

*Placed at the meeting of
Academic Council
held on 12.12.2019*

Appendix-H-32
MADURAI KAMARAJ UNIVERSITY
(University with Potential for Excellence)

Directorate of Distance Education

Syllabus for M.A. Journalism and Mass Communication (Semester Pattern)
(With effect from the academic year 2019-2020 onwards)
Regulations, Scheme of Examinations and Syllabus

I. About the Department : The Department of Journalism and Mass Communication in the Directorate of Distance Education of Madurai Kamaraj University is one of the unique departments in the Directorate. The department currently offers P.G. program and U.G program in Journalism and Mass Communication.

II. Program Overview: Journalism and Mass Communication is the blooming industry in the Media world. This course focuses on Print Media, Audio Visual Media, New Media, Laws and ethics of Media, advertising strategies, ethics in advertising, Public Relations principles, Media Research and Development Communication.

III. Objectives of the Program: Graduates are expected to advance in knowledge thereby contributing to society through the application of their academic training. This programme is dedicated to develop new generation of Media experts, Technical persons, professionals and scholars who are distinct in their vision and bring a new wave in Media industry. To equip the students to pursue advanced careers like Reporters, Editors, Camera man, Cinematographer, Photographers and researchers etc.,

IV. Program Target Groups: This programme is offered to the students of rural, semi-urban and urban background who aspire to acquire knowledge in the respective field but could not continue the education through regular mode, owing to various constraints. It also focuses on the employees who are working in Print Media, Audio Visual Media, New Media, Government, NGOs, Private and corporate offices.

V. Program Requirements 1. Educational Qualification: The eligibility for admission in the programme is a pass in any Undergraduate (UG) degree conferred by a University recognized by the UGC.

2. Marks required: A student must have passed in his/her Under-Graduate degree.

VI. Degree Overview: The M.A. program intends to be inter/multi-disciplinary scope and content. The various disciplinary background and expertise of faculty of the department would

lend weight to structure the program in inter/multi-disciplinary canvas. This program is driven by three core areas: 1. Media Production and Management 2. Media Analysis 3. Media Ethics

VII. Degree Title: M.A. in Journalism and Mass Communication.

VIII. Duration of the Program: All students must complete the program within two years. The program is dedicated to maintaining a full year-round program with four semesters. In all the four semester the students may be engaged in mandatory core and optional courses;

IX. Program Structure: The M. A. Program in Journalism and Mass Communication is designed as core and elective course papers; for each semester there may be 4 core papers in odd semesters and 3 core papers and 1 practical in even semesters. There is one project preparation in the final semester as part of this program.

Semester I Course Structure

Course	Nature	Credit
Introduction to Communication	Core	4
Communication Theories	Core	4
Communication Technology	Core	4
Media Laws and Ethics	Core	4
Total		16

Semester II

Course	Nature	Credit
Print Journalism I	Core	4
Electronic Journalism	Core	4
Advertising	Core	4
Practical – Print, Audio – Advt. & PR	Practical	5
Total		17

Semester III

Course	Nature	Credit
Print Journalism II	Core	4
Public Relations	Core	4
Communication Research Methodology	Core	4
Script Writing	Core	4
Total		16
Semester IV - Course		Credit
Film Studies	Core	4
Web Journalism	Core	4
Development Communication	Core	4
Practical – Short film -Docu.- Web site	Practical	5
Research Project	Project	5
Total		22

No. of Credits - 71.

X. Details of Syllabus : Each course has a detailed syllabus structured in terms of Units. The detailed syllabus for all core and optional courses has been attached in the Annexure I.

XI. Time Table for Contact Class : The ODL Regulations insists of minimum 75 hours per semester. For the 71 credits, the following table demonstrates the time allotment for contact class total of 12 hours per week (9 rounds) for a semester in 5 months.

Per Week	9.00 – 10.30	10.30 – 12.00	1.00 – 2.30	2.30 – 4.00
Day 1	C1	C2	C3	C4
Day 2	C1	C2	C3	C4

* C means Core Paper

XII. Evaluation Procedures

1. Principles of Evaluation : The rubrics of evaluation of the program will be based on the following principles:

- Proof of Initiative, Active immersion, Interaction;
- Use of DIE - Describe, Interpret, Evaluate;
- Utilizing variety of sources
- Analytical Approach.

2. Methods of Evaluation : The students will be assessed by two pronged evaluation methods: (a) Continuous Internal Evaluation; (b) End-of-semester evaluation.

(a) Continuous Internal Evaluation

Aiming to assess values, skills and knowledge imbibed by students, internal assessment is to be done by the concerned faculty-member. It would comprise the following steps:

- The students should submit three assignments per subject (Best Two out of Three Assignments).
- Components for internal evaluation are to have a time-frame for completion (by students), and concurrent and continuous evaluation (by faculty-members).
- The evaluation outcome may be expressed by pre-determined marks
- The evaluation reports submitted by all the faculty-members are to be reviewed, from time to time, by the Examination Committee under the chairmanship of Director in order to ensure transparency, fair-play and accountability.

- Following the review by the Examination Committee, the outcome of internal evaluation will be announced or displayed on the Notice Board and / or web-site as per the timeframe or academic calendar.

(b) End-of-semester evaluation

This is to be carried out at the end of first semester, and will aim to assess skills and knowledge acquired by students through class-room interaction. The evaluation can be in the form of written examination, or term paper assignment. Evaluation process should be verifiable and transparent. Towards this end, the following steps have been adopted:

- All the students pursuing this program have to undergo external evaluation at the end of first semester as per syllabi;
- With regard to written examination the internal faculty may associate themselves with the external examiners in the examination process.
- In the case of written examination, the format of question paper is attached in annexure could be moderated by the Examination Committee.
- Answer-books or –sheets are to be ‘encoded’ (before being passed on to examiner / evaluator, and decoded (before tabulation).

(c) Integration of Continuous and End-of-semester evaluation

The following points have been incorporated for effecting the integration of continuous and end-of-semester evaluation:

- Relational weightage assigned to internal evaluation is 25 percent.
- Relational weightage assigned to end of semester evaluation is 75 percent.
- Following the integration of internal and external evaluations, the results may be expressed in marks.
- The passing minimum is 50% (aggregate of both internal and external) and a candidate will be declared to have passed.
- As soon as the integration of internal and external evaluations has been completed, the results should be announced, in keeping with the academic calendar, to facilitate students’ academic or occupational pursuits.

3. Description of Evaluation : *This table lists all the assessment components that make up the course assessment, their weightings and the dates at which coursework are due. The table in the module specification indicates the week in which coursework should be submitted but the exact day may be decided by the concerned course instructor. The column headed Qual Mark indicates the particular assignment has to be passed.*

Course Title	Marks		
	Internal	External	Total
Core Paper I	25	75	100
Core Paper II	25	75	100
Core Paper III	25	75	100
Core Paper IV	25	75	100
Total Marks	400		

4. Scheme & Model Question Paper for End-semester Exam

Time: 3 Hours

Max.Marks: 75

Section A: (10x1=10 Marks)

Question No.1 to 10 (Multiple choice)

1. Two questions from each unit.
2. Four option in each question.
3. No “none of these” option.

Section B: (5x7=35 Marks)

Answer all the questions choosing either (a) or (b)

Answers not exceeding two pages (One question from each unit).

11. (a) or (b)
12. (a) or (b)
13. (a) or (b)
14. (a) or (b)
15. (a) or (b)

Section C: (3x10=30marks)

Answers not exceeding four pages

Answer any three out of five (One question from each unit)

Questions 16–20

There will be a 3 hour unseen end-semester examination. The question paper for this exam will be set by the respective course coordinator for core courses and by respective course instructor for optional courses.

5. Examination Committee : *The Director may constitute a Examination Committee consisting of at least two members from the faculty. The Committee will look after the proper and timely completion of internal evaluation and conducting end semester examinations; integrating internal evaluation and end semester evaluation with respective weightage and then final marks.*

XII. Program Facilities: 1. Library & Documentation Unit: The Directorate has a full-fledged state of the art reference library of standard text and reference books and research journals and well established documentation unit having NSS, NFHS and Census data.

2. Career Development Committee: The Director may constitute a Career Development Committee consisting of at least three faculty members of the Directorate to look after the career opportunities of the students of the program. This Committee may undertake necessary initiatives in enhancing capabilities and skills such as English Language proficiency, computer and documentation skills, and competency in project writing; it may organize, if possible, campus recruitment in collaboration with NGO sector and print and visual media.

I Year - I Semester
INTRODUCTION TO COMMUNICATION

Credits: 4

Unit I: Communication – Definitions – Elements of Communication – Communication Act – Sender – Message – Channel – Receiver – Effects – Feedback – Communication Process – Communis – Human Relationship – Basic Models - Communication Basic Models – Harold. D. Lasswell, Braddock, Shannon and Weaver, Osgood and Wilbur Schramm, Wilbur Schramm and Hellical Dance Model.

Unit II: Various types of Communication – Intrapersonal – Interpersonal – Group – Mass Communication and Mass line Communication – Functions of Communication – Effects - Human Communication – Characteristics – Contents – Language – Meanings – Talent - Manifest – Contextual Structural Meanings.

Unit III: Speech Communication – Psychology and Sociology Aspects – Cognition – Selective Perception – Selective Retention – Selective Expression – Socio – Cultural Norms and Cognition Attitudes - Verbal and Non Verbal Communication – Signs – Codes – Proxemics – Kinesics.

Unit IV: Classification of Media – Various Types – Traditional Media – Classical and Folk Media – Modern Media - Marshall McLuhan’s Theory of Media Classifications – Wilbur Schramm Classifications – General Classifications.

Unit V: Mass Communication – Mass Concepts – Characteristics of Mass Audience – Typology of Audience – Bauer’s Concept - Functions of Mass Communication – Mass Society – Socialisation Process – Mass Culture – McLuhan’s Global Village Concept – Global Culture.

Reference:

1. Bever S.H., et.al., The Sociology of Mass Media Communications, The Social Review, The University of Keele, Staffordshire, 1969.
2. David K. Berlo, The Process of Communication, Holt Rhinehart and Winston, 1960.
3. Denis McQuail, Mass Communication Theory, Third Edition, Sage Publication, 1994.
4. Denis McQuail and SvinWindhal, Communication Models, Longman, London, 1981.
5. James Watson, Dictionary of Communication and Media Studies.
6. John Comer and et. al, Communication Studies, Longman, London, 1981.
7. KevalJ.Kumar, Mass Communication in India, VikasPublication,s New Delhi, 1994.
8. Little John.S.W., Theories of Human Communication, Longman, London.
9. Marshal McLuhan, Understanding Media.

10. Reed H. Blascie and Edwin Haroldsen, A Taxonomy of concepts of Communication, Hasting House, 1975.
11. Warren K. Agee, Introduction to Mass Communication, New York, 1960.
12. Wilbur Schramm, The Process and Effects of Mass Communication.

I Year - I Semester - COMMUNICATION THEORIES - Credits: 4

Unit I: Sociological Dimensions – Scope and functions of communication in the society-social aspects in shaping communication behavior - Influence of socio-cultural institutions–Family - Dynamics of Primary and Secondary groups – personal influence theory- Marxism-Fragmentation Vs. Unification- Dynamics of social change-Dysfunction.

Unit II: Psychological Dimensions – Communication behavior theories – Learning, Motivation and Achievement – Perception – Cognition –Attitude – Change of Attitudes - Individual Differences Theory - Cultural Dimensions – Mass Media as Cultural Industry- Cultural Norms Theory – Effects Theory – Normative Theory – Narcotic –Hegemonic Theory.

Unit III: Electronic Colonialism – IICO & NWICO recommendations - Significations & Effect of New Information Technology - Information Seeking – Cultivation Theory, uses and gratification -Structuralism – Functionalism – Modernism – Heurmenitics.

Unit IV: Political Dimension – Ownership and Control – Monopoly Formation of Public opinion– Propaganda – Agenda Setting Theory – Gate Keeping – Spiral Keeping – Spiral of Silence - Media Manipulation – Four Theories of Press – Political Communication – Political Socialization – Communication Politics.

Unit V: Western and Eastern Perspectives – Differences – Western Theories in the Indian Context – Asian and Indian Models – Concept of Sadaranikaran – Sahrdayas - Evolution of Communication Theories in developing countries – Alternative Communications – A Comparison of Latin American and Indian Experiences – Participatory.

Reference:

1. Blunder, J. and E. Katz, The Uses of Mass Communication. Thousand Oaks, CA: Sage, 1974.
2. David Holmer, Communication Theory-Media, Technology and Society, Sage Publication, London,2005.
3. Denis McQuail, An Introduction to Communication Theories, Sage Publication, New Delhi,1994.
4. Denis McQuail, Mass Communication Theory, Sage Publication, London, 4th Edition 2000.
5. Duai R.&Manonmani .T, Culture and Communication: New Perspectives, Galgotia Publication, New Delhi,1997.
6. JoaleePC., Culture, Communication and Social Change, Vikas Publication,1989.
7. Keval J. Kumar, Mass Communication in India, Jaico Publishing Housing, Bombay, 1991.

8. Melvin C. DeFleur, Theories of Mass Communication, Longman, New York, 1992.
9. Peterson et.al (ed)., The Mass Media and Modern Society, Holt Rinehart & Watson Inc. 1965.
10. Richard Collins, Media, Culture and Society, Sage Publication, New Delhi 1986.
11. Robert Craig, Hedi L. Mullaer, Theorizing Communication-Reading Across Tradition, Sage Publication, 2007.
12. Jean T. Olson, Using Communication Theory- An Introduction to planned communication, Sage Publication, London, 1992.
13. Wimal Dissanoyake, Communication Theory – The Asian Perspective, Asian Mass Communication Research and information Centre (AMIC), Singapore, 1988.
14. Yadava JS, Communication Theories, IIMC, New Delhi.

I Year - I Semester - COMMUNICATION TECHNOLOGY - Credits: 4

Unit I: Communication – Technology – Genesis – Application of Scientific Advancements – Electronic Revolution – Elementary Idea and about Electronic Devices – Valves – Transmitters, Integrated Circuits etc., - Amplifiers – Oscillators – Modulators – Antenna etc., - Basic Block Diagram of Telecommunication Systems – Telegraphy – Telephony – Telephone Exchange – Fax etc., - Telecommunication Networks – Policies.

Unit II: Principles of Radio Communication – Working of Radio Transmitters and Receivers – Elements of Radio Transmitters – Receivers – FM / AM Radio Systems – Narrowcasting - Visual Media – Still Photography – Video – Animation and Graphics.

Unit III: Functional aspects of TV – Transmitters – Receivers – TV sound and equipments – Camera – Monitors – VCRs – Mixers / Switches etc., - Portable Tape Recorders – Outdoor Mobile Recording Van – Cable Television - Elementary Study of Micro Wave Communication Systems – Satellite Communication and Broadcasting – Satellite Distribution System – Ground Receivers and Transmit Station – Radio Networking and TV Broadcasting Satellites.

Unit IV: Computers – Digital – Computer Networks – E-Mail – Teleconferencing – Internet – Optical Fiber – Interactive Video – CD ROM – Transponder Data Flows – New Communication Technologies and Social Implications - Printing Technology – Type Faces – Fonts – Point System – Method of Composing – Machine, Photo, Computers – VDT – DTP – Printing Methods – Traditional and Modern Methods of Electronic Scanners – Laser Printers – Facsimile.

Unit V: Film Technology – Basic Concept of Film Technology – Film Production – Cinematography – Cameras – Processing – Editing - Sound Engineering – Important of Sound Manipulation – Hardware and Software Details.

Reference Books:

1. Asok Mitra, Information Imbalance in Asia – AMIC, 1978.
2. Binod C. Agarwal, SITEINSAT.
3. Everett M. Rogers, Communication Technology, The New Media in Society.

4. Everett M. Rogers & Others, India's Information Revolution, Sage Publication, New Delhi, 1986.
5. Fredrick Howard, Global Communication and International Relations.
6. Fry, Tom, Computers, Grandda, London 1982.
7. Jacobson, Icen, Book of Video, Newness Technical Book, 1979.
8. Jacobson, Icen, Book of Audio, Newness Technical Book, 1979.
9. Jenifer Ruby, The Basic Information Technology.
10. John Bluck, Beyond Technology, WCC, Geneva, 1954.
11. Krishna Moorthy, V.S., Modern Trends in Printing Technology.
12. Michael Traber, Mythe of Information.
13. Tom Forrester (ed.), New Information Technology
14. Tony Gibson, Closed Circuits Television Single Harded.

I Year - I Semester - MEDIA LAWS AND ETHICS - Credits: 4

Unit I: Nature and Principles of Constitution of India (a) Fundamental Rights (b) Rights to Information (c) Freedom of Expression (d) and Freedom of Press in various political setup (i) in Capitalistic (ii) in socialistic Countries (iii) India before and after Independence - Constitutional restrictions on Media – Privileges of Media Personnel – The Indian Penal Code, Indian Evidence Act – Libel – Slander – Defamation – Contempt of Court.

Unit II: The Press Registration of Books Act 1867 – Copy Right Act – Periodical Changes Post and Telegraphy Act – Official Secrets Act of 1923 - Press Council – Working Journalists Act – MRPTC (Monopolies and Restrictive Trade Practice Commission) – Industrial Dispute Act – Incident Representation of Women Act of 1986.

Unit III: Rights and Abilities of the Editor, Printer and Publisher – Editorial autonomy and Independence – Government Information Services and their controls – PIB - Code of Ethics in Different media – Morality of the Press and Cinema as Private Sectors - Radio and TV as States owned – Public utility undertakings.

Unit IV: Evolution of code of ethics for media – Historical Perspectives & details - Freedom and Social Responsibility of Media - Tabloid Journalism – Investigative Journalism.

Unit V: Advertising Standards – Advertising Councils – Film Censorship – Press Council Broadcasting Policy – Prasar Bharathi - Cable Media - Cable Media regulation and laws governing cable media – Internet as a media and the governing of rules of internet.

Reference:

1. Adhikari Gautam, Press Council, Press Institute of India, New Delhi.
2. Arun Bhattacharjee, The Indian Press, Profession to Industry, Vikas Publication, New Delhi, 1972.
3. Chatterjee P.C., Broadcasting in India, Sage Publication, New Delhi, 1988.
4. Christians K. Rozeth, Media Ethics, Cases and Moral Reasoning, Longmans, New York/

London, 1987.

5. Clement J. Jones, Mass Media, Code of Ethics and Councils.
6. Durga Das Basu, Laws of the Press in India, Joy Print Pack Pvt. Ltd. New Delhi, 1986.

I Year - II Semester - PRINT JOURNALISM-I - Credits: 4

Unit I: Journalism – Definition – New Concepts – Elements of News – News Values – Historical development of Press in UK, US and India – Before and after Independence – Emergency.

Unit II: Various forms of print media – current trends of Indian Press – Professional associations – NRI, ILNA, Press Commissions – Press Council.

Unit III: Newspaper organisations and Management – Various forms of organisation – Structure and functions of Newspaper Organisation – Editorial Department – News room – Reporting, Writing, Editing – Photography Sections – Business Department, Advertising – Marketing

Unit IV: Art of Collecting News – Qualities of Reporters – Nose for news – Observations – Beats – News collecting from Executive, Administrative and Judicial Places – Art of Interviewing.

Unit V: Various types of reporting – Crime – Human Interests – In depth and Interpretative reporting – Investigative reporting

Reference:

1. Arthur Turnbull, Graphic Communication.
2. Bruce Westley, Newspaper Editing and Designing.
3. Harry Stencipher, Editorial thinking and writing, Heastings House, 1979.
4. Herald Evans, Newspaper and Design (Five volumes) Hinemann.
5. James P. Alexander, Programmed Journalism Editing, Iowa State University Press, 1991.
6. Julius Harris, The Complete Reporters, Macmillan, New York, 1981.
7. Kamath M.V., Professional Journalism, Vikas Publications, 1980.
8. Louis Alexnde, Beyond the Facts: A guide to the art of the Feature writing, Gulf Publishing Company, 1982.
9. Metz William, News Writing: from Lead to, Prentice Hall Inc., New Jersey, 1979.
10. Nadig Krishnamoorthy, Indian Journalism, Mysore University, 1978.
11. Rangasamy, Journalism in India, Sterling Publishers, New Delhi, 1989.
12. Ramachandra Ayar, Quest for New, Macmillan, 1980.
13. Srivastava, Reporting and Editing, PII, New Delhi, 1989.

I Year - II Semester - ELECTRONIC JOURNALISM - Credits: 4

Unit I: Origin and Development of Electronic Journalism – Broadcasting System UK, US and other developed and Third World Nations – Comparison - Indian Broadcasting Policy – Major recommendations of committees and working groups – Prasar Bharathi Bill – Question of autonomy.

Unit II: Radio – Growth and Development in India – Characteristics and nature of the medium role and its social objectives – Various types or Radio, (AIR) services – National, Regional, and External services – FM Stations – VividhBharati – Local Radio – Management and Organization of AIR - Planning and Production of TV, Radio Programmes – General and Special audience Programmes – Principles of writing for radio – Language – Different formats of radio programmes–Features,Debate,Talks,Drama,Interviewetc.,- Techniqueofradionewswriting– Radio Commercials.

Unit III: Growth of Television in India – Nature of the medium – TV as a socio-cultural force – Various services of Doordarshan – National, Regional Network – Satellite Channel - Economy of Doordarshan – Role of Government – Multinational – Management and Organization system of Doordarshan – Production – Relay Stations – Cable TV, Satellite TV – DTH and Up linking – Recommendations.

Unit IV: Planning and Production of TV Programmes – TV crews – Writing for TV – Visualization – Anatomy of News Cast & News Gathering – Various Programmes – General and Special Audience Programmes - Various formats of TV Programmes – ETV – News, Soaps, Epics, Sports, Talk Shows etc., - TV Commercials – Sponsors – TV News Agencies – Private Channels - Brief History of Films in India – Cinema and Society – Effects of Cinema – Film Theories – Film Criticism – Indian Film Culture – Film and Politics – Politics – Reports of Government Committees on Cinema Film Regulations – Censorship – Question of preserving Culture – Film Festivals - Film Awards – Economics of Indian Film – Management and Organization – Financing - Patterns of Distribution and Exhibition, Taxation etc.,

Unit V: Film Production – Various Stages – Scripting – Casting – Rehearsing – Shooting – SoundTrack–Editing–VarioustypesofEditing–ProductionPublicity–Dubbing–Playback– Re-recording – Cinematography – National Film Policy – FFC, NFDC – Commercial Films Documentaries – Films Division - Internet and Web Journalism – Planning & Production.

Reference:

1. Boyd Andrew, Broadcasting Journalism, Techniques of Radio and TV News, Heinemann, London,1988.
2. Fletcher James, Handbook of Radio and TV Broadcasting, Van, Nestrand Reinhold Co., 1981.
3. GearthJowet, Movies and Mass Communication, Sage Publications, London,1986.
4. Gupta Das, Talking about Films, Orient Longman, USA,1981.
5. Jag Mohan, Documentary Films and Indianawakening.
6. Mass Communication, Indian Cinema Today, IndianInstitute.
7. Mass Communication, Cinema in Development Countries, IndianInstitute.
8. Indiran, Cinema and ART (Tamil), Sivagangai.
9. Luthra. H.R., Indian Broadcasting Publication Division, Information and Broadcasting & Ministry of Government of India,1986.
10. Mehra Masani, Broadcasting and People, National Book Trust India,1976.
11. William Mayers, The Image Markers, Macmillian,1984.
12. Keval.J.Kumar, Mass Communication in India, Jaico Publishing House, Madras,1981.

I Year - II Semester – ADVERTISING Credits: 4

Unit I: Advertising - Working definitions - Distinguish Publicity, Propaganda and Public opinion - Functions of Advertising - Various types of Advertising - Social and economical role - Arguments for and against Advertising - Growth and development of Advertising in India.

Unit II: Advertising as Communication - Persuasive Communication - Buyer behavior Decision making process – Various models – Factors influencing buyer behavior Internal psychological - External - Family reference groups etc.

Unit III: Advertising campaign planning - market analysis - promotional mix - Advertising budgeting - measuring Advertising effectiveness.

Unit IV: Advertisers - Advertising agencies - Structure and functions - Agency and media relations-Variou media – Indoors and Outdoors-Characteristics of each medium - media selection - Principles – media mix - Copy writing - Creativity - Various appeals - Brand positioning - USP Copy formats - Style - Production - Code of ethics - Advertising councils Professional Associations.

Unit V: Copy Writing for various media, Internet, Print, Radio, TV, Film, Audio visual kits etc.

Reference Books:

1. S.A.Chunawalla and F.C.Scthia, Foundations of the Theory and Practice of Advertising, Himalaya Publishers, Bombay, 1986.
2. Dyer Gillian, Advertising as Communication, Mathuen, Newyork,1982.
3. Dunn S. Watson, Advertising, Hold Sandaras International Editing.
4. Keval J. Kumar, Advertising: A critical Approach, Niraali Prakasam, Pune,1992.
5. Kleppner Otto, Advertising Procedure, Simon Schuster Inc., Anglewood,1986.
6. Rathor B.S., Advertising Management, Himalaya Publishers, Bombay,1986.
7. Willshurst John, The Fundamentals of Advertising, Heinemann, London, 1986.
8. Cutlip and Centre, Effective public Relations, Prentice, Hall, New Jersey, 1982.
9. Anil Basu, Practical Public Relations.
10. Balan K.R., Chemistry of Public Relations.
11. Narasimha Reddy, How to be a good PR.
12. Sam Black, Practical Public Relations, Universal Book House, New Delhi,1976.

I Year - II Semester - PRACTICAL – 1 - Credits: 5

Print, Audio – Advertising& Public Relations

Unit I: Reporting skills – Art of Interview – Communication skill – Speech Communication - Developing Curiosity – Observations – Analyzing mind – Nose for News.

UnitII: Reporting the News – Techniques of Reporting – Various Types of Reporting – Various Media - Editing Practice – Language Usage – Style sheet – Translation Practice.

Unit III: News writing – Practical – Picture Editing - Writing Features -, Articles, Editorials,

Reviews for Various Media – Practical.

Unit IV: Advertising Copy Writing – Script Writing - Preparation of Displays - Preparation of Publicity materials – Posters, House Journals, News Letters, and Brochures.

Unit V: Folk media preparations – Street play – Folk Songs - Preparations of Newspaper – Layout Design – Dummy Preparation – Page make up.

II Year - III Semester - PRINT JOURNALISM-II - Credits: 4

Unit I: New agencies – Free lancing - Art of editing – Qualities of Sub-editors – Editor – Principles of Copy Editing – Structuring the news – Different styles – Editing for Space, Facts and Language – Style sheet.

Unit II: Language proficiency – Fundamentals of writing Headlines – Creativity – Types of headlines – Intro or lead – Various types – writing body copy – Translation - Views page.

Unit III: Editorial structuring – Analysis of facts – Various forms of editorials – Features form and contents – types of features - Articles – Form and Contents – Columns – Letters to the editor – Reviews – Film, Book and Art and Literature.

Unit IV: Introduction to Illustrations – News photos – Line Drawings – Cartoons and Caricatures – Comic Strips – Gags, Pannels and Serials – Importance of Illustrations.

Unit V: Printing – Colour Processing -Graphic Communication – Art of Typography – Lay out Design – Page makeup – Principles – Various types of makeup – page makeup in Newspapers and magazines.

Reference:

1. ArthurTurnbull, Graphic Communication.
2. Bruce Westley, Newspaper Editing and Designing.
3. Harry Stencipher, Editorial thinking and writing, Heastings House,1979.
4. HeraldEvans, Newspaper and Design (Five volumes) Hinemann.
5. James P. Alexander, Programmed Journalism Editing, Iowa State UniversityPress,1991.
6. Julius Harris, The Complete Reporters, Macmillon, Newyork,1981.
7. Kamath M.V., Professional Journalism, Vikas Publications,1980.
8. Louis Alexander, Beyond the Facts: A guide to the art of the Feature writing, Gulf Publishing Company, 1982.
9. Metz William, News Writing: from Lead to, Prentice Hall Inc., NewJersy,1979.
10. Nadig Krishnamoorthy, Indian Journalism, Mysore University,1978.
11. Rangasamy, Journalism in India, Sterling Publishers, New Delhi, 1989.
12. Ramachandra Ayar, Quest for New, Macmillon,1980.
13. Srivastava, Reporting and Editing, PII, New Delhi,1989.
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II Year - III Semester - PUBLIC RELATIONS - Credits: 4

Unit I: Public Relations - Definitions Elements of PR - Nature and scope of PR - Functions of PR - Need for PR.

Unit II: Two way communications - Public - Internal and External public Employee relations- Public Relations Officer – traits of Public Relations officer – Organization of a Public Relations Office - Public Relations and Publics : Internal and External Publics – Employees – Share holders – Government – Customers Dealers – Suppliers – Press – Community around.

Unit III: PR and media relations-Press conference-Traits of good PRO–Growth and Development of Public Relations in India –

Unit IV:PR Councils – PRSI - Structure and Functions of PR department in Government, Public and Private sectors - Hospital – Educational institution – Transport Corporations etc. - Planning for PR campaign.

Unit V:PR tools and Publicity materials - types of publicity - production - House Journals - motion pictures, Kits, organizing exhibitions, Trade Fairs, Open house etc., - Code of ethics - Globalization – Modernization, Liberalization, Emphasis on international communication.

Reference:

1. Ahuja B.N. - Public Relations.
2. Balan K.R - Applied Public Relation and Communications, Sultan Chand and Sons, New Delhi.
3. Blumenthal L. Roy - The Practice of Public Relations
4. Cole Roberts, S. - The Practical Handbook of Public Relations
5. Denik, G.C. - A Guide to Public Relations and Journalism.
6. Frazier Moore and Frank B. Kaulpa - Public Relations - Principle, Cases; and Problems, 9th Edition, New Delhi: Surjeet Publications, 1987.
7. Hill & Knowlton - Critical Issues in Public relations.
8. Kaul, JM - Public Relations in India, 1987.
9. Lesley Philip (Ed.) - Lesley Public Relations Hand work
10. Mehta, D.S. - Handbook of Public Relations in India.
11. Narasimha Rao, K. - How to be a good PRO
12. Philip Lesly - Lesley's Public Relations Handbook, Prentice - Hall, INC., 1978.
13. Richard A. - Aszling Consumer Relations.
14. Sam Black - Practical Public Relations.
15. Sorbir Ghosh - Public relation Today, Profile published, Calcutta

II Year - III Semester - COMMUNICATION RESEARCH METHODOLOGY- Credits: 4

Unit I: Nature and Scope of Communication Research, theoretical framework, Elements of Research of Research - Independent and dependent variables, Logic of induction and deduction,

research design, process and procedures, research problem..

Unit II: Types of research, sources of data, components of research designing, writing research report, ethics in doing research. Research Applications: Research in print media, electronic media, advertising, PR, New Media - Survey Method – Nature and Scope, Steps in survey research, sampling techniques. Measurements – levels of measurements, developing indicators, scaling techniques.

Unit III: Measuring standard communication variables, reliability, validity and generalizability, Questionnaire design – issues in audience research - Experimental Design – structure and logic of experiment, advantages and disadvantages of experimental research establishing casual relationship, steps in experimental research, randomization etc, and case studies in using experimental design in communication design.

Unit IV: Statistical tools and techniques - Role of Statistics in social research, Introduction to statistics, Basics of statistical procedures – parametric and non parametric statistics, Descriptive and inferential statistics, Measures of central tendency, Software for statistical analysis (SPSS) - Logic of qualitative research – quantity vs. quality - Varieties of interpreter paradigm - Reliability and validity in qualitative research - Audience reception studies - Observation method, depth interviewing, ethnography in communication, focus group methods, Historical research, action research, longitudinal studies, case Studies.

Unit V: Quantitative content analysis – steps in content analysis, techniques, sampling, design issues. Latent and manifest content - Textual and qualitative approaches to study messages – semiotic analysis, rhetorical analysis, ideological criticism, psychoanalytical criticism, Media effects studies -The need for accurate reporting, procedures, the mechanics of writing a research report, writing styles, ethics in data analysis and reporting, a professional code of ethics - Case studies.

Reference:

1. Bridget Somekh and Cathy Lewin eds.: Research Methods in Social Sciences, Vistaar Publications.
2. Tim May: Social Research: Issues, Methods and Process, Open University Publications
3. Wimmer and Dominick: Mass Media Research: Processes, Approaches and Applications
4. Harper W Boyd Jr., Ralph Westfall, Stanley F Stasch, Richard D Irwin: Marketing Research Text and Cases.

II Year - III Semester - SCRIPT WRITING - Credits: 4

Unit I: Understanding the script technologies and film language - Stages of Script development, developing a creative concept, Concept research,

Unit II: Brainstorming Script formats, importance of layout, page numbering and clarity ion presentation - Visualization strategies, telling a story in images, using sound to tell the story,

Unit III: dialogue strategies & functions, use of story board - Understanding the importance of story, conflict structure, and character,

Unit IV: Developing a structure plot, characterization, building sequence, maintaining suspense and shaping the film - Proposal outline, research, objective, treatment, pilot, synopsis, master script, shooting script, art of adaptation, understanding screen time, writing to budget restrictions and production parameters

Unit V: Television commercial, PSA, Feature film, Short film, Documentary, Docu-drama, Soaps, Sit-coms & other TV shows, importance of style and content.

References :

- Dwight V. Swain and Joye R Swain. Film Script Writing by, Focalpress.
- Pat Cooper and Ken Dancyger. Writing the Short Film, Focal press.
- Alan Rosenthal. Writing Docudrama.

II Year - IV Semester - FILM STUDIES - Credits: 4

Unit I: Film as medium: Characteristics –Film Perception; Levels of Understanding – Film theory and semiotics-formalism and neo formalism - Film language – Film and psycho- analysis –film and cultural identity; hermeneutics, reception aesthetics and film interpretation.

Unit II: Film forms: narrative and non-narrative- acting, costume, and music –Film and post Modernism-post structuralism and deconstruction, Impressionism, expressionism and surrealism - Fiction: realism, symbolic simulation-typology genres of fiction-subjectivity, causality and time Concepts of national Cinema – Issues in World and Indian Cinema.

Unit III: Film production: Visualization –Script writing –characterization –storyboard-tool & techniques, Continuity style: Composing shots- spatial (mise en scene) - temporal (montage) - Camera shots: pan, crane tracking, and transition, Sound in Cinema: dimensions and functions- Film audience –Review and appreciation of film.

Unit IV: Composition: Need for composing a picture, rules / conventions of composition, elements of composition and their role / relevance in communicating a message; Composition for a rectangular and square format; Techniques, methods of controlling composition - Lighting: Properties of light: diffused light; Light sources artificial and natural; Basic lighting set-up, lighting for different situations, products, Indoor and outdoor lighting, controlling light, flash light. Filters: Need of filters in B/W photography, basic colour relations, types and use of filters; Filter factor and its significance.

Unit V: Still Photography: Photo-Journalism – techniques-news values of pictures-picture editing-photo feature and photo essay- Specialized photography: Advertising: types: product – industrial fashion- Nature and wild life photography- camera shots- Lighting techniques - Still Camera: types, models features, functions. Camera accessories- lenses: types, uses- Film: types, uses-printing and developing of films- Dark room process- Digital format and process. Colour photography: Light sources and their colour characteristics, meaning of colour temperature, filters used in colour photography; Lighting and exposing for colour photography.

Reference:

1. History through the lens ; Perspectives on South Indian Cinema; S Theodore Baskaran; Orient BlackSwan:2009
2. Ashish Rajadhyasha, Paul Wileman, 2005. Encyclopedia of Indian cinema. Oxford University Press. New Delhi.
3. Rabiger, Michael. 2004. Directing the Documentary. 4th edition. Oxford. Focal press.

II Year - IV Semester - WEB JOURNALISM - Credits: 4

Unit I: Web Journalism: Definition and Concept, Internet as a medium of communication Internet, Intranet, www, online, e- mail, blog, social media, Web 2.0 and 3.0, news group, Web servers, Cyberspace: Meaning, Information Super Highway, Internet and Information Revolution - Distinctive Features of Online Media, Online Journalism V/s Other News Mediums, New roles of Newspapers in the Internet age, Trends in online Journalism, Online Journalism: Issues and Challenges, Web Blogs, Citizen Journalism.

Unit II: Digital Divide- Writing for the screen vs. writing for print, Linear vs. nonlinear form Styles of web writing: The art of lateral thinking and layering, Features and Articles on the Web, Interviewing on the Web, Do's and Don'ts - Web page development, inserting, linking; editing and publishing, on- line editions of newspapers- Content management and economics, Conducting online searches and research, Online searching techniques, Citing Internet sources, Archiving, Photo Essays-

Unit III: Comparative Analysis of E editions v/s print editions of national dailies, Analysis of News websites, create a weblog and update regularly. How to start an online magazine (basics) - Content Development for Websites/ Social Media – Writing News for feature articles – Writing

news for blogs – Translation – English to Tamil / Tamil to English – Photographs for New Media.

Unit IV: Producing a celebrity Interview Programme – Scripting and planning for the Interview – Preparing Questions – Preparing the Shooting script – Production of post production works - Producing spoof on any concept – Political / Social / Cultural / Sports etc.

Unit V: Producing a video feature on any unidentified talent - Group Project – Producing a VLOG on any city of Tamil Nadu.

Reference:

1. Online Journalism: A Basic Text, Tapas Ray, Cambridge University Press
2. The New Media Handbook – Andrew Dewdney and Peter Ride
3. Andrew Bonim Writing for New Media: The Essential Guide to Writing for Interactive Media, CDROM, and the Web.
4. Journalism to Online Journalism: Publishing News and Information by Roland De Wolk (Allyn&Bacon,2001)
5. Introduction Digital Journalism: Emerging Media and the Changing Horizons of Journalism, Edited by Kevin Kawamoto (Rowman and Littlefield Publishers,2003).

II Year - IV Semester - DEVELOPMENT COMMUNICATION - Credits: 4

Unit I: Concepts of Development – Role of Communication in Development – Development and Development Support Communication – Working definition Communication Approaches – Vertical – Top-down Model – Horizontal – Participatory Communication - Origins of Development Communication concept – Post II World War Periods – Rise of International Communication – Early Years of Development in India – Role of Everet M. Rogers, Wilbur Schramm in Indian Development Communication Developments..

Unit II: Development Communication concentrations in Agricultural and Health institutions – NIRD – Funding Agencies – USAID – Ford Foundation – World Bank – IMH etc., Development Communication Experiments – SITE, KHEDA Project, SEWA etc. - Development Communication Theories – Earlier Dominant Paradigms – Economic Theories – Rostow, Daniel Lerner, E.M. Rogers, Wilbur Schramm – Modernization – Diffusion of Innovations – Models: Dependency Models (Marxist and Non-Marxist).

Unit III: Alternative Paradigms – Culturist Model, Self-Reliance, Gandhian Model – Revival of Modernization Model in 1990s – Focus on Tele-Communication and New Technologies – Relevance of Western Theories in India - Communication Profile of India – Reach – Access – Various Media Systems – New Communication Technologies – Communication profiles in other countries – Appropriation of Traditions Fold Media – Advantages and Disadvantages – Interpersonal Communication needs.

Unit IV: Mass Media for Development – Radio and TV Development programmes – Agriculture, Health, Education, Environment, Cultural Preservation, etc., - National Integration – Role of Press. - Development Communication Strategy – AIETA Model – Social Marketing Model etc.,-IndianmodelbyAgriculturalDepartment–MediaSelection–

SmallMediaAppropriation Media Mix.

Unit V: Designing a Package – Various appeals: Persuasive, Emotional, Fear Rational etc., - Communications Effectiveness Study - Development Communication Research Methodology – Research Methods in Social Sciences – Qualitative and Research - Hypotheses - Concepts – Research Design – Methods of Data Collection – Survey Sampling – Questionnaire, Interview, Observations etc., - Content Analysis – Case Studies Writing the Report.

II Year - IV Semester - PRACTICAL – 2 - Credits: 4

Short film - Documentary - Web site

Unit I: Fundamentals of Photo Journalism - Basic of Photography - Handling Still Camera – Types of Camera - Lenses - Photo films – Black and White – Colour - Compositions of films - Types -Practical.

Unit II: Camera Angles - Still Photos - News Photos - Practical - Developing and Printing - Developing - Enlarger - Block making - Processing Colour Separation -Practical.

Unit III: Introduction to Video technology - Camera types - Colour Systems - Handling Video Camera –Practical - Lighting - Equipments - Focusing Lenses - Multi Camera Techniques - Special effects.

Unit IV: Graphics – Practical –Softwares - Planning for Production - Script Writing - Cinema, Short / DocumentaryFilms.

Unit V:Editing - Cinema - Video - Types of Editing –Practical - Audio recording and mixing - Film Production - Practical.
