RESOURCES

1.   https://www.journaliststoolbox.org/?s=broadcast

2.   https://loyalistlibrary.com/mediastudies/oer

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

Forwarded By

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

III B.A

SEMESTER – VI

For those who joined in 2019 onwards

Entire Course has focus on Employability & Skill Development

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
3.4	Writing Newsletters	2	Classroom Activity	Charts & Pictures
3.5	**Self-Study**: Obituaries	2	Classroom Activity	Charts & Pictures

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
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 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

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	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
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

2.Dr. S. Saira Banu

Forwarded By

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

III B.A

SEMESTER – VI

For those who joined in 2019 onwards

Entire Course has focus on Employability & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	**19JM6SB6**	Women and Media	**Lecture**	**2**	**2**

COURSE DESCRIPTION:

This course enables the students to understand the portrayal and the role of women in media.

COURSE OBJECTIVES:

To make the students learn about feminism and enable them acquire deep knowledge about representation of women in media

UNITS:

UNIT –I FEMINISM [5 HRS]

Feminism, Participation and Activism (Stevens Pg. 143 - 154)
Institutionalised Activism in Civil Society (Stevens Pg. 154 - 167)

Non - Institutionalised Activism

UNIT –II STATUS OF WOMEN [5 HRS]

The Social and Economic Status of Women (Stevens Pg. 11 - 19)
Women as Citizens(Stevens Pg. 21 - 39)
Women as Voters (Stevens Pg. 48 - 59)

UNIT –III MEDIA LAW FOR WOMEN [5 HRS]

Representation of Women (Stevens Pg. 65 - 85)

Misrepresentation of Indian Women in Advertising and Films (Mallik Pg. 30 - 35)

Cyber Crimes against women(Neelamalar Pg. 128 - 129)

Media Law and Women (Neelamalar Pg. 139 - 142)

UNIT –IV WOMEN'S ACHIEVEMENT [5 HRS]

Introduction to India's first 4 women Journalists
Women film Directors in India and Abroad5

Self-Study: Achievements of women media professionals, Women Radio Jockeys, Women Magazine writers.

UNIT –V WOMEN's POLICY [**10 HRS**]

Women's Policy: The Case of Equal Employment Policy (Stevens 193 - 220)

Sexual Harassment in Indian Workplace   (Mallik Pgs 1 - 13)

Women Health Schemes in India   (Mallik Pgs 144 - 152)

Impact of Globalization in the lives of Dalit women in India (Mallik Pgs 167 - 175)

TEXT BOOKS:
(Materials taken from the following books:)

1. Stevens, Anne. *Women, Power and Politics.* Palgrave Macmillan. 2015.
2. Mallik, Rajib.eds. *Women Empowerment in Indian Society.* SSDN Publishers & Distributors, 2017
3. Neelamalar.M. *Media Law and Ethics.* PHI Learning Pvt. Ltd, 2010.

REFERENCES:

1. Chakravarty, Jaya. *Media and Women's Development.* Sarup and Sons, 2007.
2. Gill, Rosalind.*Gender and the Media.* Polity, 2007
3. Baxter, Judith. *Women Leaders and Gender Stereotyping in the UK Press.* Springer International, 2008

DIGITAL OPEN EDUCATIONAL RESOURCES

https://womennmedia.com/

https://www.wiley.com/en-us/Women+and+Media%3A+A+Critical+Introduction-p-9781405116060

COURSE CONTENTS & LECTURE SCHEDULE:

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
1. UNIT 1 -FEMINISM				
1.1	Feminism, Participation and Activism	3	Lecture	PPT
1.2	Institutionalised Activism in Civil Society	3	Lecture	PPT
1.3	Non - Institutionalised Activism	2	Lecture	PPT
UNIT 2 - STATUS OF WOMEN				
2.1	The Social and Economic Status of Women	2	Lecture	PPT
2.2	Women as Citizens	2	Lecture	PPT
2.3	Women as Voters	1	Lecture	Lecture
UNIT 3 – MEDIA LAW FOR WOMEN				
3.1	Representation of Women	1	Lecture	PPT
3.2	Misrepresentation of Indian Women in Advertising and Films	1	Lecture	PPT
3.3	Cyber Crimes against women	2	Classroom Activity	Videos and Pictures

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
3.4	Media Law and Women	1	Lecture	PPT
UNIT 4 –WOMEN'S ACHIEVEMENT				
4.1	Introduction to India's first 4 women Journalists	2	Lecture	PPT
4.2	Women film Directors in India and Abroad	1	Seminar	Newspaper Clippings and Videos from the Internet
4.3	**Self-Study:** Achievements of women media professionals, Women Radio Jockeys, Women Magazine writers	2	Seminar	Newspaper Clippings and Videos from the Internet
UNIT 5 - WOMEN's POLICY				
5.1	Women's Policy: The Case of Equal Employment Policy	1	Case Study Analysis	Google Classroom
5.2	Sexual Harassment in Indian Workplace	2	Case Study Analysis	Newspaper Clippings and Videos from the Internet
5.3	Women Health Schemes in India	2	Lecture	PPT

Module No.	Topic	No. of Lectures	Teaching Pedagogy	Teaching Aids
5.4	Impact of Globalization in the lives of Dalit women in India	2	Lecture	PPT

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:

• The students have to prepare assignments on two women journalists.

• The students have to interview any woman media professional and analyse the challenges she has undertaken

COURSE OUTCOMES

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Comprehend the classification of Feminism	K1	PSO4, PSO5
CO2	Understand and acquire knowledge on the history of role of women in Media	K1, K2	PSO2, PSO4, PSO5
CO3	Perceive media laws and cybercrime regulations for women	K1, K2	PSO2, PSO4, PSO5
CO4	Analyse the achievement of women in mass media	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Critically evaluate the media content related to women	K4	PSO4, PSO5

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	1	2	2	3
CO2	1	3	2	2	3
CO3	3	3	1	2	3
CO4	1	3	1	3	3
CO5	3	2	1	3	2
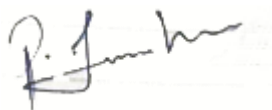
Mapping of COs with POs

CO/PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	3	1	3	1
CO2	1	1	3	2	3	2	3
CO3	3	3	2	1	3	3	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.Ms.P.JeevithaMariaShanthini

2.Dr. S. Saira Banu

Forwarded By

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

I B.A

SEMESTER – II

For those who joined in 2021 onwards

Entire Course has focus on Employability & Skill Development

PROGRAM ME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/W EEK	CREDITS
USJM	21JM1SL1	Fashion Journalism	SELF LEARNING	NA	2

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

UNITS:

Unit I: FASHION INDUSTRY
History of Fashion Industry; Popular Fashion Magazines an overview – Femina, Cosmopolitan Era, Women' Era

Unit II: INTERVIEW TECHNIQUES
Techniques to interview fashion celebrities; Writing fashion news and features

Unit III: FASHION JOURNALISM
Careers in Fashion Journalism - Fashion photography in the field of Advertising;

Unit IV: FASHION AND MEDIA
Review of Fashion films & Documentaries; Fashion blogging and Social Media;

Unit V: FASHION & LAW

Fashion and Law: Case Studies

REFERENCES:

1. Julie Bradford – Fashion Journalism – Routledge Publishers (2014)

2. Kristen K. Swanson – Writing for the Fashion Business – Fairchild Books (2008)

DIGITAL OPEN EDUCATIONAL RESOURCES:

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

EVALUATION PATTERN

CIA			ESE	Total
TEST	**ASST**	**TOTAL**		
20	**20**	**40**	**60**	**100**

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Trace the origin and development of fashion Industry	K1	PSO4, PSO5
CO2	Gain knowledge about interview skills	K1, K2,	PSO2, PSO4, PSO5
CO3	Awareness about career growth in fashion Journalism	K1	PSO1, PSO2, PSO5
CO4	Acquire knowledge about fashion blogging	K1, K2, K3	PSO2, PSO4, PSO5

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

CO/PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO1	1	1	2	2	3
CO2	1	3	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	1	2	2	3	1	3	1
CO2	1	1	3	2	3	2	3
CO3	3	3	2	1	3	3	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.Ms A. Jeno Mary

    2.Ms. C. Gladious Guna Ranjini

Forwarded By

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

II B.A

SEMESTER – III

For those who joined in 2021 onwards

Entire Course has focus on Employability, Entrepreneurship & Skill Development

PROGRAMME CODE	COURSE CODE	COURSE TITLE	CATEGORY	HRS/WEEK	CREDITS
USJM	21J3SLJM2	Content Writing & Video Making	SELF LEARNING	NA	2

COURSE DESCRIPTION:

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

COURSE OBJECTIVES:

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

UNITS:

UNIT I: CONTENT WRITING INTRODUCTION

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

UNIT II: E-CONTENT DEVELOPMENT

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

UNIT III: Story Board and Filming

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

UNIT IV: Animation Creation

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

UNIT V: Video Editing

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

DIGITAL OPEN EDUCATIONAL RESOURCES

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

EVALUATION PATTERN

CIA			ESE	Total
TEST	**ASST**	**TOTAL**		
20	**20**	**40**	**60**	**100**

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Understand the need and importance of content writing	K1	PSO4, PSO5

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

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

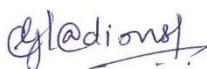| CO5	1	2	2	2	3	2	3

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

COURSE DESIGNERS:

    1.Ms. A. Jeno Mary

    2.Ms. C Gladious Guna Ranjini

    3. Ms. G. Preetha – Dept. of BCA

                         Forwarded By

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

III B.A

SEMESTER – V

For those who joined in 2021 onwards

Entire Course has focus on Employability

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

COURSE DESCRIPTION:

This course provides a broad scope for Travel Journalism

COURSE OBJECTIVES:

This paper will emphasis on visualization skills to write travel stories

UNITS:

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

Unit II: TRAVEL WRITING
Facts influencing Travel writing; types of travel writing – Travelogues; Articles on Travel

Unit III: TRAVEL MAGAZINES
Articles on Specialized topics; Writing informative articles. Writing for Travel magazines, travel and trade;

Unit IV: CREATIVE WRITING
Creative travel writing – Techniques to Travel writing, Collecting information, Style of factual and creative writing.

UNIT V – TRAVEL LITERATURE

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

REFERENCES

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

2. Travels of Marcopolo

3. Kaul. H.H – Travelers India – OUP – 1997

EVALUATION PATTERN

CIA			ESE	Total
TEST	ASST	TOTAL		
20	20	40	60	100

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

NO.	COURSE OUTCOMES	KNOWLEDGE LEVEL (ACCORDING TO REVISED BLOOM'S TAXONOMY)	PSOs ADDRESSED
CO1	Trace the origin of travel journalism	K1	PSO4, PSO5
CO2	Gain knowledge about the types of travel writing	K1, K2,	PSO2, PSO4, PSO5
CO3	Read the related literatures of travel writing	K1	PSO1, PSO2, PSO5
CO4	Understand the techniques of travel writing	K1, K2, K3	PSO2, PSO4, PSO5
CO5	Learn skills of writing travel stories	K4	PSO2, PSO4, PSO5

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

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

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