

B.A. DEGREE COURSE IN JOURNALISM

**CHOICE BASED CREDIT SYSTEM (CBCS) WITH GRADING
SEMESTER SYSTEM WITH CREDITS
&
OUTCOME BASED EDUCATION**

Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous)

(Effective from the Academic year 2021-2022)

Institution

VISION

To impart value based quality academia; to empower students with wisdom and to charge them with rich Indian traditions and culture; to invoke the self, to broaden the same towards nation building, harmony and universal brotherhood.

MISSION

To ensure sustained progress and development in imparting quality education, to pioneer new avenues of teaching and research and to emerge as an institution with potential for excellence.

Department of B.A. Journalism

VISION

To prepare socially responsible media professionals who are conscious about the role and impact of media in a multicultural society and who employ critical thinking and ethical practices while creating news for our community with braveness and inclusiveness.

MISSION

M1	Provide exposure on various socio-political issues to have a deep understanding about the society and the way it functions and make them realize the need to engage in lifelong learning
M2	Equip students with knowledge, technical & professional skills, language proficiency and mold them to express their ideas, thoughts and perspectives with confidence and clarity
M3	Encourage constructive criticism and empathy by discussing different perspectives of the issue and promote self-learning and team work

PROGRAM EDUCATION OBJECTIVES (PEOs)

PEO1 To equip students with the knowledge and essential skills required for working in various media organizations

PEO2 To familiarize the students with the diverse socio-economic and linguistic cultures

PEO3 To inculcate the values and ethics of Journalism

PEO4 To develop critical and analytical skills

PEO5 To impart knowledge and awareness on importance of life-long learning, managerial, entrepreneurial, and leadership skills

PEO TO MISSION STATEMENT MAPPING

MISSION STATEMENTS	PEO1	PEO2	PEO3	PEO4	PEO5
M1	2	3	1	1	3
M2	3	1	1	1	3
M3	2	1	3	2	3

CORRELATION: 3- STRONG 2- MEDIUM 1- LOW

PROGRAM OUTCOMES (PO) IN RELATION TO GRADUATE ATTRIBUTES

PROGRAMME OUTCOMES

At the completion of the B.A Journalism program, the students of our Department will be able to:

S.N O	GRADUATE ATTRIBUTES	PROGRAMME OUTCOMES
1.	Professionalism and leadership readiness	To participate in various types of employment, development activities and public discourses particularly in response to the needs of the community one serves
2.	Problem solving	To understand the need and have the competencies to support local, regional and national initiatives
3.	Critical thinking	To develop critical and analytical thinking
4.	Knowledge	To develop conceptual understanding , problem solving and application of Skills
5.	Ethical practices and social responsibility	To provoke entrepreneurship among the students along with strong ethics and communication skills
6.	Independent and reflective learning	To develop a questioning mind in diverse environments for better outcomes
7.	Lifelong learning	To engage in lifelong learning and enduring proficient progress

Mapping of POs TO PEOs

PEO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO7	
PEO 1	3	3	2	3	2	2	2	
PEO 2	2	2	3	2	1	3	2	
PEO 3	1	1	1	1	3	2	1	
PEO 4	2	2	3	3	1	3	2	
PEO 5	2	2	2	3	2	2	3	

3-Strong Correlation 2- Medium Correlation 1- Low Correlation

Program Specific Outcomes

PSO1: Students will emerge as a self-disciplined professional with adequate knowledge and competency to excel in the media industry.

PSO2: Adopt critical thinking in interpreting various social, political, economic and cultural issues from different perspectives and infer its implications in the society.

PSO3: Engage in self-evaluation and lifelong learning to acquire knowledge in the area of Journalism and attain different skill sets including reporting, writing, editing the news, designing layout and taking news worthy photographs.

PSO4: Practice professional ethics and values in dispersing their duties and be a conscious and socially responsible person.

PSO5: Rise as a team player with leadership and inter personal skills to create an amicable work atmosphere.

PSO6: Will employ creative, technical and communication skills in understanding and developing solution for societal problems by creating appropriate content for Journalism.

PSO7: Will be able to produce a complete, professional real time broadsheet and tabloid for print and online publications.

REGULATIONS

1. ELIGIBILITY FOR ADMISSION

Candidates for admission to the first year of the B.A. Degree Course in Journalism shall be required to have passed the higher secondary examinations (Academic or Vocational Stream) conducted by the Government of Tamil Nadu or an examination accepted as equivalent thereof by the Syndicate of the University of Madras.

2. ELIGIBILITY FOR AWARD OF DEGREE

A Candidate shall be eligible for the award of the B.A. Degree in Journalism only if he/she has undergone the prescribed course of study in a College affiliated to the University for a period of not less than three academic years, passed the examinations of all the six Semesters prescribed, earning 140 credits and also fulfilled such conditions as may have been prescribed thereof.

3. DURATION OF THE COURSE

1. The UG course is of three-year duration with six semesters.
 - a. Each academic year shall be divided into two semesters. The first academic year shall comprise the first and second semesters, the second academic year the third and fourth semesters, and the third academic year as the fifth and sixth semesters.
2. The odd semester includes the period from June to November and the even semester from December to April. There shall not be less than 90 working days for each semester.

4. COURSE OF STUDY, CREDITS AND SCHEME EXAMINATION

- (a) The main subject of study for BA (Journalism) shall consist of the following:

FOUNDATION COURSES

PART – I : Languages (I, II, III & IV Semesters) Tamil or other language

PART – II : English (I, II, III & IV Semesters)

CORE COURSES

PART – III : (a) Core subjects, (b) Allied Subjects, (including Theory & Practical)

(c) Elective subjects related to the main subject of study and

PART–IV : (a) Non Major Electives/ Basic Tamil / Advanced Tamil (I & II Semesters)

(b) Environmental Studies (IV Semester)

(c) Soft Skills. (I, II, III & IV Semesters)

(d) Value Education (V Semester)

PART –V : Compulsory Extension Service

A candidate shall be awarded one credit for compulsory extension service.

a. Total Number of Credits shall be 140 credits.

The credits for different subjects is as given below:

Part	Title	No. of Subjects		Credits
I	Language	4	4 X 3	12
II	English	4	4 X 3	12
III	Core Subjects	15	15 X 4	60
	Allied Subjects	4	4 X 5	20
	Electives / Project Work	3	3 X 5	15
IV	NME/ Basic or Advanced Tamil	2	2 X 2	4
	Soft Skill Subjects	4	4 X 3	12
	Environmental Studies	1		2
	Value Education	1		2

V	Extension Activity			1
	Total Credits			140

b. Details of Course of Study (Part I to V)

Part – I : Tamil or Other Languages:

Tamil or any one of the following Modern (Indian or Foreign) or Classical languages at the option of candidates and according to the syllabus and text-books prescribed from time to time.

Part – II : English

According to the syllabus and text-books prescribed from time to time.

Part – III : Core, Allied, Elective Subjects, Project Work

As prescribed by the concerned Board of Studies from time to time.

Part – IV : Non Major Electives / Basic or Advanced Tamil:

- (a) Students who have not studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Basic Tamil comprising of Two Courses (level will be at 6th Standard). [I & II Semesters]
- (b) Students who have studied Tamil up to XII STD and have taken any Language other than Tamil in Part I shall take Advanced Tamil comprising of Two Courses. [I & II Semesters]
- (c) Students who have studied Tamil up to XII STD and also have taken Tamil in Part I shall take Non-Major Elective comprising of Two Courses. [I & II Semesters]

Soft skill courses / Environmental studies / Value Education:

According to the syllabus prescribed from time to time.

Part – V: Compulsory Extension Activity:

All the students shall enroll for NSS / NCC / NSO (Sports & Games) Rotaract / Youth red cross or any other service organization in the college and shall have to put in compulsory minimum attendance of 40 hours which shall be duly

certified by the Principal of the college before 31st March in a year. If a student LACKS 40 HOURS ATTENDANCE in the first year, he / she shall have to compensate the same during the subsequent years. Literacy and population, educational field work shall be compulsory components in the above extension service activities.

5. SCHEME OF EXAMINATIONS:

- (a) Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination. For this purpose Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.
- (b) Marks for **Continuous Internal Assessment (CIA) & End Semester Examinations (ESE)** (for Part I, II, III and IV)

Category	Theory Subjects	Practical Subjects
Continuous Internal Assessment (CIA)	40	40
End Semester Examinations (ESE)	60	60
Total Marks	100	100

The components for the Continuous Internal Assessment shall be prescribed by the Board of Studies duly approved by the Academic Council from time to time. The marks secured in CIA test 1 and CIA test 2 will be consolidated for 25 marks. The 3rd component of the CIA is for 10 marks.

- (c) III Component Assessment must be in the form of Power Point Presentation, Video presentation, Field works and Seminars for 10 marks.

PATTERN OF QUESTION PAPER FOR CIA

Section – A

(5x1=5 marks)

Q No. 1-5 Multiple choice questions.

1)

A)

B)

C)

D)

2)

A)

B)

C)

D)

3)

A)

B)

C)

D)

4)

A)

B)

C)

D)

5)

A)

B)

C)

D)

Section – B**(2X5=10 marks)****Answer all the questions.**

6) a) *****

Or

b) *****

7) a) *****

Or

b) *****

Section – C**(1x10=10 marks)****Answer all the questions**

8) a) *****

Or

b) *****

(d) The **question paper pattern** for end semester examinations (ESE) is as below:

Section	No. of Questions	Marks
A	10 Questions out of 10 questions	10 X 2 = 20
B	5 Questions with internal choice	5 X 7 = 35
C	2 Questions with internal choice and one compulsory question	3 X 15 = 45
Total marks for ESE		100 Marks

PATTERN OF QUESTION PAPER FOR ESE**Section-A****(10 X 2=20 marks)**

Answer all the questions.

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)
- 10)

Section-B

(5 X 7=35 marks)

Answer all the questions.

11) a) *****

Or

b) *****

12) a) *****

Or

b) *****

13) a) *****

Or

b) *****

14) a) *****

Or

b) *****

15) a) *****

Or

b) *****

Section-C

(3 X 15=45 marks)

Answer all the questions (Qn.no:16 is compulsory)

16) *****

17) a) *****

Or b) *****

18) a) *****

Or

b) *****

The Project work evaluation and conduct of VIVA VOCE shall be done by Internal and External Examiners.

(e) For Internship, the report (in the form of Presentation) shall be evaluated by Internal and External Examiners.

(f) Passing Minimum:

(i) The passing minimum for Continuous Internal Assessment is 40% [Forty Percentage] of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-Voce.

(ii) For End Semester Examination, passing minimum shall be 40% [Forty Percentage] of the maximum marks prescribed for the paper for each Paper/Practical/Project and Viva-Voce.

- (iii) In the aggregate [External/Internal] the passing minimum shall be of 40%.
- (iv) He / She shall be declared to have passed the whole examination, if he/she passes in all the papers and practical wherever prescribed as per the scheme of the examinations by earning 140 CREDITS in Part I, II, III, IV & V. He/she shall also fulfill the extension activities prescribed earning a minimum of 1 credit to qualify for the Degree.
- (v) **Instant Examinations** is conducted for the students who appeared in the final semester examinations. Eligibility criteria for appearing in the Instant Examinations are prescribed by the Academic council from time to time.
- (vi) **For Revaluation, Retotaling, supply of photocopy of the evaluated answer scripts**, the procedures and guidelines shall be prescribed by the academic council from time to time.

6. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTERS:

a) Eligibility:

Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Syndicate from time to time.

b) Attendance:

All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

c) Condonation of shortage of attendance:

If a Student fails to earn the stipulated minimum attendance (i.e. 75%), the Principal shall condone the shortage of attendance up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after collecting the prescribed fee towards the condonation of shortage of attendance. Such fees collected and should be remitted to the University.

d) Non-eligibility for condonation of shortage of attendance:

Students who have secured less than 65 % but more than 50 % of attendance are NOT ELIGIBLE for condonation of shortage of attendance and such Students will not be permitted to appear for the regular examination, but will be allowed to proceed to the next year/next semester of the program and they may be permitted to take next University examination by paying the prescribed condonation fee. Such fees shall be remitted to the University.

Name of such Students should be forwarded to the University along with their attendance details in the prescribed format mentioning the category (3 copies) Year wise/Branch wise/Semester wise together with the fees collected from them, so as to enable them to get permission from the University and to attend the Theory/Practical examination subsequently without any difficulty.

e) Detained students for want of attendance:

Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.

f) Condonation of shortage of attendance for married women students:

In respect of married women students undergoing UG programs, the minimum attendance for condonation (Theory/Practical) shall be relaxed and prescribed as 55% instead of 65% if they conceive during their academic career. Medical certificate from the Doctor (D.G.O) attached to the Government Hospital and the prescribed fee of Rs.250/-therefor together with the attendance details shall be forwarded to the university to consider the condonation of attendance mentioning the category.

g) Zero Percent (0%) Attendance:

The Students, who have earned 0% of attendance, have to repeat the program (by rejoining) without proceeding to succeeding semester and they have to obtain prior permission from the University immediately to rejoin the program.

h) Transfer of Students and Credits:

The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature Provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested.

Provided, the Student should have passed all the courses in the Institution from where the transfer is requested.

- i) The marks obtained in the courses will be converted and grades will be assigned as per the University norms.
- j) The transfer students are eligible for classification.
- k) The transfer students are not eligible for Ranking, Prizes and Medals.
- l) Students aspiring / applying to go to foreign Universities up to two semesters or Project Work with the prior approval of the Departmental/College Committee are allowed to get transfer of credits and marks which will be converted into Grades as per the University norms and are eligible to get CGPA and Classification; they are not eligible for Ranking, Prizes and Medals.
- m) The decision of Principal of the College remains final and binding in all respects.

7. CLASSIFICATION OF SUCCESSFUL STUDENTS:

(a) Classification: (PART I, II, III and IV)

Successful Students passing the Examinations for the Part I, Part II, Part III and Part IV courses and securing the marks.

- (a) 60 percent and above in the aggregate shall be declared to have passed the examination in the **FIRST CLASS**.
- (b) 50 percent and above but below 60 percent in the aggregate shall be declared to have passed the examination in **SECOND** class respectively;
- (c) all other successful candidates shall be declared to have passed the examination in the **THIRD** Class.
- (d) **Marks and Grades:**

The following table shows the marks, grade points, letter grades and classification to indicate the performance of the Student in the subjects prescribed.

Range of Marks	Grade points	Letter Grade	Description
90 – 100	9.0 - 10.0	O	Outstanding
80 – 89	8.0 – 8.9	D+	Excellent
75 – 79	7.5 – 7.9	D	Distinction
70 – 74	7.0 – 7.4	A +	Very Good
60 – 69	6.0 – 6.9	A	Good
50 – 59	5.0 – 5.9	B	Average
40 – 49	4.0 – 4.9	C	Satisfactory
00 – 39	0	RA	Re-Appear
ABSENT	0	AAA	ABSENT

- (e) **Computation of Grade Point Average (GPA)** in a Semester,
Cumulative Grade Point Average (CGPA) and Classification

$$\text{GPA for a Semester:} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

That is, GPA is the sum of the multiplication of grade points by the credits of the courses divided by the sum of the credits of the courses in a semester.

$$\text{CGPA for the entire programme:} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme

Where, C_i = Credits earned for course i in any semester,

G_i = Grade Points obtained for course i in any semester

n = Semester in which such courses were credited.

- (f) **Letter Grade and Class:**

CGPA	Grade	Classification of Final Result
9.5 and above but below 10.00	O+	First Class - Exemplary*
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D + +	First Class with Distinction*
8.0 and above but below 8.5	D +	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A ++	First Class
6.5 and above but below 7.0	A +	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B +	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C +	Third Class
4.0 and above but below 4.5	C	
0.0 and above but below 4.0	RA	Re Appear

* The Students who have passed in the first appearance and within the prescribed semester of the UG Programme (Major, Allied and Elective courses only) are eligible.

(e) **RANKING:**

Students who pass all the examinations prescribed for the Program in the FIRST APPEARANCE ITSELF ALONE are eligible for Ranking / Distinction, provided in the case of Students who pass all the examinations prescribed for the Program with a break in the First Appearance due to the reasons as furnished in the Regulations are only eligible for Classification.

8. CONCESSIONS FOR DIFFERENTLY-ABLED STUDENTS

a) **Dyslexia students:**

For students who are mentally disabled, learning disability and mental retardation, who are slow learners, who are mentally, impaired having learning disorder and seizure disorder and students who are spastic and cerebral Palsy, the following concessions shall be granted:

- i) Part I Foundation course Tamil or any other Language can be exempted.
- ii) One-third of the time of paper may be given as extra time in the examination.
- iii) Leniency in overlooking spelling mistakes, and
- iv) Amanuensis for all courses provided the request is duly certified by the Medical Board of the Government Hospital/ General Hospital/ District headquarters Hospitals and they shall be declared qualified for the degree if they pass the other examinations prescribed for the degree.

b) Hearing, Speaking Impaired & Mentally retarded:

- i) For students who are hearing and speaking impaired and who are mentally challenged, the following concessions shall be granted:
- ii) One Language paper either Part I Foundation course Tamil or any other Language or Part II English or its equivalent can be exempted ii) Part IV Non-Major Elective (NME) or Basic Tamil or Advanced Tamil can be exempted.

c) Visually Challenged students:

- i) Exempted from paying examination fees.
- ii) A scribe shall be arranged by the College and the scribe be paid as per the College decision.

9. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE

- a) A Student who for whatever reasons is not able to complete the program within the normal period (N) or the Minimum duration prescribed for the programme, may be allowed two years period beyond the normal period to clear the backlog to be qualified for the degree. (Time Span = N + 2 years for the completion of programme.)
- b) In exceptional cases such major accidents, child birth, etc., an extension of one year be considered beyond maximum span of time. (Time Span = N + 2 +1 years for the completion of programme).

10. Students qualifying during the extended period shall not be eligible for RANKING.

COURSE CURRICULUM

Dwaraka Doss Goverdhan Doss Vaishnav College (Autonomous), Chennai – 600 106

[Affiliated to University of Madras]

B.A. [Journalism]

Curriculum (Batch 2020 – 2021 Onwards)

Semester – I	Credits	Hours	Semester – II	Credits	Hours
1. Language – I	3	6	1. Language – II	3	6
2. English – I	3	4	2. English – II	3	4
3. Basic Journalism	5	5	3. Reporting & Writing	5	5
4. History of the press in India	5	5	4. Social Issues in India	4	5
5. Desktop Publishing (Practical)	4	6	5. Webpage Design (Practical)	4	6
6. Non – Major Elective – I*	2	2	6. Non – Major Elective – II*	2	2
7. Soft Skills - I	3	2	7. Soft Skills - I	3	2
Total	25	30	Total	24	30
Semester – III	Credits	Hours	Semester – IV	Credits	Hours
1. Language - III	3	6	1. Language – IV	3	6
2. English - III	3	5	2. English - IV	3	5
3. Broadcast Journalism	5	5	3. Economic Issues in India	5	6
4. Political Issues in India	5	5	4. Indian Constitution & Legal System	4	6
5. Photo Journalism [Practical]	4	6	5. Elective I - Film Appreciation/Human Rights Reporting (Practical)	3	4
6. Soft Skills – III	3	2	6. Soft Skills – IV	3	2
7. Environmental Studies	-	1	7. Environmental Studies	2	1
Total	23	30	Total	23	30
Semester – V	Credits	Hours	Semester – VI	Credits	Hours

1. Press Laws and Ethics	5	6	1. Mass communication Theories	5	6
2. Online Journalism	5	6	2. Media Organization	5	6
3. Internship	5	6	3. Elective IV – Environmental Journalism/Advocacy Journalism (Practical)	3	6
4. Elective II – (Interdisciplinary) Writing for Media	3	5	4. Elective V – Developmental Journalism/Cultural Journalism (Practical)	3	6
5. Elective – III Documentary/News Production (Practical)	3	5	5. Practical - Web magazine/Tabloid	5	6
6. Value Education	2	2	6. Extension Activity	1	
Total	23	30	Total	22	30

B.A. [JOURNALISM]

FIRST SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language – I	6	3	3	40	60
2	Part – II	English – I	4	3	3	40	60
3	Part – III	Core I - Basic Journalism	5	5	3	40	60
4	Part – III	Core II History of the Press in India	5	5	3	40	60
5	Part – III	Allied I Desktop	6	4	3	40	60

		Publishing (P)					
6	Part – IV	Non Major Elective / *Basic Tamil / Advanced Tamil	2	2	3	40	60
7	Part – IV	Skill Based Subject Soft Skills – I	2	3	3	40	60
	Total		30	25			

SECOND SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language – II	6	3	3	40	60
2	Part – II	English – II	4	3	3	40	60
3	Part – III	Core III Reporting & Writing	5	5	3	40	60
4	Part – III	Allied II Social Issues in India	5	4	3	40	60
5	Part – III	Allied III Webpage Design (P)	6	4	3	40	60

6	Part – IV	Non Major Elective / *Basic Tamil / Advanced Tamil	2	2	3	40	60
7	Part – IV	Skill Based Subject Soft Skills – II	2	3	3	40	60
	Total		30	24			

THIRD SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language – III	6	3	3	40	60
2	Part – II	English – III	5	3	3	40	60
3	Part – III	Core IV Broadcast Journalism	5	5	3	40	60
4	Part – III	Core V Political Issues in India	5	5	3	40	60
5	Part – III	Allied IV Photo Journalism [Practical]	6	4	3	*40	*60

6	Part – IV	Skill Based Subject Soft Skills – III	2	3	3	40	60
7	Part – IV	Enviromental Studies	1		Examination will held in Semester IV		
	Total		30	23			

FOURTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CIA	ESE
1	Part – I	Language – IV	6	3	3	40	60
2	Part – II	English – IV	4	3	3	40	60
3	Part – III	Core VI Economic Issues in India	5	5	3	40	60
4	Part – III	Allied V Indian Constitution and Legal System	5	4	3	40	60
5	Part – III	Elective I Film Appreciation/Hum an Rights Reporting (P)	6	3	3	40	60
6	Part – IV	Skill Based Subject Soft Skills – IV	2	3	3	40	60
7	Part – IV	Enviromental Studies	2	2	3	40	60
	Total		30	23			

FIFTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CI A	ES E
1	Part – III	Core VII Press Laws and Ethics	6	5	3	40	60
2	Part – III	Core VIII Online Journalism	6	5	3	40	60
3	Part – III	Core IX Internship	5	5	3	40	60
4	Part – III	Elective II (Interdisciplinary Elective) – Writing for Media	5	3	3	40	60
5	Part – III	Elective III Documentary/News Production (P)	6	3	-	-	-
8	Part – IV	Value Education	2	2	3	40	60
	Total		30	23			

SIXTH SEMESTER

Sl.No	Course Component	Name of the Course	Instructional Hours	Credits	Examination Hours	Max. Marks	
						CI A	ES E
1	Part – III	Core X Mass Communication Theories	6	5	3	40	60
2	Part – III	Core XI Media Organisation	6	5	3	40	60
3	Part – III	Elective IV Environmental Journalism/Advocacy Journalism (P)	6	3	3	40	60
4	Part – III	Elective V Developmental Journalism/Cultural Journalism (P)	6	3	-	-	-
5	Part – III	Core XII (Practical)Web magazine/Tabloid	6	5	-	-	-
8	Part – V	Extension Activity		1			
	Total		30	22			

Semester	I
Subject	CORE I – BASIC JOURNALISM
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	5 Credits /75 Hours
Exam Duration	3 Hours

Objectives:

This course provides an introduction to the fundamentals of Journalism. It gives an overview of structure of a news organization and explain different roles and their responsibilities.

Unit-I

What is Journalism? - Definition of News, Types of News, Formats, Different Kinds of Journalism. Personal attributes of Journalist, rights and responsibilities, organization of newsroom, news organization and structure, Various Positions in news organization, their role and responsibilities.

Unit-II

Purpose and meaning of news, - news sources - news values - Theories of news selection - news judgment and story selection. Code of Ethics for Professional Journalists.

Unit-III

Language of news, Styles of writing, Finding and Constructing News Stories, Working with words.

Unit-IV

The Process of Newspaper and Magazine Production, New Technology and News media, Understanding News Audiences and Readers, Readership.

Unit-V

Printing Press organization and Structure - Types of printing processes- Letter Press, Offset, Gravure, Flexography and Silk Screen. Colour printing process - Digital pre-press. Direct to plate technologies. Recent trends in printing processes.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Describe different types of news, formats and organization of a news room
- CO2 Distinguish news sources and news values
- CO3 Explain news judgment and story selection
- CO4 Utilize the knowledge gained to make decisions while in action
- CO5 Make use of ethical practices in profession
- CO6 Create news stories

References:

1. Basic Concept of Journalism by Branden Salas – 2018
2. Introduction to Journalism by Carole Fleming – 2006
3. Journalism by Tim P. Vos – 2018
4. Print Journalism: A Complete Book of Journalism by Charanjit Ahuja – 2016
5. Writing for Journalists by Wynford Hicks, Adams Sally ,Harriett Gilbert – 2016
6. Introduction to Journalism by Carole Fleming – 2006

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks

Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
Total Marks				100

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	1	1	1	3	3	2	1	3	2	2	2	2	2	2
CO 2	1	1	3	2	2	1	1	3	3	2	3	2	2	3
CO 3	3	2	3	3	1	3	2	3	3	2	3	2	3	3
CO 4	2	2	2	3	2	1	1	3	3	3	3	2	2	3
CO 5	2	3	1	1	3	1	1	3	3	2	3	2	2	3
CO 6	3	3	3	1	3	2	2	3	3	3	3	3	3	3

S. No	CONTENTS OF MODULE	Hrs	COs
1	What is Journalism? - Definition of News, Types of News, Formats, Different Kinds of Journalism. Personal attributes of Journalist, rights and responsibilities, organization of newsroom, news organization and structure, Various Positions in news organization, their role and responsibilities.	12	K2
2	Purpose and meaning of news, - news sources - news values - Theories of news selection - news judgment and story selection. Code of Ethics for Professional Journalists.	10	K4
3	Language of news, Styles of writing, Finding and Constructing News Stories, Working with words.	12	K3

4	The Process of Newspaper and Magazine Production, New Technology and News media, Understanding News Audiences and Readers, Readership.	14	K2
5	Printing Press organization and Structure - Types of printing process Letter Press, Offset, Gravure, Flexography and Silk Screen. Colour printing process - Digital pre-press. Direct to plate technologies. Recent trends in printing processes.	12	K2

Semester	I
Subject	CORE II – HISTORY OF THE PRESS IN INDIA
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	5 Credits /75 Hours
Exam Duration	3 Hours

Objectives:

This course gives an overview of arrival of printing press in India and its role in reform movement and social awakening. Also it gives an impression on the growth of press in post Independent era.

Unit I: Advent of Printing Press in India

Portuguese and printing, Technological development, invention of printing and movable type in Europe, Juan Bustamante and the early days of printing in India, Press during colonialism, early newspapers in England and America; the coming of printing press in India; Early Anglo-Indian newspapers, Hicky's Gazette, East India Company's role in development of press.

Unit II: Role of press in reform movement and social awakening

Yugantar, Ghadar, Nehru and National Herald, Press and Partition of Bengal, Raja Ram Mohan Roy, Satyagraha, Self-Respect Movement, The Press Registration of Books Act 1867 – Copy Right Act – Periodical Changes –Post and Telegraphy Act – Official Secrets Act of 1923.

Unit III: Press during independence struggle and nationalist movements

National leaders and newspapers, Tilak (Kesari, Maratha), Surendranath Banerjee, Mahatma Gandhi (Harijan), Ghose brothers (Amrit Bazar Patrika), Benjamin Horniman (Bombay Chronicle), Kasturi Ranga (The Hindu), Lala Lajpat Rai, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), EVR Periyar, Swadesha Mitran etc.

Unit IV: Development of Vernacular Press

Growth of vernacular press in India, Growth of language papers in various parts of India, Press laws, Vernacular act of 1878, important vernacular newspapers pre and post-independence.

Unit V: Growth of the press in post independent India

Role of Press after Independence Popularity of English Newspaper in India, Leading Dailies, PAN India Newspaper Development of news agencies, changing role and nature of the press, government's newsprint policy, Emergency and the press, Role and reports of press commissions; Current trends in English and language journalism in India.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Elucidate about the advent of printing press in India
- CO2 Evaluate the role of press in reform movements and social awakening
- CO3 Analyse the press during independence struggle and nationalist movement
- CO4 Illustrate the development of vernacular press
- CO5 Assess the growth of the press in post independent India
- CO6 Develop knowledge in different printing technologies, processes and recent trends in publishing industry

References:

1. Mitra, Mohit and Sunil Basu. *A History of Indian Journalism*.

2. Murthy, N.K. *Indian Journalism*,
3. Miller, Carl G. and others. *Modern Journalism*.
4. Padhy, Dr. Krushna Singh. *The Indian Press: Role and Responsibility*.
5. Rau, Chalapathi. *The Press*. National Book Trust.
6. Madhavrao L .R. *Assessing the Trends in Journalism*. Sumit Enterprises, 2004.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
Total Marks				100

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	1	2	1	2	1	3	3	2	2	2	2	2	2
CO 2	3	1	2	1	2	1	1	3	2	2	3	2	2	2
CO 3	3	1	2	1	2	1	2	3	2	3	3	2	2	2
CO 4	3	1	2	1	2	1	1	3	2	2	3	2	2	2
CO 5	3	1	2	1	2	1	1	3	2	3	3	2	2	2
CO 6	3	3	3	1	3	2	2	3	2	3	3	3	2	2

S. No	CONTENTS OF MODULE	Hrs	COs
1	Portuguese and printing, Technological development, invention of printing and movable type in Europe, Juan Bustamante and the early days of	12	K2

	printing in India, Press during colonialism, early newspapers in England and America; the coming of printing press in India; Early Anglo Indian newspapers, Hicky's Gazette, East India Company's role in development of press.		
2	Yugantar, Ghadar, Nehru and National Herald, Press and Partition of Bengal, Raja Ram Mohan Roy, Satyagraha, Self-Respect Movement, The Press Registration of Books Act 1867 – Copy Right Act – Periodical Changes –Post and Telegraphy Act – Official Secrets Act of 1923.	12	K5
3	National leaders and newspapers, Tilak (Kesari, Maratha), Surendranath Banerjee, Mahatma Gandhi (Harijan), Ghose brothers (Amrit Bazar Patrika), Benjamin Horniman (Bombay Chronicle), Kasturi Ranga (The Hindu), Lala Lajpat Rai, Jawaharlal Nehru, S. Sadanand (Free Press Journal), Robert Knight (Times of India, Statesman), EVR Periyar, Swadesha Mitran etc.	12	K4
4	Growth of vernacular press in India, Growth of language papers in various parts of India, Press laws, Vernacular act of 1878, important vernacular newspapers pre- and post-independence.	12	K5
5	Role of Press after Independence Popularity of English Newspaper in India, Leading Dailies, PAN India Newspaper Development of news agencies, changing role and nature of the press, government's newsprint policy, Emergency and the press, Role and reports of press commissions; Current trends in English and language journalism in India.	12	K5

CO3 Analyse different types of layouts in newspaper, newsletter, magazine, etc.

CO4 Identify image editing software

CO5 Outline hardware orientation (printers, scanners and digital camera)

CO6 Make use of suitable elements of design for attractive layout

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 2	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 3	3	2	1	1	2	1	3	3	2	3	3	2	3	3
CO 4	3	2	3	1	1	2	3	3	2	3	3	2	3	3
CO 5	3	1	3	3	3	2	3	3	2	3	3	2	3	3
CO 6	3	3	3	3	3	3	3	3	2	3	3	2	3	3

S. No	CONTENTS OF MODULE	Hrs	COs
1	DTP Basics	15	K2
2	Workshop with Desk Top Publishing software Adobe InDesign	15	K4
3	Hardware Orientation (Printers, Scanners, Digital Camera)	14	K2
4	Image Editing Software Adobe Photoshop	12	K3
5	Practical work	16	K6

NON- MAJOR ELCTIVES FOR SEMESTER - I

Non-Major Elective – 1: History of Journalism in Asia

Objectives:

To give an overview of advent of printing technology and its growth in Asia.

Unit 1:

Colonialism and the spread of printing technology in Asia.

Unit 2:

Early attempts in daily newspaper journalism in Asia.

Unit 3:

The rise of print culture and mass circulated newspapers in Asia during 20th century.

Unit 4:

History of press systems in the SAARC countries.

Unit 5:

History of press systems in south East Asia.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Outline the spread of printing technology in Asia.
- CO2 Evaluate press system in SAARC countries.
- CO3 Summarize early attempts in daily newspaper Journalism in Asia.
- CO4 Examine the press system in South East Asia.
- CO5 Explain the rise of print culture in Asia during 20th century.
- CO6 Examine colonialism and its impact on printing technology.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	1	1	2	2	1	1	1	3	3	1	1	1	1	1
CO 2	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 3	2	2	2	1	1	1	2	3	3	1	1	1	1	1
CO 4	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 5	1	1	1	2	2	1	1	3	3	1	1	1	1	1
CO 6	1	1	1	1	1	3	2	3	3	1	1	1	1	1

S. No	CONTENTS OF MODULE	Hrs	COs
1	Colonialism and the spread of printing technology in Asia	5	K2
2	Early attempts in daily newspaper journalism in Asia.	6	K5
3	The rise of print culture and mass circulated newspapers in Asia during 20th century.	4	K2
4	History of press systems in the SAARC countries.	5	K2
5	History of press systems in south East Asia.	4	K2

Non-Major Elective – 2: History of Journalism in USA

Objectives:

To give an overview of the advent of printing technology and its growth in USA.

Unit 1:

The spread of printing technology in USA.

Unit 2:

Early attempts in daily newspaper journalism in USA.

Unit 3:

The rise of print culture and mass circulated newspapers in USA during the 19th & 20th centuries.

Unit 4:

The rise of penny press.

Unit 5:

The role of USA press during the Cold War era.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Outline the spread of printing technology in USA.
- CO2 Evaluate the role of USA press during cold war era.
- CO3 Summarize early attempts in daily newspaper Journalism in USA.
- CO4 Examine the raise of penny press.
- CO5 Explain the rise of print culture in USA during 19th & 20th century.
- CO6 Examine the impact of printing technology in the 19th and 20th century.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	1	1	2	2	1	1	1	3	3	1	1	1	1	1
CO 2	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 3	2	2	2	1	1	1	2	3	3	1	1	1	1	1
CO 4	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 5	1	1	1	2	2	1	1	3	3	1	1	1	1	1
CO 6	1	1	1	1	1	3	2	3	3	1	1	1	1	1

S. No	CONTENTS OF MODULE	Hrs	COs
1	The spread of printing technology in USA.	5	K2
2	Early attempts in daily newspaper journalism in USA.	6	K2
3	The rise of print culture and mass circulated newspapers in USA during the 19th & 20th centuries.	5	K2
4	The rise of penny press.	4	K5
5	The role of USA press during the Cold War era.	4	K5

Non-Major Elective – 3: History of Journalism in Europe

Objectives:

To give an overview of the advent of printing technology and its growth in Europe.

Unit 1:

The spread of printing technology in Europe.

Unit 2:

Early attempts in daily newspaper journalism in Europe.

Unit 3:

The rise of print culture and mass circulated newspapers in Europe during the 19th 20th centuries.

Unit 4:

Press systems in Eastern, Western and Scandinavian regions of Europe.

Unit 5:

The role of different European press systems during the Cold War era.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Outline the spread of printing technology in Europe
- CO2 Evaluate press system in Eastern, Western and Scandinavian regions of Europe
- CO3 Summarize early attempts in daily newspaper Journalism in Europe
- CO4 Examine the press system and its impact on European society
- CO5 Explain the rise of print culture in Europe during 20th century
- CO6 Examine the role of European press system during cold war era.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	1	1	2	2	1	1	1	3	3	1	1	1	1	1
CO 2	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 3	2	2	2	1	1	1	2	3	3	1	1	1	1	1
CO 4	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 5	1	1	1	2	2	1	1	3	3	1	1	1	1	1
CO 6	1	1	1	1	1	3	2	3	3	1	1	1	1	1

S.	CONTENTS OF MODULE	Hrs	Cos
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No			
1	The spread of printing technology in Europe.	5	K2
2	Early attempts in daily newspaper journalism in Europe	6	K2
3	The rise of print culture and mass circulated newspapers in Europe during the 19 th 20 th centuries.	5	K2
4	Press systems in Eastern, Western and Scandinavian regions of Europe.	4	K5
5	The role of different European press systems during the Cold War era.	4	K5

Non-Major Elective – 4: History of Journalism in Tamil Nadu

Objectives:

To trace the history of printing presses in Tamil Nadu and growth of print culture and its role in the freedom struggle.

Unit 1:

The history of the early printing presses in Tamil Nadu.

Unit 2:

Early attempts in daily newspaper journalism in Tamil Nadu.

Unit 3:

The rise of print culture and mass circulated newspapers in Tamil Nadu during the 20th century.

Unit 4:

Role of Tamil newspapers during the struggle for Independence.

Unit 5:

Trends in contemporary Tamil journalism.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Illustrate the history of early printing presses in Tamil Nadu.
 CO2 Summarize early attempts in daily newspaper Journalism in Tamil Nadu.
 CO3 Examine colonialism and its impact on printing technology.
 CO4 Evaluate the role of Tamil newspapers during freedom struggle.
 CO5 Explain the rise of print culture in Tamil Nadu during 20th century.
 CO6 Examine the trends in contemporary Tamil Journalism.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	1	1	2	2	1	1	1	3	3	1	1	1	1	1
CO 2	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 3	2	2	2	1	1	1	2	3	3	1	1	1	1	1
CO 4	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 5	1	1	1	2	2	1	1	3	3	1	1	1	1	1
CO 6	1	1	1	1	1	3	2	3	3	1	1	1	1	1

S. No	CONTENTS OF MODULE	Hrs	COs
1	The history of the early printing presses in Tamil Nadu.	4	K3
2	Early attempts in daily newspaper journalism in Tamil Nadu.	6	K2
3	The rise of print culture and mass circulated newspapers in Tamil Nadu during the 20th century.	4	K2
4	Role of Tamil newspapers during the struggle for Independence.	6	K2

5	Trends in contemporary Tamil journalism.	4	K5
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Semester	II	
Subject	CORE III REPORTING & WRITING	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/Instructional Hours	5 Credits / 75 Hours	
Exam Duration	3 Hours	

Objectives:

This course aims to inculcate the skills of reporting, writing and editing the news for publication. It also helps students to evaluate news sources and get familiarize with different writing styles.

Unit I:

Role and Responsibilities of a Reporter, Sources of News - primary and secondary sources, Finding News, Gathering News, Establishing News Sources and Contacts, Evaluating News Sources.

Unit II:

Structure of news reports, report writing - formats, structures, language, style and grammar for reporters, Writing and Technical Skills for Journalist, Basic grammar and common errors in writing news-stories - presentation construction, ensuring copy-flow, Feature writing, interviews and profiles, New-journalism writing style, writing reviews, and other special interest columns, managing news flow, freelancing, rewriting skills. Following style-book.

Unit III:

Basic Grammar for Journalist, Interviewing Skills - Preparation, Planning and Execution, Handling on, off and un-attributed comments, Mechanics and Styles of News Writing, Gathering Information for Features and Special interest Stories.

Unit IV:

Covering crime, courts, fire, press conferences, reporting speeches, reporting public opinion polls, accidents and disasters, Reporting politics, assembly and parliament, business, local government and show business, reporting human interest stories, Follow-ups and eye-witness reporting, Reporting and Writing (Practical) .

Unit V:

Fundamentals of Newspaper and magazine editing - balance, quality, leads grammar, spelling, punctuation, headlining, etc., role and responsibilities of sub-editors, Accuracy and fact checking, traditional editing skills (editors marks, proof reading etc.) page layout and design, news agency copy editing, working with picture editor, computer graphics-information graphics (creation and sizing), Headlines - Form-Types, Structure, Grammar.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Identify the roles and responsibilities of reporter.
 CO2 Analyse the structure of news reports.
 CO3 Make use of language proficiency in writing reports.
 CO4 Adopt good writing skills and create news reports.
 CO5 Compose news stories with acquired editing skills.
 CO6 Employ ethical values in fact checking the content of the news story.

References:

1. Dynamics of News Reporting and Writing: Foundational Skills by Vincent F. Filak – 2017
2. Report Writing Skills Training Course by Margaret Greenhall – 2010
3. Reporting and Writing: Basics for the 21st Century by Christopher Scanlan – 2000
4. Journalism: The Essentials of Writing and Reporting by James Morrison – 2015
5. Handbook Of Reporting And Communication Skills by V. S. Gupta – 2003
6. A Practical Course For Developing Writing Skills by J. K. GANGAL – 2011

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
Total Marks				100

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	3	3	3	3	3	3	3	2	3	2	1	3	3
CO 2	3	2	2	3	3	2	3	3	2	3	2	1	3	3
CO 3	3	1	2	2	3	1	3	3	2	3	2	1	3	3
CO 4	3	2	2	2	2	1	3	3	2	3	2	1	3	3
CO 5	3	2	1	2	2	1	3	3	2	3	2	1	3	3
CO 6	3	3	1	3	2	2	3	3	2	3	3	1	3	3

S. No	CONTENTS OF MODULE	Hrs	COs
1	Role and Responsibilities of a Reporter, Sources of News - primary and secondary sources, Finding News, Gathering News, Establishing News Sources and Contacts, Evaluating News Sources.	10	K3
2	Structure of news reports, report writing - formats, structures, language, style and grammar for reporters, Writing and Technical Skills for Journalist, Basic grammar and common errors in writing news-stories - presentation construction, ensuring copy-flow, Feature writing, interviews and profiles, New-journalism writing style, writing reviews, and other special interest columns, managing news flow, freelancing, rewriting skills. Following style-book.	14	K4
3	Basic Grammar for Journalist, Interviewing Skills - Preparation, Planning and Execution, Handling on, off and un-attributed comments, Mechanics and Styles of News Writing, Gathering Information for Features and Special interest Stories.	12	K2
4	Covering crime, courts, fire, press conferences, reporting speeches, reporting public opinion polls, accidents and disasters, Reporting politics,	10	K6

	assembly and parliament, business, local government and show business, reporting human interest stories, Follow-ups and eye-witness reporting, Reporting and Writing (Practical)		
5	Fundamentals of Newspaper and magazine editing - balance, quality, leads grammar, spelling, punctuation, headlining, etc., role and responsibilities of sub-editors, Accuracy and fact checking, traditional editing skills (editors marks, proof reading etc.) page layout and design, news agency copy editing, working with picture editor, computer graphics-information graphics (creation and sizing), Headlines - Form-Types, Structure, Grammar	14	K2

Semester	II
Subject	ALLIED II – SOCIAL ISSUES IN INDIA
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	4 Credits/ 75 Hours
Exam Duration	3 Hours

Objectives:

This course provides a broad scope for analyzing the different social problems and its causes and repercussions on society. Also this course trains the students to create news stories and bring out the various dimensions of the problem.

Unit – I:

Social problem in India - Social Transformation, Tradition and Modernity, Caste System and its Transformation, Demographic Trends in India - Population, Human Development.

Unit – II:

Communalism, Secularism, Uniform Civil Code, Linguistic division of State, Weaker Sections, Regionalism, Reservation Issues, Issues Related to Education.

Unit – III:

Family Issues, Women's issues, Status, Empowerment, Widowhood, employment, Issues of Drug Addiction, Juvenile Delinquency, Child Labor, Students Unrest, Generation Gap, Consumer Rights and Interests, Social Exclusion and Inclusion, Disability-related issues.

Unit – IV:

Health Related issues in India - Common Health Issues, AIDS, Vaccination, Drugs.

Unit – V:

Environmental issues - Conservation, Pollution etc.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Assess social issues in India.
- CO2 Review on various social problems and its implications.
- CO3 Evaluate on various causes for social problems.
- CO4 Explain various forms in which social problems occur.
- CO5 Create news reports on social issues.
- CO6 Discuss social problem and its complexities while writing news stories.

References:

1. India: Economic, Political and Social Issues by Urlah B. Nissam – 2009.
2. Social Problems in India by R. Ahuja – 2000.
3. Social Sector in India: Issues and Challenges by Himanshu Sekhar Rout, Padmaj Mishra – 2015.
4. Contemporary Social Problems in India by Sibnath Deb – 2006.
5. Poverty and Social Exclusion in India: Issues and Challenges by Aparajita Chattopadhyay – 2013.
6. Social Problems in India: Issues and Challenges by Joshua O. Miluwi – 2014.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
Total Marks				100

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	3	3	2	1	3	3	3	3	3	3	3	2	2
CO 2	3	3	3	1	1	3	3	3	3	3	3	3	2	2
CO 3	3	3	3	1	3	1	3	3	3	3	3	3	2	2
CO 4	2	2	3	1	1	2	3	3	3	3	3	3	2	2
CO 5	1	3	3	1	1	1	3	3	3	3	3	3	2	2
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	2	2

S.	CONTENTS OF MODULE	Hrs	COs
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No			
1	Social problem in India - Social Transformation, Tradition and Modernity, Caste System and its Transformation, Demographic Trends in India - Population, Human Development.	12	K3
2	Communalism, Secularism, Uniform Civil Code, Linguistic division of State, Weaker Sections, Regionalism, Reservation Issues, Issues Related to Education.	12	K2
3	Family Issues, Women's issues, Status, Empowerment, Widowhood, employment, Issues of Drug Addiction, Juvenile Delinquency, Child Labor, Students Unrest, Generation Gap, Consumer Rights and Interests, Social Exclusion and Inclusion, Disability-related issues.	14	K4
4	Health Related issues in India - Common Health Issues, AIDS, Vaccination, Drugs.	10	K5
5	Environmental issues - Conservation, Pollution etc.	12	K5

Semester	II	
Subject	ALLIED III – WEB PAGE DESIGN (P)	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/Instructional Hours	4 Credits/90 Hours	
Exam Duration	3 Hours	

Objectives:

To enable the students to create a webpage applying the principals of designing. Also this course introduces them to the basics of HTML (Hypertext Markup Language) and CSS (Cascade Styling Sheets) and help them navigate to the next page.

Web Page Design will include Orientation on Dream Weaver and Photoshop. Students will produce few News-based Web Pages with a specific theme for Practical work.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Create a web page design using Dream Weaver and Photoshop
- CO2 Apply the Principles of Designing to create striking webpages
- CO3 Analyse different types of templates and its purpose in publication industry
- CO4 Identify the elements of webpage design and its role in creating impact
- CO5 Make use of different types of layout for attractive design
- CO6 Compare and evaluate different formats of web page design

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 2	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 3	3	2	1	1	2	1	3	3	2	3	3	2	3	3
CO 4	3	2	3	1	1	2	3	3	2	3	3	2	3	3
CO 5	3	1	3	3	3	2	3	3	2	3	3	2	3	3
CO 6	3	3	3	3	3	3	3	3	2	3	3	2	3	3

S. No	CONTENTS OF MODULE	Hrs	COs
1	Basics of web designing.	12	K2
2	Web design using Dreamweaver and flash	14	K6
3	Different templates in web design	15	K4
4	News – based web design	15	K3
5	Web design softwares	16	K1

History of Indian Art

Objectives:

To introduce students to major milestones in the history of Indian art and architecture.

Unit I:

Introduction to Indian art and architecture: an overview – pre-historic period: the Harappa civilization.

Unit II:

Buddhist and Jaina art and architecture: structural designs of Stambha, Stupa, Chaitya, and Vihara.

Unit III:

Hindu art and architecture – structural designs of temples: Orissa (Lingaraja temple and Surya temple), Central India (Khajuraho), Rajasthan (Vimala Vasahi temple), and Gujarat (Surya temple).

Unit IV:

Islamic art and architecture: general design of mosque – Mughal style (Tomb of Humayun, and Taj Mahal).

Unit V:

Important paintings: Ajanta and Ellora, and miniatures (Rajasthani style).

Course outcomes:

At the end of the course students will be able to:

- CO1 Elucidate Indian art and architecture from pre historic period.
- CO2 Recognize the features of Buddhist and Jain architecture.

- CO3 Categorize the features of Indian architecture.
 CO4 Compare Buddhist & Jain architecture with Hindu architecture.
 CO5 Identify the features of Mughal architecture.
 CO6 Realise the importance of Ajantha and Ellora paintings.

Reference:

1. Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.
2. Agarvala, V S. *Indian Miniatures – An Album*. Department of Archaeology.
3. Coomaraswamy, A. *An Introduction to Indian Art*. Adyar Theosophical Publishing House.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	1	1	2	2	1	1	1	3	3	1	1	1	1	1
CO 2	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 3	2	2	2	1	1	1	2	3	3	1	1	1	1	1
CO 4	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 5	1	1	1	2	2	1	1	3	3	1	1	1	1	1
CO 6	1	1	1	1	1	3	2	3	3	1	1	1	1	1

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Introduction to Indian art and architecture: an overview – pre-historic period: the Harappa civilization.	6	K2
2	Buddhist and Jaina art and architecture: structural designs of Stambha, Stupa, Chaitya, and Vihara.	5	K1

3	Hindu art and architecture – structural designs of temples: Orissa (Lingaraja temple and Surya temple), Central India (Khajuraho), Rajasthan (Vimala Vasahi temple), and Gujarat (Surya temple).	5	K4
4	Islamic art and architecture: general design of mosque – Mughal style (Tomb of Humayun, and Taj Mahal).	4	K1
5	Important paintings: Ajanta and Ellora, and miniatures (Rajasthani style).	4	K2

History of Western Art

Objectives:

To introduce students to major milestones in the history of western art and architecture.

Unit I:

Introduction to western art and architecture: an overview – Egyptian (Pyramid of Khufu), Greek (Doric order and Ionic order, general structure of Acropolis and Theatre), and Roman (Colosseum).

Unit II:

Byzantine art and architecture (Church of Hagia Sophia), Romanesque art (Church of Sant Ambrogio), and Gothic style (Cathedral of Chartres).

Unit III:

Italian art and architecture: Early Renaissance (Church of San Francesco), High Renaissance (St Peter's Basilica).

Unit IV:

English and other European art: Banqueting hall (White hall, London), Square court (Louvre, Paris), The Mystic Lamb (St Bavo cathedral. Ghent).

Unit V:

Modern trends: Marshall Field Warehouse (Chicago), Guggenheim museum (New York), Notre Dame du Haut (Ronchamp).

Course outcomes:

At the end of the course students will be able to

- CO1 Illustrate western art and architecture and its features.
- CO2 Distinguish the features of Byzantine art, Romanesque art and Gothic style art.
- CO3 Distinguish the features of Early Renaissance and High Renaissance art of Italy.
- CO4 Classify the English and other European art.
- CO5 Recognize the modern trends in Western art.
- CO6 outline the major milestones in the history of western art and architecture.

Reference:

1. Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.
2. Hamlin, A.D.F. *A Textbook of the History of Architecture*.
3. Roose, Frank J. *An Illustrated Handbook of Art History*. Macmillan.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	1	1	2	2	1	1	1	3	3	1	1	1	1	1
CO 2	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 3	2	2	2	1	1	1	2	3	3	1	1	1	1	1

CO 4	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 5	1	1	1	2	2	1	1	3	3	1	1	1	1	1
CO 6	1	1	1	1	1	3	2	3	3	1	1	1	1	1

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Introduction to western art and architecture: an overview – Egyptian (Pyramid of Khufu), Greek (Doric order and Ionic order, general structure of Acropolis and Theatre), and Roman (Colosseum).	6	K3
2	Byzantine art and architecture (Church of Hagia Sophia), Romanesque art (Church of Sant Ambrogio), and Gothic style (Cathedral of Chartres).	5	K4
3	Italian art and architecture: Early Renaissance (Church of San Francesco), High Renaissance (St Peter’s Basilica).	4	K4
4	English and other European art: Banqueting hall (White hall, London), Square court (Louvre, Paris), The Mystic Lamb (St Bavo cathedral. Ghent).	5	K4
5	Modern trends: Marshall Field Warehouse (Chicago), Guggenheim museum (New York), Notre Dame du Haut (Ronchamp).	4	K1

History of South Indian Art

Objectives:

To introduce students to major milestones in the history of South Indian art and architecture.

Unit I:

Pallava period (Mamallapuram).

Unit II:

Chola period (Brihadishwara temple, Thanjavur).

Unit III:

Pandiya period (Great temple, Chidambaram).

Unit IV:

Vijayanagar period (Hampi).

Unit V:

Nayaka period (Ranganathaswami temple, Srirangam).

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Compare the architecture of Pallava and Chola period.
- CO2 Discuss the major milestones in the Pandiya period.
- CO3 Interpret the art of Vijayanagar period.
- CO4 Explain the significance of art in Nayaka period.
- CO5 Criticise the destruction of art and architecture during war.
- CO6 Appraise the importance of Brihadishwara temple.

Reference:

1. Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.
2. Dubreuil, Jouveau. *Dravidian Architecture*. Bharat Bharati.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	1	1	2	2	1	1	1	3	3	1	1	1	1	1
CO 2	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 3	2	2	2	1	1	1	2	3	3	1	1	1	1	1
CO 4	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 5	1	1	1	2	2	1	1	3	3	1	1	1	1	1
CO 6	1	1	1	1	1	3	2	3	3	1	1	1	1	1

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Pallava period (Mamallapuram).	5	K4
2	Chola period (Brihadishwara temple, Thanjavur).	5	K2
3	Pandiya period (Great temple, Chidambaram).	5	K3
4	Vijayanagar period (Hampi).	4	K2
5	Nayaka period (Ranganathaswami temple, Srirangam).	5	K5

Great Artists

Objectives:

To introduce students to some of the world's best artists and their works.

Students are expected to be familiar with the following:

- brief biography of each artist
- at least five major works of each artist
- unique contribution of each artist to the field of art

Artists to be studied:

(1) Leonardo da Vinci, (2) Michelangelo, (3) Rembrandt, (4) Gustave [Doré](#), (5) Vincent Van Gogh, (6) Paolo Picasso, (7) Raja Ravivarma, (8) D P Roy Chawdry, (9) K C S Panikar, (10) M F Hussein.

Course outcomes:

At the end of the course students will be able to:

- CO1 Relate historical context to understand the work of the artist.
- CO2 Appraise the creative skills embedded in the artistic work.
- CO3 Interpret the art work.
- CO4 Identify and appreciate the nuances of an art.
- CO5 Recognise the contribution of artist and uniqueness in their work.
- CO6 Summarise the biography of the artist.

Reference:

1. Tomory, Edith. *A History of Fine Arts in India and the West*. Orient Longman.
2. Raman, A.S. *The Southern Accent*. TN Ovia Nunkalai Kuzhu.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	1	1	2	2	1	1	1	3	3	1	1	1	1	1

CO 2	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 3	2	2	2	1	1	1	2	3	3	1	1	1	1	1
CO 4	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 5	1	1	1	2	2	1	1	3	3	1	1	1	1	1
CO 6	1	1	1	1	1	3	2	3	3	1	1	1	1	1

S. No	CONTENTS OF MODULE	Hrs	COs
1	Biography - (1) Leonardo da Vinci, (2) Michelangelo, (3) Rembrandt, (4) Gustave Doré, (5) Vincent Van Gogh, (6) Paolo Picasso, (7) Raja Ravivarma, (8) D P Roy Chawdry, (9) K C S Panikar, (10) M F Hussein.	5	K2
2	Minimum of five major works of each artist	5	K3
3	Unique contribution of each artist to the field of art	4	K1
4	Historical contexts of their art work	6	K3
5	Nuances of their art work	4	K1

Semester	III
Subject	CORE IV BROADCAST JOURNALISM
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	5 Credits / 75 Hours
Exam Duration	3 Hours

Objectives:

This course aims to inculcate the skills of reporting and writing for television and radio. It also enable the students to produce live reporting and news casting. It gives awareness on techniques involved in news production.

Unit 1:

Basics of Journalism and Law, Legal Rights and Responsibility of Journalists, Kinds of News Reporting, Reporting Skills, News agencies.

Unit 2:

Getting the Story, collection of facts, Selection of News, News story structure and Components, Different types of News – Emergencies, Politics, Crime, Local and National Government, Planning and Development, Conflict and Controversy, Industry, Health, Human Interest, Personalities, Sports, Seasonal News special, Local Interest, Weather and Traffic.

Unit 3:

Writing for Broadcast Journalism –Radio and Television, Electronic News Gathering (ENG) – Production features, Style and Language, Microphone and Camera Techniques, Elements of News editing, Live Reporting and Presentation skills. News casting.

Unit 4:

News manipulation, sensationalism and ethics, Regulations and Press freedom. Basic Studio structure; studio sets and equipment's, OB van and its accessories, Television Broadcasting System – Terrestrial transmission, Satellite Transmission; cable television; CAS (Conditional Access System), Set Top Box, DTH, IPTV, etc., Different genre in Studio production – Interview, Educational Shows, Drama, PSA, Game Shows etc. Anchor, News Reader. Grammar of Out-door Production – Location, ENG (Electronic News Gathering), Montage, Documentary production etc.

Unit 5:

Citizen Journalism, Narrative Journalism, Investigative Journalism, Duties of reporters and stringers, pressure on Press, Journalistic issues- bias, accuracy and fairness.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Explain the unique features of broad cast media.
- CO2 Create news suitable for broadcast media.
- CO3 Assess the future trends in broadcast journalism.
- CO4 Apply ethical values and legal procedures while creating live reporting from the field.
- CO5 Make use of editing skills in constructing news for Television and Radio.
- CO6 Engage in team work to produce appropriate content for media.

References:

1. M.S. Sharma, “Journalism for students”, Mohit Publications, News Delhi-110 002, 2008.
2. S.R. Sharma, “Elements of Modern Journalism”, S.S. Publication, Delhi, 1999.
3. Andrew Boyd, “Broadcast Journalism: Techniques of Radio and TV News”, Focal Press, Oxford, 1997.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45

Total Marks	100
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Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	3	3	3	3	3	3	3	2	3	2	1	3	3
CO 2	3	2	2	3	3	2	3	3	2	3	2	1	3	3
CO 3	3	1	2	2	3	1	3	3	2	3	2	1	3	3
CO 4	3	2	2	2	2	1	3	3	2	3	2	1	3	3
CO 5	3	2	1	2	2	1	3	3	2	3	2	1	3	3
CO 6	3	3	1	3	2	2	3	3	2	3	3	1	3	3

S. No	CONTENTS OF MODULE	Hrs	COs
1	Basics of Journalism and Law, Legal Rights and Responsibility of Journalists, Kinds of News Reporting, Reporting Skills, News agencies.	10	K2
2	Getting the Story, collection of facts, Selection of News, News story structure and Components, Different types of News – Emergencies, Politics, Crime, Local and National Government, Planning and Development, Conflict and Controversy, Industry, Health, Human Interest, Personalities, Sports, Seasonal News special, Local Interest, Weather and Traffic.	12	K4
3	Writing for Broadcast Journalism –Radio and Television, Electronic News Gathering (ENG) – Production features, Style and Language, Microphone and Camera Techniques, Elements of News editing, Live Reporting and Presentation skills. News casting.	12	K5
4	News manipulation, sensationalism and ethics, Regulations and Press freedom. Basic Studio structure; studio sets and equipment's, OB van and its accessories, Television Broadcasting System – Terrestrial transmission, Satellite Transmission; cable television; CAS (Conditional Access System), Set Top Box, DTH, IPTV, etc., Different genre in Studio production – Interview, Educational Shows, Drama, PSA, Game Shows	14	K6

	etc. Anchor, News Reader. Grammar of Out-door Production – Location, ENG (Electronic News Gathering), Montage, Documentary production etc.		
5	Citizen Journalism, Narrative Journalism, Investigative Journalism, Duties of reporters and stringers, pressure on Press, Journalistic issues- bias, accuracy and fairness.	12	K5

Semester	III
Subject	CORE V – POLITICAL ISSUES IN INDIA
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	5 Credits / 75 Hours

Exam Duration	3 Hours
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Objectives:

This course provides a broad scope for introducing different political ideologies, organization of political system in India and the functioning of Public administrative system. It also throws light on the issues of governance and governability.

Unit – I:

Evolution of Political Thoughts in India, Nationalism, Nation and the Nation-state, Democracy and Indian Politics, State and the national Politics – conflicts.

Unit – II:

Democratic Process - Organization of political system in India, Party System, Elections Process, Reforms etc. Issues of governance and Governability.

Unit – III:

Public Administrative System in India, People’s Participation in Administration, Local Bodies, Panchayat Raj, Public Distribution System.

Unit – IV:

Marketing Politics - themes and issues.

Unit – V:

Media and politics, Public Opinion, Theories of Politics and Media.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Outline the evolution of political thoughts in India
- CO2 Analyse the democratic process and organization of political system in India
- CO3 Interpret the issues of governance and governability
- CO4 Evaluate marketing politics, themes and issues
- CO5 Relate media and politics
- CO6 Make use of ethics and values in understanding the formation of public opinion and its implications

References:

1. India: Economic, Political and Social Issues by Urlah B. Nissam – 2009.
2. Indian Politics: Contemporary Issues and Concerns by Singh & Saxena – 2008.
3. Indian Government and Politics by Bidyut Chakrabarty, Rajendra Kumar Pandey – 2008/
4. Indian Democracy: Problems and Prospects by M. Manisha, Sharmila Mitra Deb – 2009.
5. Political Violence and the Police in India by K S Subramanian – 2007.
6. Contemporary India: political, economic and social issues by Dietmar Rethermed – 2013.

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
Total Marks				100

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	3	3	2	1	3	3	3	3	3	3	3	2	2
CO 2	3	3	3	1	1	3	3	3	3	3	3	3	2	2
CO 3	3	3	3	1	3	1	3	3	3	3	3	3	2	2
CO 4	2	2	3	1	1	2	3	3	3	3	3	3	2	2
CO 5	1	3	3	1	1	1	3	3	3	3	3	3	2	2
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	2	2

S. No	CONTENTS OF MODULE	Hrs	COs
1	Evolution of Political Thoughts in India, Nationalism, Nation and the Nation-state, Democracy and Indian Politics, State and the national Politics – conflicts.	14	K4
2	Democratic Process - Organization of political system in India, Party System, Elections Process, Reforms etc. Issues of governance and Governability.	10	K4
3	Public Administrative System in India, People's Participation in Administration, Local Bodies, Panchayat Raj, Public Distribution System	10	K5
4	Marketing Politics - themes and issues.	12	K5

5	Media and politics, Public Opinion, Theories of Politics and Media	14	K2
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Semester	III
Subject	ALLIED IV – PHOTO JOURNALISM
Maximum Marks	ESE-100 Marks
Credits/Instructional Hours	4 Credits / 90 Hours

Exam Duration	3 Hours
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Objectives:

This course aims to instil technical knowledge to take photographs with the intended result. Also it teaches to apply the principles of photography to get appealing photographs with Striking composition.

Unit 1:

Nature and Scope Photography – Definition — Elements and Principles – Subject and Light– How to take Aesthetically Pleasing Photographs.

Unit 2:

Introducing Camera – Types of Camera, Digital SLR and Various Digital Cameras – Parts of the Camera – Types of Lenses – Filters – Lighting Devices.

Unit 3:

Learning techniques of Photography – Understanding ISO, Shutter speed, Aperture and Depth of Field – Concept of Exposure –Creative use of Exposure – Attributes of a Good Picture – Composing Different Types of Subjects such as Portrait, Still, Landscape and Action– Digital Photography.

Unit 4:

Practicing different types of Photography – Nature, Architecture, Life, Landscape, Sports, Environment, Candid, Press Photography, Social Photography.

Unit 5:

Professionalism in Photography – Photo Journalist, News Photographs – Photo Agencies – Photo Editing –Photo Features – Computerised Photography–understanding. Legal and Ethical

Aspects of Photography – Practical Assignments in Photography, Photographing News Events. Cultural Events. Human Interest Stories.

Photography record should contain at least 30 photographs. In addition to this each student is expected to work on a Photo-feature (Themes, Details, Captions etc. should be included). Each exercise should include all the necessary details (colour, exposure time, lens type etc.). This course will enable the students to experiment with speed, aperture and depth of field and also understand lighting in various situations. Also they will learn to use elements of design to create an appealing composition.

Exercises would cover:

1. Human interest stories
2. Sports Photography
3. Single picture story
4. Portraits
5. Documentary Photography
6. Photo essay
7. Photo feature
8. Experiments with shutter speed and aperture

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Make use of the knowledge of lighting while shooting indoor and outdoor photography.
- CO2 Create photo essay and photo feature for specific themes.
- CO3 Apply the technical knowledge while operating camera for the desired result.
- CO4 Construct a suitable composition in photograph to convey the intended message.
- CO5 Apply the principles of photography to create appealing photographs.

CO6 Relate ethical values in taking news photographs for publication.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 2	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 3	3	2	1	3	2	1	3	3	2	3	3	2	3	3
CO 4	3	2	3	3	1	2	3	3	2	3	3	2	3	3
CO 5	3	1	3	3	3	2	3	3	2	3	3	2	3	3
CO 6	3	3	3	3	3	3	3	3	2	3	3	2	3	3

S. No	CONTENTS OF MODULE	Hrs	COs
1	Nature and Scope Photography – Definition — Elements and Principles – Subject and Light– How to take Aesthetically Pleasing Photographs.	10	K2
2	Introducing Camera – Types of Camera, Digital SLR and Various Digital Cameras – Parts of the Camera – Types of Lenses – Filters – Lighting Devices.	10	K3
3	Learning techniques of Photography – Understanding ISO, Shutter speed, Aperture and Depth of Field – Concept of Exposure –Creative use of Exposure – Attributes of a Good Picture – Composing Different Types of Subjects such as Portrait, Still, Landscape and Action– Digital Photography.	10	K3
4	Practicing different types of Photography – Nature, Architecture, Life, Landscape, Sports, Environment, Candid, Press Photography, Social Photography	12	K6
5	Professionalism in Photography – Photo Journalist, News Photographs – Photo Agencies – Photo Editing –Photo Features – Computerised Photography–understanding. Legal and Ethical Aspects of	12	K3

	Photography – Practical Assignments in Photography, Photographing News Events. Cultural Events. Human Interest Stories.		
6	Photography record	18	K6

Semester	IV	
Subject	CORE VI – ECONOMIC ISSUES IN INDIA	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instructional Hours	6 Credits / 90 Hours	
Exam Duration	3 Hours	

Objectives:

This course provides a broad scope for learning economic issues, its causes and implications on the society. Also it gives opportunity to evaluate various reform policies and global policies and its impact.

Unit I:

Development of Indian Economy, Population Problem, Poverty in India, Economic Inequalities, Regional disparities, Poverty Reduction Programs.

Unit II:

Problem of unemployment, Human Resource Development in India, Energy Crisis.

Unit III:

Agriculture related Problems, Modernization, Green Revolution and its consequences, Agriculture and Growth.

Unit IV:

Industrial Policy, Public Sector Enterprises, Price Control, Capital Scarcity, Low Productivity, Community Development Program.

UNIT V:

Economic Reform, Liberalization, Globalization and its Consequences.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Sketch the development of Indian Economy.
- CO2 Evaluate on various economic issues and its implications.
- CO3 Elaborate on various causes for economic problems.
- CO4 Analyse liberalisation, globalisation and its consequences on Indian society.
- CO5 Create news stories on economic issues.
- CO6 Evaluate economic reform policies and its success rate.

References:

1. India: Economic, Political and Social Issues by Utlah B. Nissam – 2009.
2. India's Economic Resurgence by C B Rao – 2018.
3. Changing the Indian Economy: Renewal, Reform and Revival by Rama P. Kanungo, Chris Rowley ,Anurag N. Banerjee – 2018.
4. The Indian Economy Since 1991: Economic Reforms by B. A. Prakash – 2011.
5. Strategic Consequences of India's Economic Performance by Sanjaya Baru – 2007.
6. India's Economic Development Since 1947 by Uma Kapila – 2009.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
Total Marks				100

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	3	3	2	1	3	3	3	3	3	3	3	2	2
CO 2	3	3	3	1	1	3	3	3	3	3	3	3	2	2
CO 3	3	3	3	1	3	1	3	3	3	3	3	3	2	2
CO 4	2	2	3	1	1	2	3	3	3	3	3	3	2	2
CO 5	1	3	3	1	1	1	3	3	3	3	3	3	2	2
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	2	2

S. No	CONTENTS OF MODULE	Hrs	COs
1	Development of Indian Economy, Population Problem, Poverty in India, Economic Inequalities, Regional disparities, Poverty Reduction Programs.	15	K2
2	Problem of unemployment, Human Resource Development in India, Energy Crisis.	14	K5
3	Agriculture related Problems, Modernization, Green Revolution and its consequences, Agriculture and Growth.	14	K2
4	Industrial Policy, Public Sector Enterprises, Price Control, Capital Scarcity, Low Productivity, Community Development Program.	15	K5
5	Economic Reform, Liberalization, Globalization and its Consequences.	14	K1

Semester	IV	
Subject	ALLIED V – INDIAN CONSTITUTION AND LEGAL SYSTEM	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/ Instructional Hours	4 Credits / 90 Hours	
Exam Duration	3 Hours	

Objectives:

This course provides an overview of legal system in India. It gives a basic knowledge on Indian Constitution and provisions. It gives scope to discuss various issues related to Judicial process and the need for reform.

Unit – I

Nature and Scope of Indian constitution - Historical Evolution. Scope and limitations. Specific Provisions of Indian Constitution relating to mass media.

Unit – II

Fundamental Rights: Citizenship, Functions of Executive, Judiciary, Legislature, Directive Principles.

Unit – III

Various Constitutional Amendments.

Unit – IV

Legal System in India - Judicial Process and Structure, Procedures.

Unit – V

Issues - Judicial Activism, Issues: Reforming constitution – Discussing its need.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Outline the historical evolution of Indian Constitution.
- CO2 Appraise the special provision of Indian constitution relating to mass media.
- CO3 Analyse various constitutional amendments.
- CO4 Explain the judicial process, procedure and structure.
- CO5 Identify the need for reforming constitution.
- CO6 Discuss judicial activism and its implications.

References:

1. India's Legal System (R/J): Can it be Saved? By Fali S Nariman – 2017
2. The Constitution of India: A Contextual Analysis by Arun K Thiruvengadam – 2017
3. A People's Constitution: The Everyday Life of Law by Rohit De – 2018
4. THE CONSTITUTION OF INDIA A Politico-Legal Study by J. C. Johari – 2007
5. Balanced Constitutionalism: Courts and Legislatures in India by Chintan Chandrachud – 2017
6. Inside India by Praveen Kumar - 2017

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
Total Marks				100

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	3	3	2	2	2	3	3	3	1	1	1	1	1
CO 2	3	3	3	2	3	3	3	3	3	1	1	2	1	1
CO 3	3	3	3	2	2	3	3	3	3	1	1	1	1	1
CO 4	3	3	3	2	2	2	3	3	3	1	1	1	1	1
CO 5	3	3	3	2	2	3	3	3	3	1	1	1	1	1
CO 6	3	3	3	3	3	3	3	3	3	1	1	1	1	1

S. No	CONTENTS OF MODULE	Hrs	COs
1	Nature and Scope of Indian constitution - Historical Evolution. Scope and limitations. Specific Provisions of Indian Constitution relating to mass media.	15	K2
2	Fundamental Rights: Citizenship, Functions of Executive, Judiciary, Legislature, Directive Principles.	15	K5
3	Various Constitutional Amendments.	14	K4
4	Legal System in India - Judicial Process and Structure, Procedures.	14	K2
5	Legal System in India - Judicial Process and Structure, Procedures.	14	K3

Semester	IV
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Subject	ELECTIVE I FILM APPRECIATION/HUMAN RIGHTS REPORTING (P)	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/Instructional Hours	3 Credits / 60 Hours	
Exam Duration	3 Hours	

FILM APPRECIATION

Objectives:

This course gives insight into both technical aspects of film production and the creative and artistic application of those techniques. It also develops a critical sense of film appreciation.

Introduction to Film production, Distribution and Exhibition – Different production roles-mise-en-scene-style-form-genre-reviewing a film – writing a film review

For Practical work Students will write 5 Film appreciation articles on different genres of films.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Appraise the technical, creative and aesthetic aspects of film production
- CO2 Recognise the film language
- CO3 Appraise films in terms of style and mise-en-scene.
- CO4 Evaluate films in their historical context.
- CO5 Examine motion pictures as a technology, business, cultural product, entertainment medium and industrial art form.
- CO6 Recognise film forms, narratives and genres

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	2	1	2	2	1	3	3	2	1	1	1	2	1
CO 2	3	2	1	2	2	1	3	3	2	1	1	1	2	1
CO 3	3	2	1	1	2	1	3	3	2	1	1	1	2	1
CO 4	3	2	3	1	1	2	3	3	2	1	1	1	2	1
CO 5	3	1	3	3	3	2	3	3	2	1	1	1	2	1
CO 6	3	3	3	3	3	3	3	3	2	1	1	1	2	1

S. No	CONTENTS OF MODULE	Hrs	COs
1	Introduction to Film production, Distribution and Exhibition	12	K2
2	Different production roles	10	K2
3	mise-en-scene, style, form, genre	10	K2
4	reviewing a film	8	K5
5	writing a film review	8	K6

HUMAN RIGHTS REPORTING

Objectives:

This course will introduce the students to the basic themes in Human Rights and media's role in promoting and protecting them. Also it will enable the students to relate Human rights and Indian Constitution, and Judiciary.

Human rights - Concept - Meaning - Evolution-Kinds of human rights - Civil and political rights - Economic, social and cultural rights-UN Declaration; Human Rights and Indian Constitution - Human Rights of Domestic workers, Minorities, Refugees, Construction workers, Armed Forces, Child Labour - Human Rights Violation and Activism; Court Interventions; Recent Policy Formulation and Welfare Schemes.

Students will write 10 articles from the broad area of Human Rights including civil, political, economic, social and cultural issues.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Inculcate human rights approach in their Journalistic pursuits.
- CO2 Relate provisions in Indian Constitution for human rights issues.
- CO3 Evaluate the role of Human rights activist.
- CO4 Recognise various forms of Human rights issues.
- CO5 Aware of Civil, Political, Economic and social rights of the citizen.
- CO6 Create articles on Human Rights Issues.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	2	1	2	2	1	3	3	2	1	1	1	2	1
CO 2	3	2	1	2	2	1	3	3	2	1	1	1	2	1
CO 3	3	2	1	1	2	1	3	3	2	1	1	1	2	1
CO 4	3	2	3	1	1	2	3	3	2	1	1	1	2	1
CO 5	3	1	3	3	3	2	3	3	2	1	1	1	2	1
CO 6	3	3	3	3	3	3	3	3	2	1	1	1	2	1

S. No	CONTENTS OF MODULE	Hrs	COs
1	Human rights - Concept - Meaning - Evolution-Kinds of human rights - Civil and political rights - Economic, social and cultural rights-UN Declaration	12	K2
2	Human Rights and Indian Constitution - Human Rights of Domestic workers, Minorities, Refugees, Construction workers, Armed Forces, Child Labour - Human Rights Violation and Activism	10	K2

3	Court Interventions	8	K5
4	Recent Policy Formulation and Welfare Schemes	8	K3
5	Students will write 10 articles from the broad area of Human Rights including civil, political, economic, social and cultural issues.	10	K6

Semester	V
Subject	CORE VII – PRESS LAWS AND ETHICS
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	5 Credits / 90 Hours
Exam Duration	3 Hours

Objectives:

This course will enable the students to learn the laws relating to press in India. Also the course will throw light on various ethical issues in Media.

Unit I:

Historical Evolution of Laws relating to Press in India - Important Acts relating to mass media: Indian Penal Code, PRB Act, Official, Secret Act, Copyright, Trademark Acts, MRTP, Parliamentary privileges, Contempt of Court, Working Journalist Act. Defamation.

Unit II:

Press and the New Media - The need for cyber-laws, nature and scope of cyber laws, Approaches to Cyber-laws cybercrimes, obscenity, digital signature, IPR, piracy, privacy Domain Name Registration Issues, Role and Responsibilities of ICANN, etc.

Unit III:

Ethics-an Introduction Ethics-Definition, Media Ethics-Social responsibility of media, law and ethics, Need for media ethics, Professionalism, Code of ethics, institutional code, Press council, economic pressures and social responsibility, basic components of media ethics-truth-telling, credibility, accountability, justice, fairness, freedom.

Unit IV:

Ethical Issues in Media, Objectivity, Bias, Privacy and Public Interest, truth and honesty-truth in journalism, Public Relations, Advertising; Conflicts of interest, media and anti-social behavior, Morally offensive content-pornography, shocking visuals, offensive speech. Media and children, stereotypes in media.

Unit – V:

Laws and Constitutional Provisions Pertaining to Human Rights in India - Right to Information.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Outline historical evolution of laws relating to press in India.
- CO2 Remember the important acts relating to mass media.
- CO3 Analyse the ethical issues in media.
- CO4 Explain the laws and constitutional provisions pertaining to human rights in India.
- CO5 Agree on the need for ethical practices while carrying out Journalistic duties.
- CO6 Analyse the state of implementation of press laws.

References:

1. Press Laws and Ethics of Journalism by P. K. Ravindranath – 2004.
2. Press Laws and Media Ethics by Anil K. Dixit – 2006.

3. Holding the Media Accountable: Citizens, Ethics, and the Law by David Hemmings Pritchard, Edited by David Pritchard – 2010.
4. Journalism Ethics by Fred Brown – 2010.
5. Law and Ethics for Today's Journalist: A Concise Guide by Joe Mathewson – 2014.
6. Journalism Ethics and Law: Stories of Media Practice by Janine Little – 2013.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks											
Section – A	10	10	2	20											
Section – B	10	5	7	35											
Section – C	5	3	15	45											
Total Marks				100											
CO/PO/PSO	PO					PSO									
	1	2	3	4	5	6	7	1	2	3	4	5	6	7	
CO 1	3	3	3	2	2	2	3	3	3	1	1	1	1	1	
CO 2	3	3	3	2	3	3	3	3	3	1	1	2	1	1	
CO 3	3	3	3	2	2	3	3	3	3	1	1	1	1	1	
CO 4	3	3	3	2	2	2	3	3	3	1	1	1	1	1	
CO 5	3	3	3	2	2	3	3	3	3	1	1	1	1	1	
CO 6	3	3	3	3	3	3	3	3	3	1	1	1	1	1	

S. No	CONTENTS OF MODULE	Hrs	COs
1	Historical Evolution of Laws relating to Press in India - Important Acts relating to mass media: Indian Penal Code, PRB Act, Official, Secret Act, Copyright, Trademark Acts, MRTP, Parliamentary privileges, Contempt of Court, Working Journalist Act. Defamation.	12	K2

2	Press and the New Media - The need for cyber-laws, nature and scope of cyber laws, Approaches to Cyber-laws cybercrimes, obscenity, digital signature, IPR, piracy, privacy Domain Name Registration Issues, Role and Responsibilities of ICANN, etc.	10	K2
3	Ethics-an Introduction Ethics-Definition, Media Ethics-Social responsibility of media, law and ethics, Need for media ethics, Professionalism, Code of ethics, institutional code, Press council, economic pressures and social responsibility, basic components of media ethics-truth-telling, credibility, accountability, justice, fairness, freedom.	8	K5
4	Ethical Issues in Media, Objectivity, Bias, Privacy and Public Interest, truth and honesty-truth in journalism, Public Relations, Advertising; Conflicts of interest, media and anti-social behavior, Morally offensive content-pornography, shocking visuals, offensive speech. Media and children, stereotypes in media.	8	K3
5	Laws and Constitutional Provisions Pertaining to Human Rights in India - Right to Information.	10	K6

Semester	V
Subject	CORE VIII ONLINE JOURNALISM
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	5 Credits /90 Hours
Exam Duration	3 Hours

Objectives:

This course will enable the students to understand the distinct characteristics of online journalism. Also it will help them to learn the basics of computer assisted journalism (CAJ) and computer assisted reporting (CAR).

Unit 1:

Networked society, Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond , Interactivity, Crowdsourcing, RSS(Really simple Syndication), Mashups(web application hybrid), Widgets, Folksonomy, Social bookmarking, CC(closed captioning), Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts.

Unit 2:

CAR(Computer assisted reporting)/CAJ(Computer assisted Journalism), Mobile journalism, Newsroom for online journalism.

Unit 3:

Backpack Journalism, Non-linear storytelling, New Styles for writing -visual language, micro-content, narrative journalism.

Unit 4:

Marketing for the web – SEO(Search engine optimization), AdSense, Ad Words, PPC(pay-per-click), Pops, Ad-blocks, Direct mail, new techniques, Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz, Ethical practices involving the Internet and social media.

Unit 5:

Mobile Journalism , Photos for web – forms and format, still, gallery, slideshow , Audio / Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming , Data journalism – forms and format, data mine.

Course Outcomes:

At the end of the Course, the Student will be able to:

CO1 Recognize the distinct characters of online Journalism.

- CO2 Familiarize with MOJO and Data Journalism.
- CO3 Trace the development of internet and online Journalism.
- CO4 Identify writing styles suitable for online Journalism.
- CO5 Distinguish different tools to interact with audience.
- CO6 Use multimodality and interactivity while creating content for online Journalism.

References:

1. Introduction to Online Journalism: Publishing News and Information by Ronald De Walk.
2. Web Journalism: Practice and Promise of a New Medium by James Glen.
3. Online Journalism: Principles and Practices of News for the Web by James C. Frost.
4. Digitizing the News: Innovation in Online Newspapers.
5. Online news: Journalism and Internet by Stuart Allen.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
Total Marks				100

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	3	3	3	3	3	3	3	2	3	2	1	3	3
CO 2	3	2	2	3	3	2	3	3	2	3	2	1	3	3
CO 3	3	1	2	2	3	1	3	3	2	3	2	1	3	3

CO 4	3	2	2	2	2	1	3	3	2	3	2	1	3	3
CO 5	3	2	1	2	2	1	3	3	2	3	2	1	3	3
CO 6	3	3	1	3	2	2	3	3	2	3	3	1	3	3

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Networked society, Development of internet and online journalism – web 1.0, web 2.0, web 3.0, semantic web and beyond, Interactivity, Crowdsourcing, RSS, Mashups, Widgets, Folksonomy, Social bookmarking, CC, Metrics, Analytics, passive democratic fundraising (A/B testing) tactics, new concepts.	15	K2
2	CAR/CAJ, Mobile journalism, Newsroom for online journalism.	13	K2
3	Backpack Journalism, Non-linear storytelling, New Styles for writing - visual language, micro-content, narrative journalism.	12	K2
4	Marketing for the web – SEO, AdSense, Ad Words, PPC, Pops, Ad-blocks, Direct mail, new techniques, Journalism as conversation – Audience development, Social media, Blogs, Comments, Feedbacks, Opinion polls, Message boards, Messenger, Chat rooms, Games, Quiz, Ethical practices involving the Internet and social media.	16	K3
5	Mobile Journalism, Photos for web – forms and format, still, gallery, slideshow, Audio for web –forms and format, Internet Radio, Audio boo, Sound cloud, Podcasts, broadcast yourself, Video for web –forms and format, Narrowcasting, Personal casting, Internet Television, Broadcast yourself, live streaming, Data journalism – forms and format, data mine	16	K2

Semester	V	
Subject	CORE IX INTERNSHIP	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits	5 Credits	

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Students will undergo internship in any one of the media organization continuously for a period of 4 weeks and will appear for viva –voce	72	K6

Semester	V
Subject	ELECTIVE II Writing for Media (Interdisciplinary Elective)
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	3 Credits / 75 Hours
Exam Duration	3 Hours

Objectives:

This course will impart writing skills suitable for different media. Also it introduces different writing styles for different formats of programmes.

Unit-1:

Basic principles of good writing, News article Structure, common errors, basic grammar, Writing press release, statements

Unit-2:

Writing for Print- Writing for newspapers news- lead- body. Headline techniques. Writing features- types- techniques- finer aspects of magazine writing- style- interviews. Reviews and criticism. Editorial writing- writing opinion pieces.

Unit-3:

Writing for radio-news. Writing for radio features. Writing for radio documentaries. Special audience programmes.

Unit-4:

TV scripts- types- format. TV news. Features- documentaries- interview stories. Creativity in writing for television.

Unit-5:

Writing for New Media - Writing guidelines for new media-Online news writing: structure and characteristics. Blogs. Technical writing.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Analyse the structure of news reports.
- CO2 Make use of language proficiency in writing reports.
- CO3 Adopt good writing skills and create news reports.
- CO4 Acquaint with different writing styles for different formats of news.

CO5 Familiarise different writing styles for different media.

CO6 Apply creativity in writing for the media.

References:

1. Writing for Journalists by Wynford Hicks, Adams Sally ,Harriett Gilbert – 2016.
2. Report Writing Skills Training Course by Margaret Greenhall – 2010.
3. Reporting and Writing: Basics for the 21st Century by Christopher Scanlan – 2000.
4. Journalism: The Essentials of Writing and Reporting by James Morrison – 2015.
5. A Practical Course for Developing Writing Skills by J. K. GANGAL – 2011.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
Total Marks				100

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	3	3	3	3	3	3	3	2	3	2	1	3	3
CO 2	3	2	2	3	3	2	3	3	2	3	2	1	3	3
CO 3	3	1	2	2	3	1	3	3	2	3	2	1	3	3
CO 4	3	2	2	2	2	1	3	3	2	3	2	1	3	3
CO 5	3	2	1	2	2	1	3	3	2	3	2	1	3	3
CO 6	3	3	1	3	2	2	3	3	2	3	3	1	3	3

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Basic principles of good writing, News article Structure, common errors, basic grammar, Writing press release, statements	12	K2
2	Writing for Print- Writing for newspapers news- lead- body. Headline techniques. Writing features- types- techniques- finer aspects of magazine writing- style interviews. Reviews and criticism. Editorial writing- writing opinion pieces	14	K3
3	Writing for radio-news. Writing for radio features. Writing for radio documentaries. Special audience programmes.	12	K3
4	TV scripts- types- format. TV news. Features- documentaries- interview stories. Creativity in writing for television.	12	K3
5	Writing for New Media – Writing guidelines for new media-Online news writing: structure and characteristics. Blogs. Technical writing.	10	K3

Semester	V
Subject	ELECTIVE III DOCUMENTARY/NEWS PRODUCTION (P)
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	3 Credits / 75 Hours
Exam Duration	3 Hours

DOCUMENTARY

Objectives:

This course will enable the students to acquire technical and storytelling skills needed to produce documentaries that will have impact.

Different stages in the production of a documentary, ethical concerns, building a documentary narrative, experimental approaches, directing a documentary, cinematography for documentary, editing a documentary

Students will make a documentary on any social issue for the duration of 10 minutes. (Group work).

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Acquire technical skills to produce a documentary.
- CO2 Employ creativity in producing a documentary.
- CO3 Realise the importance of team work.
- CO4 Choose topic which is relevant and select an inspiring angle.
- CO5 Adopt good writing skills in narrating the story.
- CO6 Conceptualise the topic to suit the target audience.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	2	1	2	2	1	3	3	2	1	1	1	2	1
CO 2	3	2	1	2	2	1	3	3	2	1	1	1	2	1
CO 3	3	2	1	1	2	1	3	3	2	1	1	1	2	1
CO 4	3	2	3	1	1	2	3	3	2	1	1	1	2	1
CO 5	3	1	3	3	3	2	3	3	2	1	1	1	2	1
CO 6	3	3	3	3	3	3	3	3	2	1	1	1	2	1

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Different stages in the production of a documentary, ethical concerns,	12	K2

2	Building a documentary narrative, experimental approaches	10	K4
3	Directing a documentary	10	K3
4	Cinematography for documentary, editing a documentary	10	K3
5	Students will make a documentary on any social issue for the duration of 10 minutes	18	K6

NEWS PRODUCTION FOR TELEVISION/RADIO

Objectives:

This course will empower the students with technical skills to produce news for broadcast media. Also students will acquire skills to organize the news and to write for broadcast media. To develop necessary skill sets for television news reporting.

Process involved in the production of television/radio news packages- Skill sets for television/radio news reporting, difference between reporting for television and radio - Visual storytelling, using graphics, sound design, color grading, optimum outputs for different kinds of screening platforms- The art and craft of editing, DSLR and camcorder work flows, video crews, role of a producer.

Students will produce a news bulletin for 7 minutes. (Group work).

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Acquire the technical skills to produce news for broadcast media
- CO2 Organize the news according to news values for broadcasting
- CO3 Realise the need for accuracy

CO4 Acquire good writing skills while writing for news bulletins

CO5 Employ ethical values in fact checking to produce the content of the news story

CO6 Meet deadline pressures

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Process involved in the production of television/radio news packages	10	K2
2	Skill sets for television/radio news reporting, difference between reporting for television and radio	10	K4
3	Visual storytelling, using graphics, sound design, color grading, optimum outputs for different kinds of screening platforms	10	K3
4	The art and craft of editing, DSLR and camcorder work flows, video crews, role of a producer.	12	K3
5	Students will produce a news bulletin for 7 minutes	18	K6

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	2	1	2	2	1	3	3	2	1	1	1	2	1
CO 2	3	2	1	2	2	1	3	3	2	1	1	1	2	1
CO 3	3	2	1	1	2	1	3	3	2	1	1	1	2	1
CO 4	3	2	3	1	1	2	3	3	2	1	1	1	2	1
CO 5	3	1	3	3	3	2	3	3	2	1	1	1	2	1
CO 6	3	3	3	3	3	3	3	3	2	1	1	1	2	1

Semester	VI
Subject	CORE X – MASS COMMUNICATION THEORIES
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	5 Credits / 90 Hours
Exam Duration	3 Hours

Objectives:

This course enable the students to develop a critical perspective for analyzing and understanding media texts and to relate media society relationships.

Unit-I:

Why study theory? Nature and Scope of Mass Communication Theories, Media-Society Relationships, Power of the Media, Evolution of mass media theories (different phases).

Unit-II:

Approaches to media--Mass Society, Propaganda Model, Functionalist Approach, Technological Determinism (McLuhan et al) - Political Economy Approach (Marxist incl.), Powerful Media Thesis and Limited Effects Tradition and Their evolution.

Unit-III:

Process of Selection, Cognitive Dissonance, Personal-Influence Models, Dependency Model (Ball-Rokeach), Uses and Gratification and, Knowledge Gap Hypothesis.

Unit-IV:

Theories of News flow, sources, and News diffusion White's Gate Keeping Model, Selective Gate keeping News flow and news values. McNally's Model. Mass Communicator-Public Relationship. Determinants of News and content. Agenda Setting Model, Spiral of Silence, Social meaning of news. Definition and Theories of Public Opinion.

Unit-V:

Critical Themes and Issues - Free Market Model and Public Sphere, Normative Theories of the Press, Media and Democracy, New World Information and Communications Order (NWICO) Debate.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Analyse the determinants of news content.
- CO2 Create news stories knowing the power and reach of media.
- CO3 Relate media society relationship.
- CO4 Discuss the importance of studying theory.
- CO5 Illustrate the evolution of mass media theories.
- CO6 Categorize and relate various events in the society to mass communication theories.

References:

1. Mass Communication Theories: Explaining Origins, Processes by Melvin L. DeFleur, Margaret H. DeFleur – 2016.
2. The Handbook of Media and Mass Communication Theory by Robert S. Fortner, P. Mark Fackler – 2014.
3. McQuail's Mass Communication Theory by Denis McQuail – 2010.
4. Mass Communication Theory: Foundations, Ferment, and Future by Stanley J. Baran, Dennis K. Davis – 2003.
5. Advances in Foundational Mass Communication Theories by Ran Wei – 2018.
6. Communication Theories: Origins, Methods, and Uses by Werner Joseph Severin, James W. Tankard – 2014.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
Total Marks				100

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	3	3	2	2	2	3	3	3	1	1	1	1	1
CO 2	3	3	3	2	3	3	3	3	3	1	1	2	1	1
CO 3	3	3	3	2	2	3	3	3	3	1	1	1	1	1
CO 4	3	3	3	2	2	2	3	3	3	1	1	1	1	1
CO 5	3	3	3	2	2	3	3	3	3	1	1	1	1	1
CO 6	3	3	3	3	3	3	3	3	3	1	1	1	1	1

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Why study theory? Nature and Scope of Mass Communication Theories, Media-Society Relationships, Power of the Media, Evolution of mass media theories (different phases).	12	K2
2	Approaches to media–Mass Society, Propaganda Model, Functionalist Approach, Technological Determinism (McLuhan et al) – Political Economy Approach (Marxist incl.), Powerful Media Thesis and Limited Effects Tradition and Their evolution.	16	K1
3	Process of Selection, Cognitive Dissonance, Personal-Influence Models, Dependency Model (Ball-Rokeach), Uses and Gratification and, Knowledge Gap Hypothesis.	14	K2

4	Theories of News flow, sources, and News diffusion White's Gate Keeping Model, Selective Gate keeping News flow and news values. McNally's Model. Mass Communicator Public Relationship. Determinants of News and content. Agenda Setting Model, Spiral of Silence, Social meaning of news. Definition and Theories of Public Opinion.	16	K4
5	Critical Themes and Issues – Free Market Model and Public Sphere, Normative Theories of the Press, Media and Democracy, New World Information and Communications Order (NWICO) Debate.	14	K4

Semester	VI
Subject	CORE XI – MEDIA ORGANISATION
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	5 Credits/90 Hours
Exam Duration	3 Hours

Objectives:

This course will give an overview of media as a social and business institution. Also it enable the students to learn economics of media and organizational behavior.

Unit I:

Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution, Greiner's Development Model of a company.

Unit II:

Behaviour in media Organization and Organizational Behaviour. Nature and Structure of different News Media Organizations - employment opportunities in Indian News Media Industry, Group Behaviour, Innovation and Creativity, Culture of organization.

Unit III:

Economics of Media - Relationship between supplier and buyer, Readership- Advertisement Factors, Cost Factors, Revenue Models, Market Factors, State of the Industry today.

Unit IV:

Departments in Newspaper, Circulation Management, Editorial Management - Work flow in News Media, Advertisement Management.

Unit – V:

Printing and Publishing (Technologies and Processes), Organizational Structures and Functions, Newspaper Economics, Financial management, Editorial Management, Human Resources Management etc. Emerging Trends. Using Readership Survey. Magazine Publishing. Selling Space.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Assess the conceptual issues in media organization.
- CO2 Interpret media as business and social institution.
- CO3 Examine the behaviour in media organization and organizational behaviour.
- CO4 Explain the work flow in news media.
- CO5 Discuss organizational structures and functions of different departments in printing and publishing industry.
- CO6 Discuss the economics of media.

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2. Media Organization Management Second Edition by James Redmond – 2004.
3. Organizations and the Media: Organizing in a Mediatized World by Josef Pallas, Lars Strannegård ,Stefan Jonsson – 2014.
4. Media Organisations in Society by James Curran – 2000.
5. Understanding the Media by Eoin Devereux – 2013.
6. Alternative and Mainstream Media: The converging spectrum by Linda Jean Kenix – 2011.

Pattern for End Semester Examination

End Semester Questions Pattern	Total Questions	To Answer Questions	Marks Per Question	Total Marks
Section – A	10	10	2	20
Section – B	10	5	7	35
Section – C	5	3	15	45
Total Marks				100

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	3	3	2	1	3	3	3	3	3	3	3	2	2
CO 2	3	3	3	1	1	3	3	3	3	3	3	3	2	2
CO 3	3	3	3	1	3	1	3	3	3	3	3	3	2	2
CO 4	2	2	3	1	1	2	3	3	3	3	3	3	2	2
CO 5	1	3	3	1	1	1	3	3	3	3	3	3	2	2
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	2	2
S. No	CONTENTS OF MODULE											Hrs	Cos	
1	Media Organization and Design: Some Conceptual Issues. Media as Business and Social Institution, Greiner’s Development Model of a company.											12	K5	

2	Behavior in media Organization and Organizational Behavior. Nature and Structure of different News Media Organizations – employment opportunities in Indian News Media Industry, Group Behavior, Innovation and Creativity, Culture of organization.	16	K5
3	Economics of Media – Relationship between supplier and buyer, Readership, Advertisement Factors, Cost Factors, Revenue Models, Market Factors, State of the Industry today.	14	K3
4	Departments in Newspaper, Circulation Management, Editorial Management – Work flow in News Media, Advertisement Management.	14	K3
5	Printing and Publishing (Technologies and Processes), Organizational Structures and Functions, Newspaper Economics, Financial management, Editorial Management, Human Resources Management etc. Emerging Trends. Using Readership Survey. Magazine Publishing. Selling Space.	16	K2

Semester	VI
Subject	ELECTIVE IV Environmental Journalism/Advocacy Journalism (P)
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	3 Credits / 90 Hours
Exam Duration	3 Hours

ENVIRONMENTAL JOURNALISM

Objectives:

This course will enable the students to identify key aspects of human environment interactions and to list key ethical guidelines in environmental journalism.

Natural Resources: Renewable and non-renewable resources- ecosystem-Biodiversity and its conservation-Threats to biodiversity: habitat loss, poaching of wildlife-man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ

conservation of biodiversity-Environmental Pollution: Definition , Cause, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards-Social Issues and the Environment: From Unsustainable to Sustainable development. Urban problems related to energy-laws related to environment-usage of info graphics.

Students will write 5 articles on environmental issues after doing field work.

Course Outcomes:

At the end of the Course, the Student will be able to:

- CO1 Aware of the laws related to Environment.
 CO2 Realise the need to disseminate information about the current state of environment in order to protect it.
 CO3 Employ language proficiency in writing articles to create awareness about conservation.
 CO4 Follow ethical guidelines in reporting human-environment interactions.
 CO5 Do fact checking.
 CO6 Make use of info graphics to present the data collected.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	1	1	2	2	1	1	1	3	3	1	1	1	1	1
CO 2	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 3	2	2	2	1	1	1	2	3	3	1	1	1	1	1
CO 4	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 5	1	1	1	2	2	1	1	3	3	1	1	1	1	1
CO 6	1	1	1	1	1	3	2	3	3	1	1	1	1	1

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Natural Resources: Renewable and non-renewable resources- ecosystem- Biodiversity and its conservation-Threats to biodiversity: habitat loss, poaching of wildlife-man-wildlife conflicts.	14	K2
2	Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity	12	K2
3	Environmental Pollution: Definition, Cause, effects and control measures of:- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards- Social Issues and the Environment: From Unsustainable to Sustainable development.	16	K2
4	Urban problems related to energy-laws related to environment-usage of info graphics.	14	K2
5	Students will write 5 articles on environmental issues after doing field work.	16	K6

ADVOCACY JOURNALISM

Objectives:

This course will enable the students to distinguish Advocacy Journalism from Opinionated Journalism and Propaganda. Also it will encourage the students to write articles with transparency and allow their biases to be explicit and follow Journalistic standards.

Awareness of the differences between Advocacy Journalism and other genres of Journalism, Need to follow Journalistic standards and ethics while writing articles-use of journalism techniques to promote a specific political or social cause- writing evidence based and transparent articles coupled with a stand point.

Students will write 5 articles on Advocacy Journalism from current affairs on socio-political issues and government policies.

Course Outcomes:

At the end of the Course, the Student will be able to:

CO1 Distinguish Advocacy Journalism from Opinionated Journalism

CO2 Write articles knowing their bias

CO3 Follow Journalistic Standards and ethics while reporting

CO4 Analyse the effectiveness and reach of Government policies

CO5 Relate to historical context while addressing an issue

CO6 Aware of contemporary issues in the society

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	1	1	2	2	1	1	1	3	3	1	1	1	1	1
CO 2	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 3	2	2	2	1	1	1	2	3	3	1	1	1	1	1
CO 4	1	1	2	1	1	3	2	3	3	1	1	1	1	1
CO 5	1	1	1	2	2	1	1	3	3	1	1	1	1	1
CO 6	1	1	1	1	1	3	2	3	3	1	1	1	1	1

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Awareness of the differences between Advocacy Journalism and other genres of Journalism	16	K2
2	Need to follow Journalistic standards and ethics while writing articles.	14	K3
3	Use of journalism techniques to promote a specific political or social cause	14	K3
4	Writing evidence based and transparent articles coupled with a stand point.	12	K3
5	Students will write 5 articles on Advocacy Journalism from current affairs on socio-political issues and government policies.	16	K6

Semester	VI	
Subject	ELECTIVE V DEVELOPMENT JOURNALISM/CULTURAL JOURNALISM (P)	
Maximum Marks	CIA- 40 Marks	ESE-100 Marks
Credits/Instructional Hours	3 Credits / 90 Hours	
Exam Duration	3 Hours	

DEVELOPMENT JOURNALISM

Objectives:

This course will allow the students to examine the efforts made by the government towards development goals and its effectiveness. Also, students will be able to recognize the role of international agencies like UN, UNESCO, UNICEF, WHO towards Development.

Problems and issues of the development-Understanding the rural India and its problems- Models of development: capitalist model, neo-liberal model, socialist model -Alternative models- Use of media in development communication - Role of Government - Other agencies in development communication –Issues related to Women, child, health & family structure in India - Writing for development communication - Use of Traditional media and New media in development communication

Students will write 5 articles of Development issues from the broad area of human development, education, health, nutrition, population, environment, gender issues, problems faced by Dalits and Tribals in different formats like articles, reports, interviews and features.

Course Outcomes:

At the end of the Course, the Student will be able to:

CO1 Aware of the problems related to the concept of Development

- CO2 Critically evaluate government policies related to Development and its impact
 CO3 Analyse the role of International Agencies towards Development
 CO4 Create content suitable for different formats
 CO5 Approach the issue in various angles
 CO6 Examine the reach of Development policies

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO					PSO								
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 2	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 3	3	2	1	3	2	1	3	3	2	3	3	2	3	3
CO 4	3	2	3	3	1	2	3	3	2	3	3	2	3	3
CO 5	3	1	3	3	3	2	3	3	2	3	3	2	3	3
CO 6	3	3	3	3	3	3	3	3	2	3	3	2	3	3

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Problems and issues of the development-Understanding the rural India and its problems.	12	K2
2	Models of development: capitalist model, neo-liberal model, socialist model -Alternative models Use of media in development communication	12	K2
3	Role of Government – Other agencies in development communication	10	K2
4	Issues related to Women, child, health & family structure in India – Writing for development communication	12	K2
5	Use of Traditional media and New media in development communication	10	K2
6	Students will write 5 articles of Development issues from the broad area of human development, education, health, nutrition, population,	16	K6

CO 1	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 2	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 3	3	2	1	3	2	1	3	3	2	3	3	2	3	3
CO 4	3	2	3	3	1	2	3	3	2	3	3	2	3	3
CO 5	3	1	3	3	3	2	3	3	2	3	3	2	3	3
CO 6	3	3	3	3	3	3	3	3	2	3	3	2	3	3

S. No	CONTENTS OF MODULE	Hrs	Cos
1	Basic understanding of culture as a social institution – value systems – mass media as vehicles of cultural communication	12	K2
2	Impact of technology on culture – Globalization effects on culture and communication – Mass media as a culture manufacturing industry	12	K2
3	Culture, communication and folk media	12	K2
4	Culture & Politics	10	K2
5	Culture & Economics	10	K2
6	Students will write 10 stories including popular culture, traditional culture and on social groups and their lives.	16	K6

Semester	VI
Subject	PRACTICAL WEB MAGAZINE / TABLOID
Maximum Marks	CIA- 40 Marks ESE-100 Marks
Credits/Instructional Hours	5 Credits / 90 Hours
Exam Duration	3 Hours

Objectives:

This course is meant to provide a platform for students to practice and sharpen their Journalistic and writing skills. It also provides an opportunity for students to fine-tune their design and technical skills in the production and packaging of news.

Students will bring out a Tabloid/Web Magazine. (Group work)

TABLOID. Production of a complete, professional real-time tabloid for print.

or

WEB MAGAZINE Production of a complete web magazine for online publication.

Course Outcomes:

At the end of the course students will be able to:

- CO1 Acquire technical skills to produce Tabloid/Web magazine.
- CO2 Employ creativity in producing the Tabloid/Web magazine.
- CO3 Realize the importance of team work in meeting the dead line pressures.
- CO4 Create contents suitable for different formats.
- CO5 Adopt ethical values in selecting and disseminating news.
- CO6 Discuss various perspectives of the news story before writing for publication.

Mapping of Course Outcomes to Program Outcomes:

CO/PO/PSO	PO							PSO						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO 1	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 2	3	2	1	2	2	1	3	3	2	3	3	2	3	3
CO 3	3	2	1	1	2	1	3	3	2	3	3	2	3	3
CO 4	3	2	3	1	1	2	3	3	2	3	3	2	3	3
CO 5	3	1	3	3	3	2	3	3	2	3	3	2	3	3
CO 6	3	3	3	3	3	3	3	3	2	3	3	2	3	3

S. No	CONTENTS OF MODULE	Hrs	COs
1	Students will bring out a Tabloid/Web Magazine. (Group work) TABLOID. Production of a complete, professional real-time tabloid for print. or WEB MAGAZINE Production of a complete web magazine for online publication.	72	K6

VALUE ADDED COURSES

Subject	VALUE ADDED COURSE – FOLK MEDIA / DIGITAL MARKETING
Credits	3

FOLK MEDIA

Objectives:

This course provides an introduction to the folk media with its reach and effectiveness. Also, it provokes a discussion on the integration of folk media with traditional media and the ethical issues related to folk media format.

Unit I:

Characteristics of folk media, relevance of folk media in modern society, reach and effectiveness.

Unit II:

Classification of folk media forms - Important folk media forms in India- folk songs, folk dances, folk theatre, folk tales, folk games and street plays.

Unit III:

Popular folk arts in Tamil Nadu - Bommalattam or Puppet show, Karagattam, Devaraattam, Silambattam, Kazhi Attam or Kolattam, Mayil Attam, Oyilattam, Poikkal kuthirai, Paraiattam, Puliattam, Koothu, Villupattu.

Unit IV:

Integration of folk media with mass media - Role of government agencies like song and Drama division, Infotainment and publicity Department, ethical issues with folk media format.

Unit V:

Practice and performance of any one folk art.

Course outcomes:

At the end of the course student will be able to:

CO1: Identify the characteristics of folk media

CO2: Evaluate different folk media forms

CO3: Explain different formats of folk forms in Tamil Nadu

CO4: Discuss the advantage and disadvantage of integration of folk media with traditional media

CO5: Make use of folk form to convey a message

Assessment:

No term end examination required. Assessment modes can be in the form of Group discussion / Poster presentation / Seminars / Performance of the art etc.

Books for References:

1. Folk Media for Development by Dr. N. Usha Rani.
2. Folk Media & Communication by Ranganath H.K.

3. Traditional Folk Songs by Shyam Parmar.
4. Folk Arts and Social Communication by Durgadas Mukhopadhyaya.
5. Role of Traditional Folk Media in Rural India by N. Vijaya.
6. Folk Theatre in India by Gargi Balawant.
7. The Indian Theatre by Mulk Raj Anand.
8. Complete Book on Puppetry in India by Curre D.
9. The Passing of Traditional Society by Daniel Lerner.
10. Traditional Folk Media in India by Shyam Parmar

DIGITAL MARKETING

Objectives

This course provides an introduction to the fundamentals of Digital Marketing. Also it instills technical knowledge on social media marketing, email marketing, content strategy and web analytics.

Unit I

Introduction to Digital Marketing-What is Digital Marketing? Importance of digital marketing, How can digital marketing be the ultimate tool for success for businesses? How to conduct a competitive analysis? Difference between traditional marketing and digital marketing, Trends and scenario of the industry, How to use digital marketing to increase sales? Case studies regarding strategies involved.

Unit II

Planning and Creating a Website -Brand awareness, credibility, and delivery among consumers, Brand awareness, credibility, and delivery among consumers, Practical demonstration on how to create a website, How to incorporate design and other elements into the website, WordPress, Adding content, installing and activating plugins

Unit III

Search Engine Optimisation (SEO)-What is SEO?, On-Page Optimization, Keywords, History & Growth of SEO, Off-Page Optimization, Google Adwords

Search Engine Marketing (SEM)-Introduction to SEM, Google Adwords, Site Targeting, CPC, CPA & CPM Based Accounts,

Campaign Creation, Ad Creation, Approval & Extensions, Keyword Targeting, Demographic Targeting/ Bidding

Unit IV

Social Media Marketing - Definition of Social Media Marketing & Social Media, Social Networking, Use of Different Social Media Platforms, Blogging, Video Creation & Sharing, Content Creation

Email Marketing- Importance of Email Marketing, Creating & Tracking e-Mailers, Create Forms, Email Marketing Platforms, Open Rates & CTR of e-Mailers, Create Opt-in Lists

Content Strategy-Blogging, CTC via Content, Guest Blogging, Article Marketing, Promotions, Content Marketing Tools

Unit V

Web Analytics-Introduction to Web Analytics, Campaign Tagging & Reporting, Using Google Adwords Data, Introduction to Audience Reports, Traffic & Content Report, Introduction to Audience Reports, Traffic & Content Report, Linking, Real-Time Data

Course outcomes:

At the end of the course student will be able to:

CO1: Identify the characteristics of folk media

CO2: Evaluate different folk media forms

CO3: Explain different formats of folk forms in Tamil Nadu

CO4: Discuss the advantage and disadvantage of integration of folk media with traditional media

CO5: Make use of folk form to convey a message

Assessment:

No term end examination required. Assessment modes can be in the form of Group discussion/ Poster presentation / Seminars / Performance of the art etc.

Books for References:

1. Digital marketing for Dummies by Ryan Deiss & Russ Henneberry - 2017
2. Jab Jab Jab Right Hook by Gary Vaynerchuk
3. Social Media Marketing All-in-one Dummies by Jan Zimmerman, Deborah Ng - 2017
4. The Art of SEO by Eric Enge, Stephan Spencer, Jessie Stricchiola
5. Digital Marketing by Danny Star - 2020
6. Epic Content Marketing by Joe Pulizzi
7. Hit Makers: The Science of Popularity in an Age of Digital Distraction by Derek Thompson

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2. Larson, Charles U; Persuasion—Reception and Responsibility. Wadsworth, 2001
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